

Class TK6540

Book .B85

PRESENTED BY

Scanned from the collections of
The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

at the Post Office at Washington, D. C., under act of March 3, 1879.

GIFT OF PUBLISHER

BROADCASTING

combined with

Broadcast Advertising

Published Semi - Monthly • Vol. 10 No.1

WASHINGTON, D. C.
JANUARY 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy



An Elephant . . .

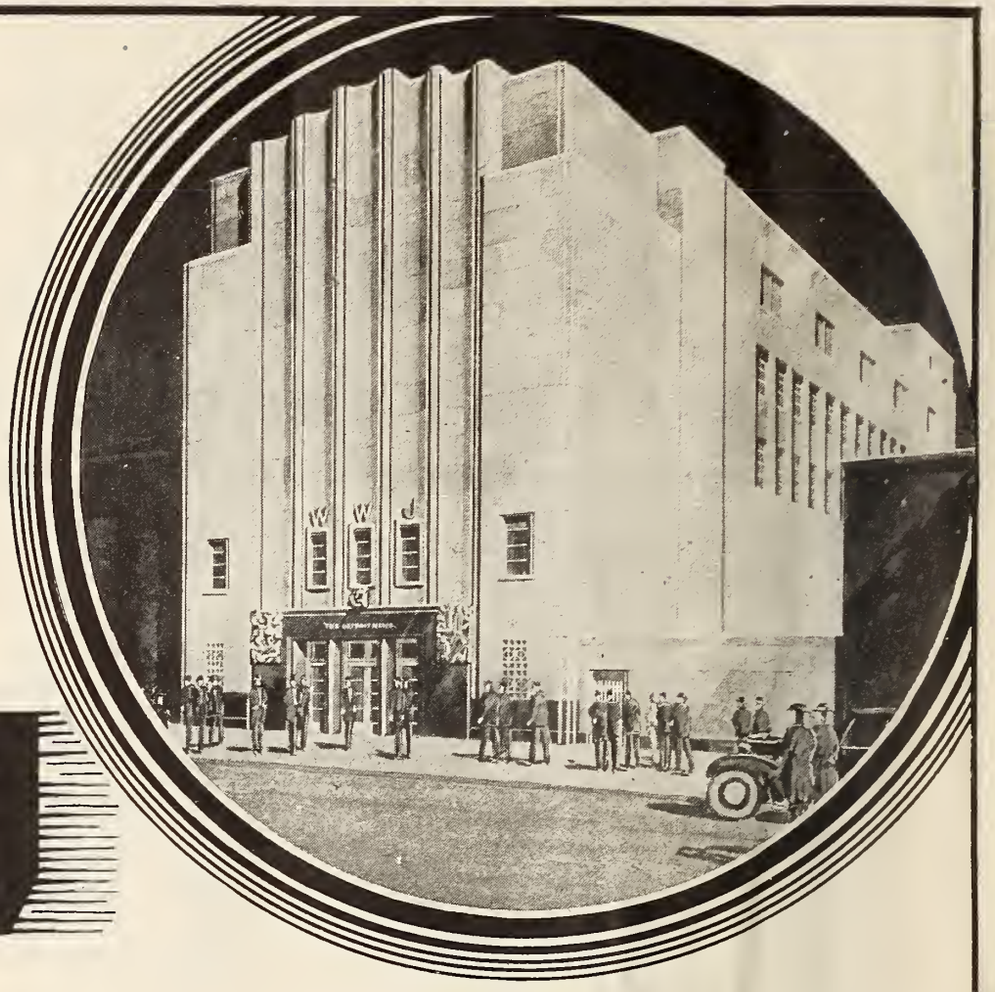
never to forget!

1. 50,000 WATTS POWER
2. DIRECTIONAL ANTENNA
3. HIGH FIDELITY
4. ADEQUATE COVERAGE OF 3⁴/₅ MILLION RADIO HOMES
5. CONSISTENT MAIL RESPONSE FROM MAINE TO VIRGINIA
6. PROGRAM LISTINGS IN 99 PAPERS IN 53 CITIES
7. LOYAL LISTENER FOLLOWING

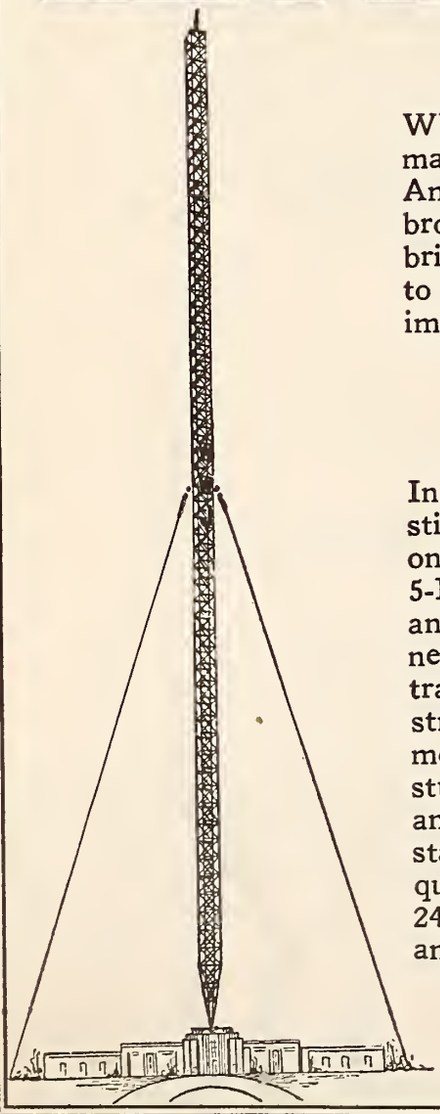
WOR is an elephant of a broadcasting station in the New York-Philadelphia metropolitan area. If we could call in the seven blind sages to describe it we would get seven answers. None would tell the whole story. And none would be wrong. Together they might explain why 1935 was the biggest year WOR has had.

WOR

To Reach Detroit's Radio Listeners You Must Have



WWJ



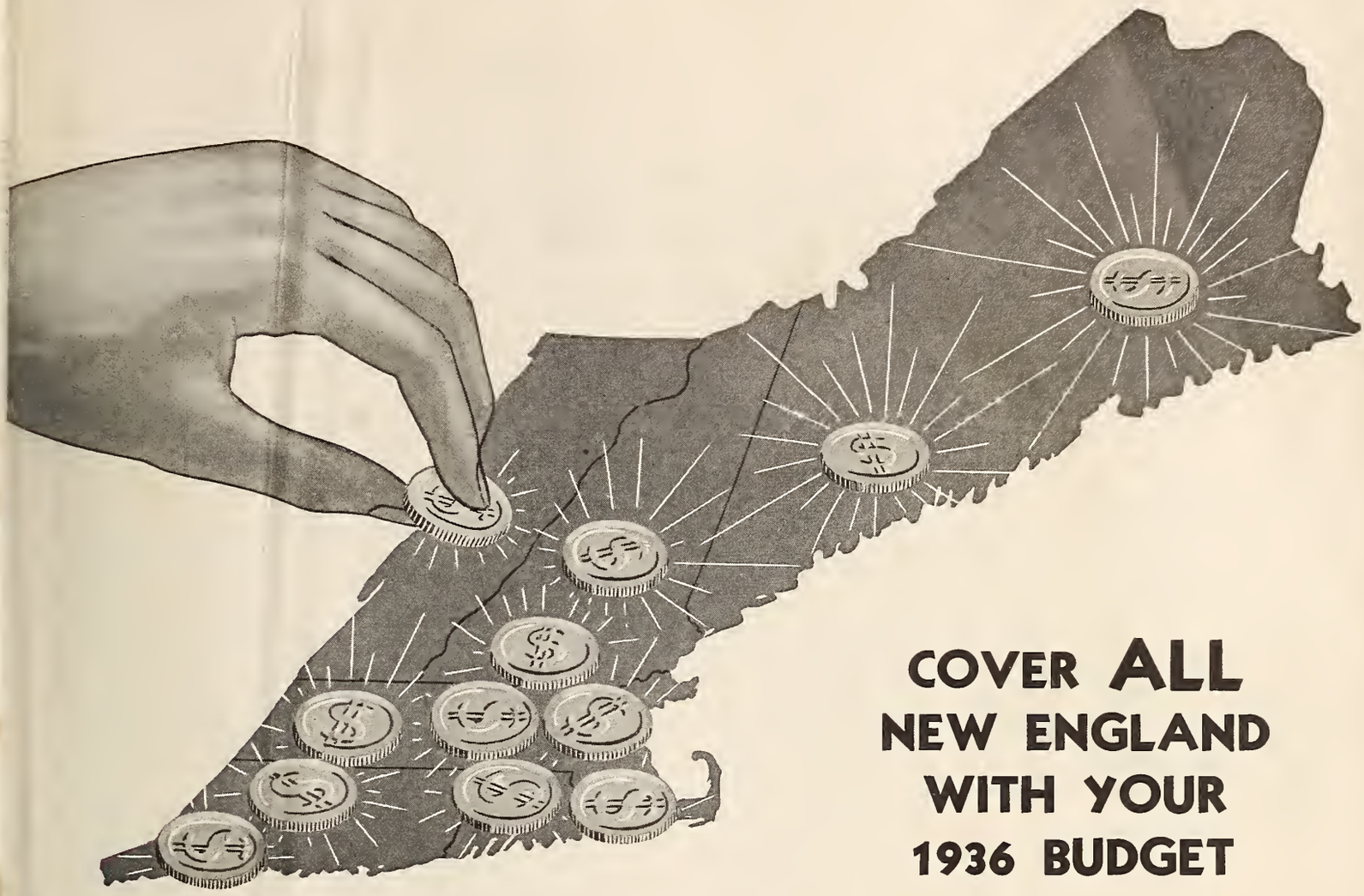
WWJ is first in listener interest in Detroit. Every survey that has ever been made proves that. The reasons: WWJ was the first radio station in America to broadcast regular daily programs; the first in Michigan to broadcast play-by-play accounts of base ball and foot ball games; first to bring network programs to Detroit; first station in the state alloting time to community and civic movements and first to provide its listeners with important news flashes.

WWJ Building for the Future

In keeping with its pioneering instincts, WWJ recently completed one of the most modern high-fidelity 5-KW transmitting units used by any radio station in America. The new broadcasting building, illustrated above, and now under construction, will house the most elaborately equipped studios between New York and Chicago. WWJ has a staff qualified to meet all requirements. It has its own 24-piece concert orchestra and a 14-piece dance orchestra. Its personnel includes such well-known members as Ty Tyson, sport announcer, acknowledged to be one of the country's best on base ball and foot ball. Wynn Wright, production manager, formerly a director of production with NBC; and Val Coffey, music director, an outstanding musician, conductor and composer. WWJ's soloists include many distinguished in music circles, while its large dramatic and juvenile staffs rank among the best in radio.

1 KW NIGHT
5KW
DAYTIME

National Representative
JOHN BLAIR & CO., *New York, Chicago, Los Angeles, San Francisco*



COVER ALL NEW ENGLAND WITH YOUR 1936 BUDGET



New England has money to spend . . . a larger weekly pay envelope than the average for other sections . . . the country's highest per capita surplus as shown by savings deposits. A rich market, worth intensive and thorough cultivation!

Yet New England, as small as it is in area, is not a concentrated market in the sense that it can be sold through the medium of one station or a small group of stations.

New England has so many large, separate centers of population, served by their own popular local stations, that a 50,000 watt station alone can have but scattered effectiveness in covering the whole area—especially when so many of the local stations are outlets for national network programs.

You must combine a large group of these local stations in order to command a New England-wide audience.

The Yankee Network does this for you. Its 12-station network — with intensive coverage from Bridgeport to Bangor — delivers a larger audience than can be reached by any other group of stations.

By using the Yankee Network you can make your budget cover all New England in the most effective way. Your sales message will reach the greatest number of people in this rich territory.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

A is for A & P • B for Barbasol • C for Campbell's • D for Du Pont • E for Esso F for Ford ★ ★ ★ Scan the list of Columbia clients from A to Z. These names make news. So do the numbers pinned after them. Very simple numbers, such as *'260 weeks of consecutive broadcasting on CBS.'* And *they* really tell the story. Herewith, then, the sponsors of the Columbia Broadcasting System, as of January 1st, 1936.*

ACME WHITE LEAD & COLOR WORKS
156 out of the last 173 weeks on CBS. Began September, 1932. Year-round advertiser since September, 1934. ACME PAINTS

ATLANTIC REFINING CO.
5 months on CBS. Began Sept., 1935. WHITE FLASH GASOLINE

BARBASOL CO.
260 weeks of consecutive broadcasts on CBS. Began Jan., 1931; has increased hook-up 68%. BARBASOL SHAVING CREAM

BAYER CO.
81 weeks consecutive broadcasts on CBS. BAYER'S ASPIRIN

BISODOL CO.
On CBS for 118 consecutive weeks. Began September, 1933; increased hook-up one-fourth. BI-SO-DOL

A. S. BOYLE CO.
33 months on CBS. Began March, 1931. Doubled hook-up and time. Year-round since 1933. OLD ENGLISH FLOOR WAX

CAMPBELL SOUP CO.
16 consecutive months on CBS. CAMPBELL'S SOUPS
Began in October, 1935. CAMPBELL'S TOMATO JUICE
SPECIAL CBS CHRISTMAS BROADCAST. Planned for 5 years.

THE CARBORUNDUM CO.
Began in November, 1929. CBS hook-up has tripled in seven years of (seasonal) broadcasting. ABRASIVES

CLICQUOT CLUB CO.
On the air from 1927 to 1933. On CBS since December, 1935. CLICQUOT CLUB GINGER ALES & SPARKLING WATER

COCA-COLA CO.
On radio since 1927. On CBS since Oct., 1935. COCA-COLA

COLGATE-PALMOLIVE-PEET
Began Dec., 1927. On CBS Jan., 1936. PALMOLIVE SOAP
Began January, 1931. Begins on CBS January, 1936. SUPER-SUDS
Begins January, 1936. PALMOLIVE SHAVING CREAM

CONSOLIDATED CIGAR CORP.
Consolidated Cigar on CBS two years for Henry George Cigars (Oct., 1929 to Sept., 1931); 9 months in 1931 for Dutch Masters Cigars. Current program began Sept., 1935. HARVESTER CIGAR

CREAM OF WHEAT CORP.
Came to CBS with part of radio campaign August, 1931. Completely on CBS since December, 1934. (Total 36 months). Hook-up increased 50%. CREAM OF WHEAT

D. L. & W. COAL CO.
31 months on CBS. Began September, 1931, and has since doubled number of broadcasts. BLUE COAL

E. I. DU PONT DE NEMOURS & CO.
On CBS since October, 1935. (Note: Duco was advertised on CBS in 1932). DuPONT INSTITUTIONAL

FORD MOTOR CO.
Began on CBS February, 1934 with two half-hours weekly. Increased one half-hour show to hour, October, 1934. Increased remaining half-hour to hour, January, 1935. FORD MOTOR CARS

GENERAL BAKING CO.
Five years of CBS weekly daytime broadcasting without interruption. New program *added* December, 1935. BOND BREAD

GENERAL MILLS, INC.
Six years of CBS broadcasting. Now broadcasting 5 times a week. A daytime advertiser. WHEATIES

GREAT ATLANTIC & PACIFIC TEA CO.
Began on CBS October, 1935, 3 evenings a week. A&P COFFEES

GULF REFINING CO.
22 months on CBS. Became year-round advertiser in 1935. Hook-up increased one-third. GULF GASOLINE & OIL

HEALTH PRODUCTS CORP.
Has broadcast 76 consecutive weeks on CBS. FEEN-A-MINT

HECKER H-O CO., INC.
Began on CBS September, 1931. Year-round advertiser since September, 1933. FORCE & H-O CEREALS

H. J. HEINZ CO.
Began on CBS April, 1932. Returned to CBS in October, 1935, with 3 periods a week. A daytime advertiser. 57 VARIETIES

EDNA WALLACE HOPPER, INC.
34 months on CBS. Began July, 1931, with 15 minutes a week. Now using 75 minutes. A daytime advertiser. COSMETICS

ILLINOIS MEAT CO.
Began Nov., 1934. Broadcast 5 times a week since, without interruption. A daytime advertiser. "BROADCAST" PRODUCTS

*as this goes to press

THE JULIAN & KOKENGE CO.
Came to CBS Sept., 1935. Beginning Jan., 1936, the hook-up increases 150%. A daytime advertiser. FOOTSAVER SHOES

KLEENEX CO.
Came to CBS April, 1935. Now on third renewal, broadcasting 5 times a week. A daytime advertiser. KLEENEX

KOLYNOS CO.
45 months on CBS. Used 6 months in 1931; 6 months, 1932; 10 months, 1933; 11 months, 1934; 12 months, 1935. Increased broadcasts 1 to 5 times a week. KOLYNOS TOOTHPASTE

G. KRUEGER BREWING CO.
Began network broadcasts November, 1935. KRUEGER'S BEER

LADY ESTHER CO.
On CBS for last 27 months. Began Oct., 1933. Number of broadcasts per week doubled since. LADY ESTHER COSMETICS

THE LARNED CO.
Began seasonal broadcast on CBS September, 1934. Returned to CBS October, 1935. HILL'S NOSE DROPS

LEHN & FINK PRODUCTS CO.
PEBECO TOOTHPASTE • 22 months on CBS. Began January, 1931. Hook-up has trebled, broadcasting time has doubled since.

LEVER BROTHERS CO.
6 months on CBS. Began July, 1935. LUX TOILET SOAP

LIGGETT & MYERS TOBACCO CO.
33 months on CBS. Began Jan., 1932. CHESTERFIELD CIGARETTES

LINCOLN MOTOR CAR CO.
Began on CBS December, 1935. LINCOLN-ZEPHYR

MOHAWK CARPET MILLS
Began on CBS February, 1935. Is now a year-round CBS daytime advertiser. MOHAWK CARPETS

PACKARD MOTOR CAR CO.
Came to CBS September, 1935. PACKARD 120

PET MILK SALES CORP.
112 consecutive weeks on CBS. Broadcasting twice a week. A daytime advertiser. PET EVAPORATED MILK

PHILCO RADIO & TELEVISION CORP.
62 months on CBS. Year-round CBS advertiser 1933-1934-1935. Broadcasts increased from 1 to 5 times a week. PHILCO RADIOS

LOUIS PHILIPPE, INC.
More than 2 solid years on CBS. Now broadcasting 5 times weekly. A daytime advertiser. LOUIS PHILIPPE COSMETICS

PILLSBURY FLOUR MILLS CO.
250 weeks on CBS. Began Jan., 1929. Without interruption on CBS since Sept., 1933. Daytime broadcasts have doubled; CBS appropriation more than doubled. PILLSBURY FLOURS

CHAS. H. PHILLIPS CHEMICAL CO.
215 weeks of broadcasts on CBS. Began September, 1931; hook-up increased 30%. PHILLIPS' DENTAL MAGNESIA

THE POMPEIAN CO.
Began October, 1931, 15-minutes weekly. Returned December, 1935, 45-minutes weekly, in daytime. POMPEIAN COSMETICS

REMINGTON-RAND, INC.
Began on CBS December, 1932. Has since doubled hook-up and increased broadcasts. R-R OFFICE EQUIPMENT

R. J. REYNOLDS TOBACCO CO.
30 months on CBS. Began June, 1931. CAMEL CIGARETTES

D. A. SCHULTE, INC.
A newcomer. Began December, 1935. SCHULTE STORES

SOCONY-VACUUM OIL CO.
21 months on CBS. Began Jan., 1933. Returned Oct., 1934. Year-round advertiser in 1935. SOCONY GASOLINE AND OIL

STANDARD OIL CO. OF INDIANA
One broadcast on CBS in 1930; one in 1931. Began regular weekly series on CBS Oct., 1935. RED CROWN GASOLINE

STANDARD OIL CO. OF NEW JERSEY
Began on CBS in November, 1932, 15 months of CBS broadcasting. Hook-up has increased 50%. ESSO GASOLINE

STEWART-WARNER CORP.
Begins second year of consecutive weekly CBS broadcasting February, 1936. ALEMITE LUBRICANT

STUDEBAKER SALES CORP.
2 broadcasts on CBS in December, 1928. 22 months of broadcasting on CBS since September, 1933. Exclusively on CBS since July, 1935. STUDEBAKER MOTOR CAR

TIME, INC.
100 weeks on CBS. Began March, 1931. Increased number of broadcasts and hook-up. TIME MAGAZINE AND PICTURES

U. S. TOBACCO CO.
7 months on CBS. DILL'S BEST & MODEL TOBACCOS

WARD BAKING CO.
Began on CBS January, 1930, 30 minutes a week. Returned to CBS, December, 1935, 45 minutes a week.
WARD'S BREAD & CAKE

WASEY PRODUCTS, INC.
8 months in 1933; 11 months, 1934; 12 months, 1935. Hook-up more than doubled. Now broadcasts 6 times a week, day and night. ZEMO, KREML, MUSTEROLE, EDWARD'S CTC SELTZER

WM. WRIGLEY JR. CO.
Seven years a CBS advertiser. Began December, 1928 with 1 broadcast a week on 7 stations; now broadcasting 5 times weekly over 54 CBS stations. WRIGLEY CHEWING GUMS

WYETH CHEMICAL CO.
44 of last 50 months on CBS; began Nov., 1931; increased broadcasts 3 to 5 times a week. A daytime advertiser. JAD SALTS

THE COLUMBIA BROADCASTING SYSTEM • 485 MADISON AVENUE, NEW YORK, N. Y.



"How was the balance, Mr. F&S?"

1935 was a good year for F & S largely because we fought, bled and darned-near-died to make it a good year for our customers.

1936 is going to be the same way, and because of the same reasons.

If you would like to have about eighteen unusually active (and fairly intelligent!) young fellows working for you on your radio problems—if you want a lift on creative ideas or statistical dope, or if you just need some plain ordinary foot-work done for you—give us a ring and watch what happens.

We'd rather *show* our wares than talk about them.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO . . . (NBC) . . Des Moines	KFAB . (CBS) . Lincoln-Omaha	KSD . (NBC) . . . . St. Louis
WGR-WKBW (CBS) . . . Buffalo	WAVE . (NBC) . . . Louisville	KFWB . . . . . Los Angeles
WIND-Gary — WJJD-Chicago	WTCN . . . Minneapolis-St. Paul	KOIN . (CBS) . . . . Portland
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOL . (CBS) . . . . Seattle
KMBC . . (CBS) . Kansas City		KVI . (CBS) . . . . Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 1 WASHINGTON, D. C., JANUARY 1, 1936 $3.00 A YEAR—15c A COPY

ASCAP Temporarily Extends All Licenses

By SOL TAISHOFF

Catalog Is Minus Warner Music, However, With Movie Firm Offering Flat Fee Basis Which Is Rejected by Networks

RELIEVING, temporarily at least, the most critical program situation that has confronted broadcasting since its inception, a blanket extension of copyright licenses to individual broadcasting stations for performance of the Warner-less catalog after Dec. 31, at current rates, was issued Dec. 30 by ASCAP.

Simultaneously, arrangements were made with Warner Brothers publishing houses for a flat-rate method of compensation, amounting in the case of full-time stations to four times the highest hour rate for the music—the arrangement with Warner being for a three-month temporary period. During that period an effort will be made to work out the mooted "per piece" plan, whereby stations will pay for each composition broadcast at the price stipulated by the copyright owners.

Networks Won't Play Warner

AS BROADCASTING went to press Dec. 30, the networks adhered steadfastly to their decision to go without Warner music because of their inability to reach mutually satisfactory terms. Despite this, however, the report persists that this situation might change in one or two ways. The first was that arrangements would be made by the major networks with Warner. and the second that Warner would reenter ASCAP.

Promptly after working out of the Warner arrangement, many stations notified James W. Baldwin NAB managing director, who was in New York directing the negotiations, that they would accept the Warner revision. The revised contract was worked out by Mr. Baldwin with his "advisory committee" of independent broadcasters in conferences with Herman Starr and A. M. Wattenburg, Warner executive and general counsel, respectively.

The advisory committee, on the ground since Dec. 27 at the call of Mr. Baldwin, comprised Walter Damm, WTMJ, Milwaukee; Philip G. Loucks, former NAB managing director; Louis G. Caldwell, Washington attorney; John L. Clark, WLW general manager, and H. Dean Fitzer, WDAF Kansas City. There also appeared on the scene Dec. 30 NAB President Leo J. Fitzpatrick, WJR, Detroit, and NAB Vice President Edward Allen, WLVA, Lynchburg. Va.

The ASCAP extension and the Warner revision were obtained only after gruelling negotiations. They broke an impasse that threatened chaos in the industry.

As matters stand at this writing [Dec. 30], hundreds of popular tunes in the Warner repertory are banned from the networks. Changes in scores of theme songs are expected forthwith because of their Warner ownership or because title is clouded by Warner claims.

ASCAP Extension Indefinite

THE individual station extensions of ASCAP licenses were obtained by Mr. Baldwin, who was armed with powers of attorney from more than 300 stations to negotiate in their behalf. Subject to subsequent approval, the extensions permit all stations to perform ASCAP music without the necessity of signing new contracts, for a temporary indefinite period. Both stations and ASCAP have the right to cancel on two days notice.

The understanding reached by Mr. Baldwin, Nathan Burkan, ASCAP general manager, and Gene Buck, ASCAP president, was that a joint committee, representing all elements in the industry, would be convened shortly after Jan. 1 to work out a permanent solution. This understanding was procured only verbally, however, despite Mr. Baldwin's insistence that it be placed in the letter of extension.

Great significance attaches to the Warner arrangement since it is the first direct move toward introduction of per-piece as a means of compensation for music. Opposed by the networks on the ground it is unworkable and would entail vastly increased tribute to the copyright owners, this method nevertheless was espoused by the last

(*Continued on page 54*)

Major Networks Decide Against Using Warner Music . . .

Following are the letters sent by NBC and CBS on Dec. 24 to their respective clients and agencies, and to the clients and agencies of their owned and operated stations, notifying them that, effective Dec. 31 and until further notice, no music controlled by the Warner Bros. music publishing houses will be performed; the NBC letter bore the signature of Edgar Kobak, sales vice president, and the CBS letter was signed by Edward Klauber, executive vice president:

NBC Letter to Clients and Agencies

WE HEREBY announce to you that after midnight, December 31, 1935, and until further notice no musical compositions copyrighted in the name of any of the following music publishers will be broadcast on our networks or on stations owned or programmed by us: Harms Inc., New World Music Corp., Shubert Music Publishing Co., M. Witmark & Sons, T. B. Harms Co., Victoria Publishing Co., Remick Music Corp.

In this letter we shall call them the "Warner publishers" as all of them are either controlled or affiliated with "Warner Bros. Pictures, Inc."

The facts that have forced this decision upon us are as follows:

(1) The National Broadcasting Company has always held contracts with the American Society of Composers, Authors and Publishers (hereinafter called "Society") for public performing rights of musical compositions which from time to time have been renewed by us without the necessity of having to approach our clients. Our last renewal was on the 4th of June, 1935, when, after long and protracted negotiations, we extended our contracts for a period of five years and four months commencing September 1, 1935, and ending December 31, 1940. The licenses we secured gave us the right to broadcast all of the musical compositions contained in the catalog of the Society as it was constituted on June 4, 1935. These contracts were duly approved by action of the Board of Directors of the Society, including a representative of the Warner publishers who sat on the Board of the Society. We entered into this extension agreement on the understanding that the musical compositions copyrighted by the Warner publishers would continue to be available to our advertisers and ourselves and the terms for the royalty payments were based upon that understanding.

(2) Within the last few weeks and since the signing of our renewal agreements with the Society the Warner pub-

(*Continued on page 50*)

CBS Letter to Clients and Agencies

THIS LETTER announces to you the change of program policy which is necessitated by the announcement of the so-called Warner Bros. Group of publishers that they have resigned from the American Society of Composers, Authors and Publishers as of December 31, 1935. The publishing houses which have joined in this announcement are: Harms Inc., M. Witmark & Sons, Remick Music Corp., T. B. Harms Co., New World Music Corp.

On June 4, 1935, after long negotiation, the Columbia Broadcasting System, made a new contract with the American Society of Composers, Authors and Publishers, and under this contract we were licensed for a period of five years, ending December 31, 1940, to play all of the compositions in the catalog of the Society as it was then constituted. At the time that this contract was negotiated, signed and ratified by the American Society of Composers, Authors and Publishers, the so-called Warner Group were members of the Society and were represented on its Board of Directors. The terms of this contract were predicated upon the basic assumption that the Warner Brothers music would continue to be available to us, and we felt that such terms, so far as we could look ahead, made it economically feasible for us to continue to absorb the costs of playing these copyrighted compositions as part of our operating expenses and not to pass them on.

After this contract was signed, the Warner Brothers Group of publishers informed the Society and us that they were terminating their membership as of December 31, 1935, and would thereupon take over the licensing of their own catalogues upon such terms as they could negotiate. The Society takes the position that it was entitled to license us to play the Warner compositions for the five-year term referred to, and that we are now entitled to perform these compositions under the terms of our license with the Society. The Society bases its contention on two principal grounds: First, that the Warner Group were members

(*Continued on page 50*)

Second Pacific Coast Network Is Placed in Operation by NBC

Two Transcontinentals Now Made Available, Aligned With the Present Basic Red and Blue Networks

FOLLOWING close upon the inaugural of its elaborate new Hollywood studios for the origination of national and regional programs, NBC on Jan. 1 is putting into operation a second Pacific Coast network and realigning its two basic networks into transcontinentals that will embrace the respective Pacific Coast groups.

The new network, which will be known as the Pacific - Blue Network, will consist of KECA, Los Angeles; KGO, San Francisco; KEX, Portland; KJR, Seattle; KGA, Spokane. All are new stations on the NBC; with the addition of KFSD, San Diego, they will not only form the new Pacific group but will be lined up with the NBC-WJZ (Blue) network for its transcontinental shows. Formerly KFSD was offered with KTAR, Phoenix, as a Pacific supplementary.

Under the new arrangement the present NBC Pacific group of stations will continue as the Pacific-Red Network, being lined up with the basic NBC-WEAF (Red) network for transcontinental shows. These stations are KPO, San Francisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle; KHQ, Spokane.

Revives Gold Network

THE NEW Pacific Blue network thus is virtually a revival of the former Gold network, which NBC operated alongside its Orange network, as it was then known, the Orange designation having been dropped in favor of "Pacific" when the Gold was discontinued. Of the new Pacific Blue group, KECA is owned by Earle Anthony, who also owns KFI; KGO is owned by General Electric Co. but operated under management contract by NBC; KEX is owned by NBC but is operated under lease by the *Portland Oregonian*, owner and operator of KGW; KJR is owned by NBC but operated under lease by Fisher's Blend Station Inc., owner and operator of KOMO; KGA is owned by NBC but operated under lease by Louis Wasmer Inc., owner and operator of KHQ.

Stations KEX, KJR and KGA were acquired by NBC about four years ago when the old American Broadcasting Co., projected by Adolph Linden, went into bankruptcy. When NBC decided it could no longer maintain a second Pacific Coast network it leased the stations to the managements of its other affiliated stations.

Two transcontinental networks, with various supplementary groups in between, are now being made available to NBC advertisers while the newly acquired A. T. & T. lines will assure both of Red and Blue sustainers. There is also a probability that later several of the stations now in the supplementary category, because they are strategically located, may be added to one or the other of the networks as basic though NBC has made no statement as to this eventuality.

"This expansion to the Pacific Coast," said Richard C. Patterson Jr., NBC executive vice president, "means that for the first time Far Western listeners will have full and regular access simultaneously to two complete program services of NBC through its two great networks." It will also mean, undoubtedly, that more NBC programs will emanate not only from Hollywood and San Francisco but from other cities on the Pacific Coast.

First sponsors on the augmented NBC-WJZ network, it was learned, will be Woodbury's featuring the new Paul Whiteman program; National Ice Manufacturers, featuring Mary Pickford, and probably the new Ford Motor program with Fred Waring's Pennsylvanians. The Woodbury program makes its debut on Sunday, Jan. 5, 9:45-10:30 p. m., and the ice program on Wednesday, Feb. 5, 10-10:30 p. m., both EST. The Ford program begins Jan. 17, and is scheduled for Fridays, 9:30-10 p. m. EST.

Rates for the Pacific Coast Blue network were quoted by NBC as follows:

Station	Frequency in Kilocycles	Power in Watts	Hour Rate
KGO, San Francisco	790	7,500	$280
KECA, Los Angeles	1430	1,000	$280
KEX, Portland	1180	5,000	$160
KJR, Seattle	970	5,000	$200
KGA, Spokane	1470	5,000	$120
KFSD, San Diego	600	1,000	$120

CALL letters of WBSO, Mass., recently sold by the Roger Babson Organization to Boston interests, have been changed to WORL.

Chevrolet Renews Again

CHEVROLET MOTOR Co., Detroit, has renewed for a fourth 13-weeks its series over 346 stations, constituting the largest spot transcription series ever placed. Renewed on Dec. 26, the fourth group will begin Jan. 20 and round out a full year of transcription broadcasting. Placed through Campbell - Ewald Co. Inc., Detroit, the programs have been transcribed by World Broadcasting System. They are 15-minute programs scheduled thrice weekly.

KNX Libel Suit Against Los Angeles Times Goes Into Concluding Stages

HEARING of the $500,000 libel suit brought by KNX, Hollywood, against the *Los Angeles Times* was expected to close by Jan. 1, the session having begun Dec. 2 before a jury in California Superior Court with Judge J. T. B. Warne on the bench. An adjournment had been taken over Christmas.

The alleged libel against KNX grew out of an editorial in the *Times* April 13, 1934, to the effect that KNX would not join the Press-Radio agreement. According to the plaintiff, the editorial, also broadcast over *Times'* affiliated stations, is alleged to have intimated that KNX was broadcasting false news, garbled and pirate news, and wholly inaccurate happenings.

Ralph Trueblood, managing editor of the *Times*, testified that at no time had KNX garbled news, broadcast incorrect news, stolen or pirated news and that statements in the editorial were not meant to be directed at KNX as KNX news was above criticism.

Newspaper Syndicates Offering Comic Strips and Other Features to Radio

THE ENTRY of two major newspaper syndicates into the broadcasting field, offering specially prepared material for program purposes based on popular features running in newspapers throughout the country, was disclosed during the last fortnight with the decisions of King Features Syndicate and United Feature Syndicate to market in the radio field. King Features is a Hearst subsidiary and is the largest of all the feature syndicates. United Feature is affiliated with the Scripps - Howard organization, which has interlocking relations with the United Press. Both Hearst's International News Service and the United Press already offer news to radio stations for sponsorship.

The decision to sell or allocate radio rights to popular features was reached, it was learned, as a result of numerous inquiries coming voluntarily from advertising agencies seeking new material for their clients.

For King Features, Joseph V. Connolly, president, who also heads INS, has appointed Fred Smith to head a special radio division to handle all radio business. Mr. Smith was assigned to look into the possibilities of establishing such an office last September. Since that time King Features has been slowly formulating its radio plans. From 1922 to 1928 Mr. Smith was with WLW, Cincinnati, and from 1928 to 1932 he was connected with Time Inc. in the development of its radio promotional plans which brought out the *March of Time*, writing the script.

Grombach Productions Inc., New York, has been given a verbal agreement by United Features to handle all inquiries concerning the radio rights for any of their features. Jean Grombach, its head, said the United Features controls 126 features that appear in newspapers daily. Of these about 25 would make high class radio entertainment. Some could be used as complete radio programs while others could be used as serials. Mr. Grombach said that these features had a daily reading public of from 3,000,000 to 15,000,000. Three different advertising agencies are now discussing plans for adapting some of these United newspaper features to radio, he said.

All Types of Features

KING FEATURES has about 50 comic strips and many other features, such as advice to the lovelorn, gossip columns, Arthur Brisbane's *Today*, women's topics and special features. A resume of the King Feature comic strips that are being offered to radio follows:

(*Continued on page 49*)

WTIC is Purchased by Cherry & Webb

WPRO Owners Buy 50,000 Watt Station; May Shift to Boston

A PURCHASE contract to acquire WTIC, Hartford, Conn. 50,000 watter, at approximately $675,000, has been consummated by Cherry & Webb, New England department store operators, and owners of WPRO, Providence, R. I. The station now is owned by the Travelers Life Insurance Co., of Hartford, and is an NBC-WEAF outlet.

Coincident with the disclosure of the purchasing arrangement, which is regarded as tantamount to acquisition of the station subject to FCC approval, it was indicated that Cherry & Webb would seek to have the station removed to the Boston area. Should that eventuate, there is the possibility of an affiliation with CBS when that network's current contract with the Yankee Network expires Jan. 1, 1937.

While definite information was lacking, it was learned that the purchase contract was signed Dec. 5 following by four days the acquisition by Cherry & Webb of an option to purchase. A down payment of $25,000, it is understood, has been made to Travelers.

Possibility of Shift

NEGOTIATIONS were completed by William Cherry, head of the department store organization, his son, William, Jr., and Paul Oury, manager of WPRO, with Daniel Read, secretary of Travelers.

Conversations with CBS also have been had by the Cherry & Webb organization, it was indicated, contingent upon the move of WTIC to the Boston area. The present CBS outlet in Hartford is WDRC, regional station, while the *Hartford Times* holds a construction permit for a new 100 watter. Whether WTIC will transfer to CBS a year from now even if it should not move to the Boston market was regarded as problematical.

While CBS is contracted with the Yankee Network for New England coverage until Jan. 1, 1927, CBS had entered into a contract with WHDH, Boston part-time independent station, to begin CBS service on it when the Yankee contract expired. This option on WHDH as an outlet was for a two-and-one-half year period from Jan. 1. It was indicated that arrangements had been made to terminate this option, leaving the way open for CBS either to deal with Yankee on a renewal or to use WTIC and other New England outlets in lieu of the Shepard service next year.

John Shepard 3d, president of the Yankee Network. for several months has been using Mutual Broadcasting System service at intervals, as well as certain programs from the Inter-City Group keyed from WMCA, New York.

Quaker Oats on NBC-WEAF

QUAKER OATS Co., Chicago (cereals) will return to the NBC-WEAF network Jan. 4 using 23 stations Saturdays, 5:30-6 p. m. *Kaltenmyer's Kindergarten* will be the talent and it will emanate from the NBC studios in Chicago. Lord & Thomas, Chicago, is the agency.

Major Lenox Lohr Chosen President of NBC

By MARTIN CODEL

Recent Head of Chicago Century of Progress Takes Post Jan. 1 As Aylesworth Resigns to Devote Time to RKO

A FORMER military engineer, regarded by his colleagues in and out of the service as one of the most brilliant and capable young executives in the country, becomes president and managing executive of the NBC on Jan. 1, succeeding Merlin Hall Aylesworth, who has resigned to devote practically all his time to his duties as chairman of the Radio-Keith-Orpheum Corp.

He is Maj. Lenox Riley Lohr, until recently general manager of Chicago's Century of Progress Exposition, whose appointment was announced Dec. 27 by David Sarnoff, NBC board chairman and president of RCA, parent company, following meetings of the NBC and RCA boards on that day. At the same time Mr. Sarnoff announced the retaining of Joseph P. Kennedy, former chairman of the Securities and Exchange Commission, for the special purpose of making a study of the problems relating to RCA's capital structure.

Proves a Surprise

THE LOHR appointment came as a distinct surprise to everyone in the broadcasting industry, including most of the officials of NBC themselves, though it set at rest months of speculation regarding changes in the NBC executive staff that has been rife since RCA's recent sale of half its stock holdings in RKO to New York banking groups. Mr. Aylesworth, who had served as NBC's chief executive since the network was founded in 1926, for several years has been devoting most of his time to RKO duties and was elevated from the RKO presidency to its chairmanship when the sale was made several months ago. He remains with NBC in an advisory capacity, assuming the newly-created post of vice chairman, but will remain as chairman of RKO, whose new stock owners are expected shortly to exercise their option to purchase the remaining half of RCA's holdings.

The fact that Mr. Sarnoff's statement announcing the election of Maj. Lohr asserted that he is assuming "full management responsibilities" aroused further speculation as to possible additional NBC executive staff changes, but RCA and NBC officials disclaim any such purpose. Richard C. Patterson Jr., executive vice president, will continue in that capacity, it was stated officially.

Mr. Lohr was in New York Dec. 28 and conferred with Mr. Patterson and other NBC officials. Aside from an expression of pleasure over his election to the NBC presidency, which, he said, afforded a wonderful opportunity to provide real public service, he had no public statement to make.

Youthful and vigorous appearing, and an interesting conversationalist, Mr. Lohr declared informally to a representative of BROADCASTING that he looked forward with great interest to his prospective work in the field of broadcasting. He said he had no definite plans or policies which he could discuss at this time, but would prefer to leave such matters alone until he orients himself in his new post.



LENOX RILEY LOHR

Mr. Lohr, it appeared evident, will have a more or less free hand in NBC operations. No immediate changes in personnel were indicated. On this score, the view prevailed that there would be none of significance any time soon and that changes both in personnel and policy, if any, would await the action or recommendations of the new president.

Maj. Lohr, it was learned by BROADCASTING, came to the attention of Mr. Sarnoff recently when he was being considered for the post of executive director of New York's projected world exposition. Mr. Sarnoff is on the city commission making plans for that exposition. Friends of Maj. Lohr, who had also been offered several other industrial jobs, had advised him against accepting the New York exposition post because of the intense strain he had undergone during the six years that he handled the Chicago exposition, and he had made up his mind not to accept.

He comes to NBC with no previous experience in radio broadcasting, except as it was used incidental to the promotion of the Century of Progress. The Sarnoff statement indicated that his selection was based entirely upon his past record, asserting: "The NBC is fortunate in securing the services of Mr. Lohr for full management responsibilities. Mr. Lohr not only has had a successful career as engineer, soldier, instructor, author and editor, but has also demonstrated unusual qualities as an executive and business man by his strikingly successful management of the Century of Progress Exposition in Chicago. Mr. Lohr brings to his new duties a thorough training and experience in varied fields and a wide knowledge of our country."

Management of Fair

MAJ. LOHR is a native of Washington, D. C., where he was born Aug. 15, 1891. He was graduated with honors from Cornell University in 1916 as a mechanical and electrical engineer. Then he attended Claire College at Cambridge University in England. He joined the U. S. Army when it entered the war, serving with the engineers in France and winning a citation for meritorious service in action and rising to the rank of major. Upon his return from France he was assigned to duty with the Army engineering corps in Washington and for seven years served as editor there of the official journal of the Society of American Military Engineers, first called *Professional Memoirs* and later changed to *Military Engineers*. He was also a member of the advisory council of the Federal Board of Surveys and Maps.

When he was about to be shifted to a new tour of duty, he was persuaded by his personal friend and Army associate, Gen. Charles G. Dawes, former Vice President of the United States, to accept an appointment as general manager of the Century of Progress. Gen. Dawes refers to Maj. Lohr in laudatory terms in his recent book of memoirs, paying high tribute to his Army career, his editorial work and his executive management of the big Chicago fair.

Miss McGrew His Aide

HIS FIRST assignment before going to Chicago was to go abroad and study the history of past fairs and expositions, and his immediate act upon taking his new job was to appoint several of his former Army engineering colleagues as his aides and department heads. His secretary, Miss Martha McGrew, remained with him throughout the task and is still with him, and will undoubtedly join him at NBC. She is described by Maj. Lohr's colleagues and friends as exceedingly capable and practically indispensable.

Because he worked night and day on his Chicago job, Maj. Lohr declined to accept several other industrial positions offered him in order to rest after the exposition was liquidated. He makes his residence with his wife and five young children, three daughters and two sons, in Evanston, Ill., and also has a country place on the Fox River in Wisconsin. His wife is the former Florence Josephine Wimsatt, of Washington, D. C., whom he married in 1924 while she was working as a graduate psychiatrist at Johns Hopkins University in Baltimore.

Maj. Lohr is a Catholic and, due to his long Army service, has maintained no political affiliations. He is a member of the National Highway Association, American Society of Civil Engineers, Washington Academy of Science, Phi Sigma Sigma, Scabbard & Blade, National Press Club and Cherry Circle Club. He is the author of many technical papers in the engineering field and is vice president and member of the board of the Chicago Museum of Science and Industry. His hobbies, according to his friends, are hunting and fishing.

RCA Capital Setup

MR. SARNOFF lunched with President Roosevelt on Dec. 26 when it is presumed he advised the President of the proposed retention

(*Continued on page 57*)

New Programs and Net Shifts Mark Opening of 1936 Season

NBC and CBS Have Large Number of New Accounts; Spud Cigarettes to Start Series on Mutual Network

WITH NBC and CBS each listing nearly a dozen new accounts, the new year gets under way with nearly all big radio users staying on the air except a few sponsors of seasonal products. A resume of principal network shows, given herewith, includes the period since mid-December since new programs started since that date will run, for the most part, well into 1936.

Among the principal changes are the shifting of Colgate-Palmolive-Peet programs from NBC to CBS, the elaborate Paul Whiteman show for Woodbury, the Sherwin-Williams Co. *Metropolitan Auditions*, the *Mary Pickford* show of National Ice Manufacturers, which starts early in February, and the shift of Clicquot Club gingerale, after three weeks on CBS, to NBC.

Colgate to CBS

COLGATE-PALMOLIVE-PEET Co., Jersey City, formerly using NBC for three major programs, in January transfers all its network broadcasting to CBS. Already off the air is the *House of Glass* script, written by Gertrude Berg, but another program by the same author will make its debut Jan. 13, using a CBS network, Mondays through Fridays, 5:45-6 p. m. The *Palmolive Beauty Box Theatre* shifts to CBS Jan. 11, 8-9 p. m., with repeat at 11 p. m., using 50 stations. The *Clara, Lu and Em* series leaves the air Jan. 10.

A new Colgate program based on crime stories from local police departments will start on 48 CBS stations Jan. 15, Wednesdays, 10-10:30 p. m. Script will be written by Phil Lord, who wrote the Chevrolet *G-Man* series last autumn.

Benton & Bowles Inc., Colgate agency, is using CBS for the first time since 1933, it is understood, and now becomes a leading CBS booking.

American Tobacco Co., it was learned, is auditioning a number of programs and is understood to be considering a Wednesday night series. The sponsor recently renewed the Saturday night *Al Goodman* program for 13 weeks on NBC.

Programs on Mutual Broadcasting System include Axton-Fisher Tobacco Co. (Spud cigarettes), which makes its radio bow.

A resume of network programs, compiled as BROADCASTING went to press, follows:

NBC New Business

COX GELATINE Co., New York (dessert) with Jack Berch, Fridays, 10:45-11 a. m. Started Dec. 13, 1935 (WJZ).

SHERWIN-WILLIAMS Co., Cleveland (paints and varnishes) with Metropolitan Auditions, Sundays, 3:30-4 p. m. Started Dec. 22, 1935 (WEAF).

L. C. SMITH & CORONA TYPEWRITERS Inc., Syracuse (typewriters) with Nine to Five dramatic sketch, Thursdays, 7-7:15 p. m. Started Dec. 19, 1935 (WJZ).

QUAKER OATS Co., Chicago (cereals) with Kaltenmyer's Kindergarten, Saturdays, 5:30-6 p. m. Starts Jan. 4 (WEAF).

SPRATT'S PATENT Ltd., Newark (dog food) with Albert Payson Terhune, Saturdays, 5:30-5:45 p. m. Starts Jan. 4 (WJZ).

FORD MOTOR Co., Detroit (motor cars) with Fred Waring and His Pennsylvanians, Friday, 9:30-10 p. m. Starts Jan. 17 (WJZ).

B. T. BABBITT Inc., New York (Bab-O) with a dramatic skit, Mon. thru Fri., 10:45-11 a. m. Starts Jan. 27 (WJZ).

JOHNS-MANVILLE Co., New York (builder's supplies) with Edwin C. Hill, Kate Smith, Howard Shelton, Tom Howard, and guest speakers on a one-time program Monday, Jan. 13, 11-12 noon (WEAF).

JELL-WELL DESSERT Co. Inc., Los Angeles (dessert) with the Women's Magazine of the Air, Thursday, 3:15-3:30 p. m. Starts Jan. 9 (Pacific Red Network).

JOHN H. WOODBURY Co., Cincinnati (soap) with Paul Whiteman and His Orchestra, Sundays, 9:45-10:30 p. m. Starts Jan. 5 (WJZ).

PROCTER & GAMBLE Co., Cincinnati, with Forever Young dramatic serial, Mon. through Fri., (no time set as yet). Starts Jan. 6 (WEAF).

BENJAMIN MOORE & Co., New York (paints) with Betty Moore and Lew White, Wednesdays, 11:30-11:45 a. m. Starts Jan. 8 (WEAF).

NATIONAL ICE MANUFACTURERS Inc., Cleveland (ice dealers) with Mary Pickford and company, Wednesdays, 10-10.30 p. m. Starts Feb. 5 (WEAF).

PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) with Pittsburgh Symphony orchestra, Thursdays, 8:30-9 p. m. Starts Feb. 6 (WJZ).

NBC Renewals

RADIO CORPORATION OF AMERICA, New York (radio receivers, tubes, etc.) renewed Magic Key of RCA, Sundays, 2-3 p. m., on Dec. 29, 1935 (WJZ).

STANDARD BRANDS Inc., New York (Royal Gelatine) renewed One Man's Family, Sundays, 12:30-1 a. m., (EST) on Dec. 29, 1935 (six stations of NBC-KPO network).

HAROLD F. RITCHIE & Co., New York (Eno salts) renewed Eno Crimes Clues, Tuesdays, 8-8:30 p. m., on Dec. 31, 1935 (WJZ).

STANDARD BRANDS Inc., New York (Royal Gelatine) renews One Man's Family, Wednesday, 8-8:30 p. m., on Jan. 1 (WEAF)

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Health) renews Rudy Vallee in the Fleischman Hour, Thursdays, 8-9 p. m., on Jan. 2 (WEAF).

GENERAL FOODS Corp., New York (Maxwell House coffee) renews Maxwell House Showboat with Lanny Ross, Thursdays, 9-10 p. m., on Jan. 2 (WEAF).

GENERAL MOTORS Corp., Detroit (institutional) renews Erno Rapee and General Motors Symphony Concerts, guest singers, Sundays, 10-11 p. m., on Jan. 5 (WEAF).

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery) renews Life is a Song, Sundays, 9-9:30 p. m., on Jan. 5 (WJZ).

STANDARD BRANDS Inc., New York (Fleischmann's yeast for bread) renews Robert Ripley in the Baker's Broadcast, Sundays, 7:30-8 p. m., on Jan. 5 (WJZ).

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) renews Major Bowes Amateur Hour, Sundays, 8-9 p. m., on Jan. 5 (WEAF).

SPRATT'S PATENT Ltd., Newark (dog food) renews Albert Payson Terhune Dog Dramas, Sundays, 4:15-4:30 p. m. (PST) on Jan. 5 (five stations of NBC-KPO network).

SINCLAIR REFINING Co., Inc., New York (petroleum products) renews Sinclair Minstrels, Mondays, 9-9:30 p. m., on Jan. 6 (WJZ).

HOUSEHOLD FINANCE Corp., Chicago financial aid) renews Edgar Guest in Welcome Valley, Tuesdays, 8:30-9 p. m., on Jan. 7 (WJZ).

CHEVROLET MOTOR Co., Detroit (motor cars) renews Rubinoff, Jan Pearce, and Virginia Rae, Saturdays, 9-9:30 p. m., on Jan. 18 (WEAF).

MOLLE Co., Bedford, O. (shaving cream) renews Vox Pop—Voice of the People, with Jerry Belcher and Parks Johnson, Tuesdays, 9-9:30 p. m., on Jan. 28 (WEAF).

Red Goes Berserk

AN ARDENT Soviet protagonist "tore loose" during the Sunday *Listener Speaks* program on WOR, Newark, Dec. 29, and no one seems to know how it all happened. Like most speakers on that public forum, his proposed talk had been checked and given an O. K. But when he went on the air he changed his speech into a Red tirade with the result that hundreds of phone calls were received protesting the use of WOR for Soviet propaganda. The Hearst papers, bitterly anti-Soviet, naturally played up the story. WOR officials expressed themselves as deeply vexed over the episode.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) renews Waltz Time with Abe Lyman's orchestra, Fridays, 9-9:30 p. m. on Feb. 7 (WEAF).

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpaste and Bayer's Aspirin renews Manhattan Merry-Go-Round and American Album of Familiar Music respectively, Sunday, 9-10 p. m., on Feb. 9 (WEAF).

WANDER Co., (Ovaltine) renews Orphan Annie, Monday thru Friday, 5:45-6 p. m., on Jan. 1 (WJZ).

CARNATION Co., Milwaukee (canned milk) renews the Contented Hour, Monday, 10-10:30 p. m., on Jan. 6 (WEAF).

AMERICAN TOBACCO Co., (Lucky Strike cigarettes) renews Al Goodman and orchestra, Saturday, 8-9 p. m. (WEAF).

CBS New Business

WARD BAKING CORP., New York (Ward bread, cakes, etc.) with Parade of Youth, Tues., Thurs., Sat., 6:15-6:30 p. m. Started Dec. 17, 1935.

CLICQUOT CLUB Co., Millis, Mass. (ginger ale) with Harry Reser and His Orchestra, Saturdays, 8-8:30 p. m. Started Dec. 21, 1935.

CREAM OF WHEAT Corp., Minneapolis (breakfast food) with Buck Rogers in the Twenty-Fifth Century, Mon., Wed., Fri., 6-6:15 p. m., with rebroadcast to the West Coast at 7-7:15 p. m. Started Dec. 30, 1935.

TIME Inc., New York (magazine and news reel) with the March of Time, Thursdays, 8:30-9 p. m. Date indefinite.

WILDROOT Co., Buffalo, N. Y. (hair tonic) with Ted Husing, Mondays, 7:15-7:30 p. m. Starts Jan. 6.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap) with *Palmolive Beauty Box Theatre*, Saturdays, 8-9 p. m. Starts Jan. 11.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream) crime stories of local police departments, Wednesdays, 10-10:30 p. m. Starts Jan. 15.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Super Suds) with Gertrude Berg in a new serial as yet untitled, Mon. thru Fri., 5:45-6 p. m. Starts Jan. 13.

CBS Renewals

FORD MOTOR Co., Detroit (motor cars) renewed Ford Sunday Evening Hour, Sundays, 9-10 p. m., on Dec. 29, 1935, Fred Waring program to be half-hour.

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers) renews Boake Carter, Mon. through Fri., 7:45-8 p. m., on Jan. 1.

STEWART-WARNER Corp., Chicago (Alemite) renews Horace Heidt and the Brigadiers Orchestra, Thursdays, 10-10.30 p. m., on Jan. 2.

GENERAL BAKING Co., New York (Bond bread) renews Frank Crumit and Julia Sanderson, Sundays, 5:30-6 p. m., on Jan. 5.

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) renews Eddie Cantor, Sundays, 7-7:30 p. m., on Jan. 5.

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond Cream) renews Leslie Howard, Sundays, 2-2:30 p. m., with a rebroadcast to the West Coast at 12-12:30 midnight, on Jan. 5.

GULF REFINING Co., Pittsburgh (petroleum products) renews Phil Baker in *The Great American Tourist*, Sunday, 7:30-8 p. m., on Jan. 5.

MOHAWK CARPET MILLS, New York (carpets and rugs) renews *Five Star Jones*, Mon. thru Fri., 12:45-1 p. m., on Jan. 1.

DAILIES BUY SHARE IN NEBRASKA GROUP

PURCHASE of 25% interest each by the *Lincoln State Journal* and *Lincoln Star* in KFAB and KFOR, Lincoln, Neb., and KOIL, Council Bluffs-Omaha, was disclosed Dec. 24 by Charles Stuart, president of the Sidles Co., which is the holding company for the stock in the three stations. Actual transfer of stock will take place Jan. 1, it was stated.

The two Lincoln dailies are the largest units in the Lee Syndicate, headed by E. P. Adler, publishing newspapers in nine Midwest cities, who at one time owned what is now WHO, Des Moines. One of Mr. Adler's other newspapers, the *Madison State Journal*, is half owner of WIBA, Madison, Wis., while his *Mason City* (Ia.) *Globe-Gazette* is a recent applicant before the FCC for a new station in that community.

The *State-Journal*, in a front-page article on Dec. 24, said in connection with the purchase:

"The newspaper interest in the radio is in line with developments the country over. At the present time about one-fourth of the radio stations in the United States are either owned, controlled by or affiliated with newspapers through stock ownership. The number of radio stations affiliated with newspapers in this manner will be 50% larger at the end of 1935 than it was at the end of the previous year."

NBC's 1935 Client List Included 158 Advertisers

FORTY-SEVEN of the 100 leading advertisers of 1934 were represented in NBC's 1935 list of clients, according to a tabulation by that network. During the year just ended NBC's several networks had 158 advertisers, including the 47 which follow:

American Home Products Co.; American Tobacco Co.; Beech-Nut Packing Co.; Borden Sales Co.; Bristol Myers Co.; Campana Corp.; Coca Cola Co.; Colgate-Palmolive-Peet Co.; Continental Oil Co., Emerson Drug Co.; Firestone Tire & Rubber Co.; Ford Motor Co.; General Electric Co.; General Foods Corp.; General Mills Inc.; General Motors Corp.; Gillette Safety Razor Co.; B. F. Goodrich Co.; H. J. Heinz Co.; Andrew Jergens Co.; S. C. Johnson & Son; Kellogg Co.; Lady Esther Co.; Lambert Pharmacal Co.; Lever Bros.; P. Lorillard Co.; Metropolitan Life Insurance Co.; National Biscuit Co.; National Dairy Products (Kraft); Noxzema Chemical Co.; Pepsodent Co.; Pet Milk Co.; Pillsbury Flour Mills Co.; Premier Pabst Sales Co.; Procter & Gamble Co.; RCA Victor Inc.; Shell Oil Co.; Sinclair Refining Co.; Standard Brands Inc.; Sterling Products Inc.; Studebaker Corp.; Sun Oil Co.; Swift & Co.; Texas Co.; Vick Chemical Co.; Wander Co.

MBS New Business

UNITED CIGAR STORES DELAWARE Corp., New York (United-Whelan stores) with Isham Jones and his orchestra, Sundays, 6-6:30 p. m. Starts Jan. 5.

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) with Tex O'Reilly in dramatic series, Tuesdays, 11-11:30 p. m. Starts Jan. 7.

MBS Renewals

UNITED CIGAR STORES DELAWARE Corp., New York (United Cigar stores) renews Isham Jones and His Orchestra, Tuesdays, 8:30-9 p. m., on Jan. 7.

Record Year Behind, Radio Soars Onward

Industry Leaders Optimistic; $100,000,000 Figure Forseen in 1936; Day and Summer Sales Expanding

"AS RADIO GOES, so goes the nation's business." That phrase became almost axiomatic during 1935. Broadcast advertising volume, showing a 20% increase over the preceding year, led all other advertising media, with an aggregate likely to reach $87,000,000 when the final statements are checked for the 12-month period.

First to shake off the depression two years ago, radio now is looked upon by men in many industrial walks as a business barometer. They have not been deceived, because the general upturn in business has followed closely the broadcast advertising indicator.

With the record year behind, the broadcasting industry is looking toward a 1936 that may catapault it into the $100,000,000 class. An increase of only 13% over 1935 will do the job. Early trade summaries and the tenor of BROADCASTING's annual symposium of prospects for the new year, abstracted in this article, tend to bear out this prediction.

Increases rather than cuts in radio appropriations will be the rule in 1936. Advertisers, more radio-wise than ever before, are definitely inclined toward year-round rather than split-season schedules. The habitual summer sinking spell in broadcasting flattened out noticeably last year, and will be virtually non-exhistent during the next year or two, according to industry reactions.

Day Hours in Demand

DEMAND for daytime hours, which have proved their sales force, unprecedentedly large in 1935, will be accelerated in 1936. Supplementing the phenomenal increase in transcription and other spot business has been the use of locally built studio programs by some national advertisers—a form of national placement that is destined to increase.

Transcription library services, which came into their own last year, proved a boon in local sales and programming. Their full effect will be felt, in 1936, it is expected.

Of the $87,000,000 gross indicated for 1935, about $46,000,000 will be network return. This reflects an increase of some 22% over last year. Regional network volume was about 16% ahead, national non-network volume about 25% and local advertising about 18½%.

The 20% net increase in broadcast advertising for the year, compares to approximate increases estimated for national magazines of something under 8%; newspaper lineage of less than 3% and farm paper advertising of about 4½%.

"Radio circulation" figures spurted during 1935 with the sale of some 5,000,000 new receiving sets. When 1934 closed the estimate was 21,500,000 receivers in about 19,000,000 American homes. The peak audience estimate, with four listeners to a home, was reckoned at nearly 80,000,000 of the nation's 125,000,000 people. Many of the new sets sold were replacements, but the audience available nevertheless was augmented appreciably.

A great "mobile audience" also has been established for the radio advertiser during the last half-dozen years, with the increased popularity of automobile receivers. Latest figures of the Radio Manufacturers Association show that 4,000,000 auto receivers now are in everyday use.

In the network field, the large demand for desirable time has placed chain facilities at a premium. The last year saw the Mutual Broadcasting System enter the network field as a major market project. Inter-City Group, comprising eight units along the Eastern Seaboard, led among the new regional groups formed. These regional groups are affording national and regional advertisers intensive coverage of particular markets.

A decided improvement in program quality during the year, including all of the branches of the medium, was apparent. Springing from the highly competitive nature of the offering of sponsors, program offerings continued to bring to the microphone leading personages of the theatrical and entertainment worlds. Sponsors have found that to obtain worthwhile audiences they must excel in programs and that a special radio technique is essential.

Many of the evils that accompanied earlier programs have disappeared almost entirely. Prodded by actions of the FCC, stations have refused to let commercial credits run rampant, and advertisers and agencies have come to the realization that infinite care is essential in the preparation of commercial announcements.

News Sponsorship

THE greatest single advance in programming was the almost universal introduction and acceptance of news broadcasts for sponsorship. Following the lead of Transradio Press, both United Press and International News Service began sale of their news reports to stations for sponsorship. Some 300 stations now have regular news association services, most of which are sponsored.

In 1936 the broadcasting industry is expected to develop along several lines. Already commanding the nation's ears, the fact that 1936 is a presidential year will mean more hours devoted to reception and more listeners for the program sponsor. Reallocation plans of the FCC, basically involving horizontal increases in station power, will intensify general coverage. Rudimentary plans for the creation of a Radio Audit Bureau, outlined during 1935, will be carried to fruition in 1936, according to present indications. This will enable those who spend the radio dollar to guage more accurately the markets they are covering and the preferences of the audience. The bureau project is supported by stations, advertisers and agencies and would give to radio a counterpart of the Audit Bureau of Circulations in the publications field.

Network Chiefs

STARTING with the "A's", let's take a glimpse into 1936 with some of the important figures in the broadcasting world! Says M. H. AYLESWORTH, president of NBC, chairman of RKO, and pioneer in network broadcasting:

"The business outlook for radio broadcasting for the year 1936 is excellent. The broadcasting companies will have all of the business that they can conveniently take care of.

"We must remember, now that we have reached the stage of popularity, that we owe an additional service of very great importance to the American people. We are offering through American industry and the competitive influence of sponsors, the finest radio entertainment in the world. We must always keep time free for religion, education and public affairs.

"Our record is quite good so far and let us be sure that just as the newspaper publishes editorials in the news along with advertising, radio broadcasting will continue the great public service for which there is no revenue and which is supported by the money received from sponsors covering their own commercial programs of entertainment and sales."

A Stabilized Industry

WILLIAM S. PALEY, CBS president, optimistically measured the service of radio during the last decade, and peered into the next ten years of expected development.

He said: "In the decade ending with 1935, radio broadcasting has become a stabilized national industry, established on a sound economic basis, and offering an increasingly useful service to the people through its expanding facilities, improved technique and higher quality of program content.

"It seems probable that this coming decade will see the industry moving toward a much greater unification of policy as between stations, together with a far wider realization of the potentialities of radio's uses as a medium for communication to the public of cultural, educational and informative ideas, as well as wholesome entertainment. In the field of scientific research we may confidently look for an at least partial fruition of the study which is continually devoted to practical problems in physics and engineering as they affect radio. In the art of broadcasting we should see further gradual development of original and new techniques, applied not only to entertainment of every na-

(*Continued on page 42*)

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1935	% Gain Over 1934	1934	1933	1932
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
October	1,727,229	6.5	1,621,119	1,223,692	1,064,059
November	1,571,658	.1	1,569,532	1,210,557	1,078,901
Total	$16,923,921	14.7	$14,753,151	$10,366,324	$12,604,653

CBS

January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
October	1,930,512	10.2	1,752,601	1,125,793	972,358
November	1,722,390	2.3	1,682,959	1,277,459	1,105,895
Total	$15,751,827	19.8	$13,151,758	$8,690,850	$11,596,656

NBC-WJZ (Blue)

January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
October	973,789	—7.3	1,050,856	793,199	900,772
November	1,003,739	—2.4	1,028,742	862,949	779,204
Total	$10,638,737	14.2	$9,314,293	$7,748,852	$10,684,140

Pirating of Press Service News Adjudged Unfair Competition

U. S. Appellate Court Reverses Lower Court Ruling In KVOS Case and Grants Preliminary Injunction

IN A SWEEPING opinion reversing on all scores the sensational ruling just a year ago of Federal District Judge John C. Bowen, of Seattle, the U. S. Circuit Court of Appeals in San Francisco on Dec. 16 held that "pirating" of press association news by a broadcasting station is unfair competition.

Deciding the appeal of the Associated Press from Judge Bowen's decision in favor of KVOS, Bellingham, Wash., which allegedly appropriated AP news dispatches, the court imposed rigid restrictions on broadcasting of news published in newspapers. Pirating of press association news, it said, may well affect both "subscriber and advertising income" of newspapers.

Injunction Granted

THE OPINION, written by Judge William Denman, and concurred in by Circuit Judges Curtis D. Wilbur and Clifton Mathews, concluded with the following order:

"The decree is reversed and the District Court ordered to grant a preliminary injunction restraining KVOS from appropriating and broadcasting any of the news gathered by the Associated Press for the period following its publication in complainant's newspapers during which the broadcasting of the pirated news to KVOS' most remote auditors may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising. In this connection consideration should be given to the likelihood of KVOS' auditors awaiting the pirated news because it is free and does not require subscription for a newspaper."

On Dec. 18, 1934, Judge Bowen had held that news may be broadcast over stations, whatever its origin, once it is published in newspapers which are available for sale to the public. He based his decision on the fact that stations, in broadcasting these news dispatches, do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

All of these contentions are reversed by the appeals' court. Of significance was its finding that news broadcasts are competitive in that the station realizes advertising revenue from the news broadcasts, directly and indirectly, whereas both subscriber and advertising income of the newspapers can be adversely affected through loss of circulation.

Whether there will be an appeal to the Supreme Court is problematical. The appeal to the Circuit Court on behalf of KVOS was partially financed by contributions from stations made through the NAB, amounting to approximately $1,800. Opposition from newspaper members of the NAB to this fund was voiced last year, and it is unlikely that the NAB, as a trade association, will solicit additional funds for a Supreme Court review.

The case was argued on behalf of KVOS by former Senator C. C. Dill, of Washington, assisted by Kenneth C. Davis, Seattle attorney, and managing director of the Washington State Broadcasters Association, and William H. Pemberton, Olympia attorney. Argument was heard last September. John W. Davis was head counsel for the AP, with Joseph Kindall, attorney of Bellingham, delivering the argument.

The AP contention in its Seattle suit was that KVOS, in its *Newspaper of the Air*, broadcast three times daily, used three AP newspaper members, the *Bellingham Herald, Seattle Post-Intelligencer* and *Seattle Daily Times* as a source of much of the news broadcast. This, it contended, constituted "piracy" and unfair competition.

In an opinion going deeply into legal precedent, Judge Denman declared radio has added celerity to news circulation, just as have the railroad and, later, telegraphic transmission. Impairment of radio's service would affect the blind, and impairment of the press would injure the deaf, he brought out.

Further analyzing the comparative fields of radio and the press, Judge Denman stated:

"Practically all of KVOS' income from which it seeks profit is payment for the service of publishing advertising matter. Likewise this constitutes a large part of the income of the papers. KVOS' income, mostly from advertising,



JUDGE DENMAN

supports its combined news and advertising circulation without charge to its public. The newspapers' circulation is supported by income which is a combination of charges from advertising and their readers' subscriptions."

Asserts Jurisdiction

JUDGE DENMAN first disposed of the contention of KVOS counsel that the court lacked jurisdiction. The competitive character of news over the radio and in the newspapers, he held, was such that it warranted adjudication by the court. In the course of the opinion, he said:

KVOS' business of publishing, by the broadcast of combined advertising and the pirated news, for the profit from its advertising income constitutes unfair competition with the newspapers' business of gathering the news pirated by KVOS and publishing

(*Continued on page 56*)

FCC Study of Reallocation Proposals Is Slowed Up Pending Revision of Rules

ALTHOUGH no formal action has been taken for a postponement, events of the last month indicate a slowing up of consideration of the projected reallocation plans being nurtured by the FCC Broadcast Division.

Due about Christmas, the proposals of the Broadcast Section of the Engineering Department covering the important "clear channel" phase of the realignment had not been advanced with the turn of the year. Several weeks may elapse before they are submitted and there is the possibility that nothing will be done until spring or summer.

Reasons for the expected delay are twofold. First, there has been an unexpected slowing up of consideration of proposed new rules and regulations governing broadcasting. In the mill for more than a year, it had been indicated that they would be in force by this time. The general view is that the new rules should be on the books before steps are taken for a sweeping change in the reallocation rules.

The second factor surrounds the change in direction of the Engineering Department with the appointment of T. A. M. Craven as chief engineer several weeks ago. Comdr. Craven is anxious to acquaint himself with all matters of FCC activitiy before becoming engrossed in a matter so far-reaching as the realignment proposals.

These are the evident factors. It was emphasized by officials that no orders have gone down from the Broadcast Division to defer the reallocation, and that the developments are simply those that are inherent in procedure. The only official comment was that the plans on procedure should crystallize when the Broadcast Division reconvenes Jan. 7 following the holiday recess.

Meanwhile, the basic plan covering clear channels has not been changed. Roughly, it would provide, it is expected, for a reduction in the number of clear channels from 40 provided in existing allocation regulations, to approximately 25. Presumably on these latter there would be placed a minimum power limitation of 50,000 watts, which now is the maximum allowable power, with all of these waves ultimately earmarked for super-power of 500,000 watts.

In anticipation of the change, three stations already have filed 500,000-watt applications, while at least a half-dozen others are known to be ready. The applications are from KNX, Los Angeles, WGN, Chicago, and WHO, Des Moines.

Already before the Broadcast Division are the recommendations of the Engineering Department covering realignment of regional channels, and providing for a horizontal increase in power to 5,000 watts day and night (as against the present maximum of 1,000 watts night) on seven of them. The remainder of the 40 regional waves would be segregated into two classes, one with stations which would be protected to the ½ millevolt line with power of 1,000 watts at night, and the other affording protection up to the four millevolt line with powers at night from 250 to 1,000 watts.

There was considerable opposition to this plan. The Broadcast Division decided that it should be held in abeyance until the clear channel recommendations came down, and that both should be scheduled for a general hearing at which all parties would be given opportunity to present their views. There has been no deviation from this proposed procedure officially; the only change having been the delay in the submission of the clear channel proposals.

Barrier on Broadcasting Of Football Games Lifted By Southern Conference

THROUGH the efforts of WBT, Charlotte, N. C., the Southern Conference has lifted its barrier against football broadcasts. The conference was the only major intercollegiate group barring radio at games on the theory that it cut down the "gate".

Charles Crutchfield, WBT program director, appeared at the December meeting of the conference in Richmond and appealed for lifting of the barrier. The vote permitting broadcasts was 5 to 3, with the two South Carolina representatives not voting because of a state law allowing broadcasts of games involving state institutions. Opposing the action were Virginia Polytechnic Institute, Virginia Military Institute and University of North Carolina.

Under the resolution adopted, it is up to the individual institutions to decide whether or not they will allow broadcasting of the games. C. P. (Sally) Miles, former president of the Southern Conference and former director of athletics at Virginia Polytech, waged a vigorous fight against the move. Forest Fletcher, president of the Conference, favored radio coverage.

Local Spots Being Used By Saturday Evening Post

OCCASIONAL spot announcements are being used by the *Saturday Evening Post* on stations in various sections to publicize nonfiction articles devoted to those areas. This has been done for more than a year, the most recent national spot series having been placed on WFIL, Philadelphia, and KNX, Los Angeles, and WMAQ, Chicago, among others.

So far as could be ascertained, the Curtis Publishing Co., *Post* publishers, do not contemplate any regular national radio campaign. The organization in an editorial way has been anti-radio. The spot business has been placed by the Simpers Co., Philadelphia agency.

100 Independents Set Up Group Rates

National Independent Broadcasters Inc. Starts Year Making Facilities Available to Advertisers in Six Groupings

EXACTLY 100 independent radio stations, divided into six territorial groups to be sold as units subject to rate discounts, comprise the new setup of National Independent Broadcasters Inc., its New York headquarters office announced Dec. 30. The new rate card and accompanying data, effective Jan. 3, went forward to advertisers and agencies as the New Year began.

The NIB will be represented by James O'Shaughnessy, formerly exexutive secretary of the American Association of Advertising Agencies and onetime business manager of *Liberty Magazine*, who with his associate T. H. McClure maintains offices at 17 E. 42nd St., New York City. Mr. O'Shaughnessy was engaged by officers of the NIB shortly after its organization during the last NAB convention at Colorado Springs.

More stations will be added to the groups later, it was indicated, expanding further the territorial coverage areas represented, which Mr. O'Shaughnessy stated embraces a combined primary area of 27,000,000 population. Each group will carry a discount, beginning with 2% for a single group and cumulative up to 12% if all six groups are bought. Local rate structures, he said, have been revised to conform to the NIB rate structure for the protection of national advertising operations. Electrical transcriptions and recordings are acceptable on all stations.

Officers and Directors

THE RATE structures were worked out in conferences held during the last few months with NIB officers and directors elected at Colorado Springs, who are Edward A. Allen, W L V A, Lynchburg, president; Mallory Chamberlin, WNBR, Memphis, vice president; W. Wright Gedge, WMBC, Detroit, secretary; Ben S. McGlashan, KGFJ, Los Angeles, treasurer. Most of the stations in the groups are 100 watters, although there are some of higher power; none is affiliated with any of the national networks.

The directors of NIB are: John Elmer, WCBM, Baltimore; William S. Pote, WMEX, Boston; Charles A. Hill, WIBM, Jackson, Mich.; C. W. Hayes, WHBC, Canton, O.; R. S. Bishop, KFJZ, Fort Worth; Steve A. Cisler, WATL, Atlanta; William W. Behrman, WBOW, Terre Haute, Ind.; Sidney H. Bliss, WCLO, Janesville, Wis.; Arthur Wetlund, KRE, Oakland, Cal.; H. E. Studebaker, KUJ, Walla Walla, Wash.

The groups and the stations in each are as follows; in the accompanying box will be found the rates for each group:

NORTHEASTERN GROUP

MAINE

Augusta ..... WRDO
Bangor ..... WABI
Presque Isle ..... WAGM

VERMONT

Rutland ..... WSBY
St. Albans ..... WQDM

MASSACHUSETTS

Boston ..... WMEX
Fall River ..... WSAR

CONNECTICUT

New Haven ..... WELI
Waterbury ..... WATR

NEW YORK

Albany ..... WABY
Auburn ..... WMBO
New York City ..... WMCA
Olean ..... WHDL
Plattsburg ..... WMFF

PENNSYLVANIA

Harrisburg ..... WKBO
Philadelphia ..... WHAT
Philadelphia ..... WTEL
Reading ..... WRAW
Wilkes Barre ..... WBAX
Williamsport ..... WRAK

MARYLAND

Baltimore ..... WCBM

DISTRICT OF COLUMBIA

Washington ..... WOL

NIB Rate Structure: One-Time Rates

(Discounts for frequency are based on these rates: 5% for 13 times, 10% for 26 times and 15% for 39 times)

Station Group	No. of Stations	One Hour	Half Hour	Quarter Hour	Five Minutes
Northeast	22 day	$939.60	$563.76	$328.86	$156.26
	18 night	1,377.10	826.26	481.98	229.51
Southeast	11 day	391.17	234.70	136.91	65.19
	9 night	374.85	224.91	131.20	62.47
North-Central	25 day	956.72	574.03	334.85	159.30
	23 night	1,175.71	694.26	411.50	195.95
South-Central	18 day	519.50	311.70	181.25	86.58
	16 night	600.64	360.38	210.21	100.10
Mountain	9 day	221.60	132.96	77.67	36.95
	8 night	266.52	159.91	93.28	44.42
Pacific	12 day	245.79	147.47	86.02	40.96
	11 night	231.75	139.05	81.11	38.62
Rates by groups together earning cumulative discounts					
Total	97 day	$2,973.89	$1,570.21	$1,040.86	$494.64
	85 night	3,606.89	1,904.44	1,262.41	601.14

SOUTHEASTERN GROUP

VIRGINIA

Bristol ..... WOPI
Charlottesville ..... WCHV
Danville ..... WBTM
Lynchburg ..... WLVA
Newport News ..... WGH
Petersburg ..... WPHR

NORTH CAROLINA

Gastonia ..... WJBR
Rocky Mount ..... WEED
Wilmington ..... WMFD

SOUTH CAROLINA

Anderson ..... WAIM

GEORGIA

Atlanta ..... WATL

FLORIDA

Daytona Beach ..... WMFJ

NORTHCENTRAL GROUP

OHIO

Canton ..... WHBC
Columbus ..... WCOL

MICHIGAN

Detroit ..... WJBK
Detroit ..... WMBC
Ironwood ..... WJMS
Jackson ..... WIBM

INDIANA

Elkhart ..... WTRC
Hammond ..... WWAE
Muncie ..... WLBC
Terre Haute ..... WBOW

ILLINOIS

Carthage ..... WCAZ
Chicago ..... WCRW
Harrisburg ..... WEBQ
Joliet ..... WCLS
La Salle ..... WJBC
Springfield ..... WCBS

WISCONSIN

Green Bay ..... WHBY
Janesville ..... WCLO
Racine ..... WRJN

MINNEAPOLIS

Fergus Falls ..... KGDE

IOWA

Shenandoah ..... KFNF

NORTH DAKOTA

Devils Lake ..... KDLR
Grand Forks ..... KFJM
Minot ..... KLPM

NEBRASKA

Kearney ..... KGFW
Scottsbluff ..... KGKY

SOUTHCENTRAL GROUP

KENTUCKY

Paducah ..... WPAD

TENNESSEE

Jackson ..... WTJS
Memphis ..... WNBR

MISSISSIPPI

Clarksdale ..... WMFN
Gulfport ..... WGCM
Hattiesburg ..... WPFB
Kosciusko ..... WHEF

ARKANSAS

Little Rock ..... KARK

LOUISIANA

Lake Charles ..... KPLC
New Orleans ..... WJBW
Shreveport ..... KRMD

OKLAHOMA

Ada ..... KADA
Oklahoma City ..... KFXR
Shawnee ..... KGFF

TEXAS

Beaumont ..... KFDM
Fort Worth ..... KFJZ
Longview ..... KFRO
San Antonio ..... KABC
San Antonio ..... KONO

MOUNTAIN GROUP

MONTANA

Wolf Point ..... KGCX

IDAHO

Idaho Falls ..... KID
Lewiston ..... KRLC
Nampa ..... KFXD

COLORADO

Alamosa ..... KGIW
Sterling ..... KGEK

ARIZONA

Jerome ..... KCRJ
Tuscon ..... KVOA

NEW MEXICO

Albuquerque ..... KGGM

PACIFIC COAST GROUP

WASHINGTON

Aberdeen ..... KXRO
Seattle ..... KXA
Spokane ..... KFIO
Walla Walla ..... KUJ
Wenatchee ..... KPQ
Bellingham ..... KVOS

OREGON

Klamath Falls ..... KFJI

CALIFORNIA

Berkeley ..... KRE
El Centro ..... KXO
San Bernardino ..... KFXM
San Francisco ..... KJBS
Santa Ana ..... KREG

A HAPPY CHRISTMAS FOR BILL'S

Louisville Store Again Captures Big Share of Toy Trade by Astute Use of Broadcasts

THE STORY of Bill's (an auto accessory house handling toys) Christmas Party success, dates back to a sustaining program called The Deed - I - Do Club, put on by WHAS, Louisville, two years ago. The Deed-I-Do Club began as a thrice-weekly 15-minute program, at 5:30 in the evening, graduating shortly by demand to a Monday through Friday broadcast designed to get children into the studios of WHAS.

To become a member, it was necessary only to write in and ask for a membership card, or come to the studios and secure one, with a promise to keep the three rules of the club. These rules were: Every member must listen into every meeting; must be kind to animals; must do a good deed for someone everyday. Members were invited to perform over radio, or if unable to perform to come to the studios to view the broadcast. The daily audience was about 100 children.

The result: November 1934, the membership was 12,000 children, at which time Bill's Auto Accessory House sponsored the program, turning The Deed-I-Do Club into Bill's Christmas Party—by request. For the five or six weeks' duration of the Christmas Party, to quote the advertising manager of one of Louisville's largest local department stores, "Bill's took the 1934 toy trade." The reported figure was 50% of Louisville's entire toy trade, and Bill's were completely sold out of toys two days before Christmas.

The 1935 story is even bigger and better. Twenty-five per cent more business than in 1934. Some 17,000 children wrote letters on special Santa stationery, which could be procured only at a Bill's store. Checkers for WHAS set down the figure of 51,000 children visitors during the four weeks of Bill's Christmas parties on the air.

The schedule for 1935 called for

(*Continued on page 53*)

Reduced Wire Rate and Refund Asked by WCOA in Plea to FCC

First Formal Complaint Against AT&T Line Charges Objects to Payment for "Back Haul" Distance

IN THE FIRST formal complaint ever filed with the FCC against rates for wires used in broadcasting, WCOA, Pensacola, Fla., on Dec. 16 petitioned the FCC to compel the American Telephone & Telegraph Co. to reduce its rates on service to the station and to refund nearly $5,000 plus additional charges for the allegedly excessive wire costs. The complaint was filed on behalf of the station by former Senator C. C. Dill, now a practicing Washington attorney. WCOA is a CBS outlet and the complaint relates to the network lines, although it does not directly involve the network.

Explaining the petition, Senator Dill said it is for the purpose of compelling the A. T. & T. to charge WCOA rates for the actual distance said to be 46 miles, between Pensacola and Flomaton, Ala., which is the point where telephone lines from Pensacola join the main line from Mobile to New Orleans.

"The telephone company," said Senator Dill, "is charging the rate for the added distance of 62 miles from Flomaton to Mobile. The reason they give is that they have no repeater station for connecting the telephone line from Pensacola to the main line at Flomaton and therefore must use a line from Flomaton to Mobile where the nearest repeater station exists.

Requests Refund

"IT IS the contention of the Pensacola Broadcasting Co. (WCOA) that as a common carrier the A. T. & T. should establish the connection at Flomaton as a part of the service of wires used in broadcasting.

"The complaint asks for a refund of $4,366.16 for the payment of the $72 per mile rate for 62 miles from Nov. 4, 1934, to Oct. 27, 1935, until the Commission shall order discontinuance of the charge for the 'back haul' for 62 miles. The complaint also alleges the $2,000 per year connection charge should not apply after the first year any more than the charge for installation of a telephone should apply more than once."

Senator Dill explained that the petition also asks the FCC to require the A. T. & T. to furnish copies of all contracts for wire service for broadcasting to Pensacola. If it refuses to meet the demands of the complaint, he asserted, the FCC "must set the case for hearing before the Telephone Division."

The complaint, a document of seven legal pages, was submitted along with a copy of the WCOA contract with CBS, covering wire charges. It brings out that under the CBS contract with the Pensacola station, made Oct. 22, 1935, the station is required to pay wire charges of $711.67 per month or $8,540 a year to CBS for telephone lines furnished to CBS by the A. T. & T. While WCOA does not have a copy of the A. T. & T. contract with CBS, and while no copy is available at the FCC, the petition stated WCOA is informed and believes that it pays the same amount to CBS as A. T. & T. charges the network for use of the wire service.

"The file of charges for the use of telephone lines for carrying broadcasting programs," the petition states, "shows the rate for 'C' service to be $60 per mile and complainant is charged wire rates for 62 miles from Mobile to Flomaton and 46 miles from Flomaton to Pensacola, a total distance of 108 miles, totaling $6,480 per year. Complainant also is charged a connecting charge of $2,000 a year and a 'loop' charge of $60 per year or a grand total of $8,540 per year."

It was also brought out that from Nov. 4, 1934 to Oct. 27, 1935, under a contract which the station had with CBS, it paid wire charges for "a minus service" at a rate of $72 per mile for 108 miles and $2,000 as a connecting charge and $300 as a "loop" charge, for a total of $10,076 per year.

It was contended that these charges are unjust for a number of reasons. The salient contention was that the station is required to pay for the use of a wire from Mobile to Flomaton, a distance of 62 miles, in addition to the charges for the wire from Flomaton to Pensacola, a distance of 46 miles, when the charges should cover only the distance from Pensacola to Flomaton where the wiring connects directly with the main line of A. T. & T. from Montgomery to New Orleans. A. T. & T., the petition added, should be ordered and required to use that distance (46 miles) as a basis for a just and reasonable charge as a common carrier for the use of its wires in chain broadcasting to and from Pensacola.

Petitioner's Claims

THE PRAYER of the petition, bearing the signature of Geo. C. Willings, vice president of Pensacola Broadcasting Co., follows in full text:

1. That defendant be required to answer the charges contained herein.
2. That the American Telephone and Telegraph Co. be ordered to file a copy of all its contracts with CBS covering the wire charges from Mobile, Ala., to Pensacola, Fla., via Flomaton, Ala., as aforesaid effective Nov. 4th, 1934 and at all times since said date, and the American Telephone and Telegraph Co. be further ordered to file copies of any and all contracts between itself and any other organization covering the lease of wires for carrying broadcast programs to Pensacola, Fla. and particularly to this complainant.
3. That after due hearing and investigation an order be made commanding said defendant to cease and desist from charging this plaintiff unfair, unjust, and unreasonable or unduly preferential or discriminatory rates; and that the charges for the use of wires in chain broadcasting from and to Pensacola, Fla. by this defendant be based on the distance of 46 miles from Flomaton, Ala., to Pensacola, Fla.
4. That complainant be awarded damages for overcharges at the rate of $72 per mile for 62 miles of wire service charges from Nov. 4, 1934 to Oct. 27, 1935 in the sum of $4366.16 and at the rate of $60 per mile per year for 62 miles from Oct. 27, 1935 and for damages for so much of the "connection" charge of $2,000 as the Commission shall find to have been unjust, unreasonable and unfair, under the contract of Nov. 4, 1934, and for overcharges for the full amount of the "connection" charge at the rate of $2,000 per year from Oct. 27, 1935, under the contract dated Oct. 22, 1935, and that complainant be awarded such other and further damages as may be proved at the hearing of this cause.
5. That complainant be granted such other and further relief as the nature of the cause may require and as to this Honorable Commission may seem just and proper.

THERE IS A SANTA!
"Rep" Buys Time from Stations For Holiday Spot

OLD ST. NICK flew high, wide and handsome in radio during the Yuletide, but he really took possession (cash in advance) of the ether utilized by stations represented by Free & Sleininger Inc. and its sister organization, Free, Johns & Field Inc. Here's how it happened:

The day before Xmas, every station represented by the companies got a letter from Elmer H. Doe Adv. Agency, Louisville, through which their advertising is placed, enclosing an order for an announcement on Dec. 25, together with the copy and a real check for the time at the station's regular rates. Whether the reps took their usual 15% on the business could not be ascertained.

The spot announcement read: "To all the employes and friends of (station), Free & Sleininger send heartiest wishes of Yuletide cheer. As national representatives of your favorite station, we are happy to have helped bring you some of your entertainment during 1935. As sincere admirers of your station and your people, we wish you all the merriest of Christmases and the happiest of all New Years."

Clicquot to Switch

CLICQUOT CLUB Co., Millis, Mass. (ginger ale), on Jan. 12 will switch the program now heard on CBS Saturdays, 8-8:30 p. m., to the NBC-WEAF network. The last program on CBS will be heard Jan. 4, after only three broadcasts. Harry Reser and his orchestra will be continued but the time will be changed to 3-3:30 p. m. The number of stations is not known, NBC being unable to clear the entire WEAF network until Feb. 16. It is understood that Eastern WEAF stations will be used in the meantime. N. W. Ayer & Son Inc., New York, is the Clicquot agency.

Husing for Wildroot

WILDROOT Co., Buffalo, N. Y. (hair tonic) has abandoned its plan to sponsor Roger Baker and in his place Ted Husing will be raconteur, discussing his radio experiences. The time and starting date remain the same, Monday, Jan. 6, 7:15-7:30 p.m., the network being enlarged to 31 CBS stations. The program is scheduled for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Hollinshead to New York As Campbell-Ewald V-P



Mr. Hollinshead

M. A. HOLLINSHEAD, radio department head of Campbell - Ewald Co., of Detroit, on Dec. 20 was appointed vice president in charge of radio activities for Campbell - Ewald Co., of New York. As head of the Detroit radio department, Mr. Hollinshead has been responsible for some of the biggest programs on the air, including most of the General Motors shows.

Since all Campbell-Ewald network programs and the Chevrolet disc series are produced and delivered from New York the change was regarded as a natural step. No change in the policy of handling radio accounts is involved.

Louis Dean, who joined Campbell-Ewald of New York after several years with CBS and NBC, will continue in that office as department manager. He will report to Mr. Hollinshead instead of F. D. Richards, president of Campbell-Ewald Co. of New York. In Detroit, Bob Howard continues as radio account executive.

Standard Oil, California, Sets Large Radio Budget

STANDARD OIL Co. of California, San Francisco, will continue its extensive use of radio in 1936, with the radio budget estimated at $225,000, covering four programs. Oldest of the Standard broadcasts is the well-known *Standard Oil Symphony Hour*, long a model for this type of program. It was started Oct. 23, 1927 and is broadcast Thursdays, 8:15-9:15 (PST), the year round. The NBC hookup used for this West Coast series consists of KPO, KFI, KGW, KHQ, KOMO.

Another equally famous Standard program is the *Standard School Broadcast*, a music-enjoyment course affiliated with the *Symphony Hour*. It is broadcast Thursdays during the school year, 11-11:45 a. m. (PST), on KPO, KFI, KGW, KFSD, KOMO, KHQ. The Standard time announcements, started June 4, 1933, will be continued this year, using KHJ, KGB, KFRC, KPO, KGW, KHQ, KOMO, KTAR. They are broadcast at various times of the day. Newest of the Standard series is *Standard Oil Tells the West About the West*, with Major Merle A. Strange commenting on history of the West. It is broadcast on KSL, Salt Lake City, Mondays and Wednesdays.

BULLETIN

AS BROADCASTING went to press, James O'Shaughnessy, representing the National Independent Broadcasters Inc., reported that five more stations had been added at the eleventh hour to its groupings (reported in detail on Page 13). They are KGFJ, Los Angeles; WLBF, Kansas City, Kan.; WLAP, Lexington, Ky.; WDGY, Minneapolis; WIL, St. Louis. These additions will alter the regional and total rate structures, full rate data being available from NIB headquarters at 17 E. 42nd St., New York City.

You Know

YOUR MESSAGE IS REACHING THE MAXIMUM AUDIENCE BY PLACING YOUR ADVERTISING ON THE ONLY RADIO STATION IN THE "HEART OF AMERICA" BROADCASTING THESE TIME TESTED PROGRAMS.

"20,000 Years in Sing Sing"
Palmolive Beauty Box Theatre
The Magic Key
Your English
Pine Mountain Merrymakers
Roses and Drums
Bob Becker
Gabriel Heatter
Grand Hotel
Jack Benny
Robert L. Ripley
Olga Albani
Walter Winchell
Today's Children
Barbara King's Kitchen
Sam and Sonny
The Singing Lady
Little Orphan Annie
Dangerous Paradise
Fibber McGee and Molly
Odette Myrtle
Sinclair Greater Minstrels
Princess Pat Players
Armco Iron Master
Eno Crime Clues
Edgar A. Guest
Ben Bernie
Helen Hayes
Wendell Hall
Rendezvous
House of Glass
John Charles Thomas
Death Valley Days
Jimmy Fidler
Irene Rich
Bob Crosby
Kellogg College Prom
National Barn Dance
The Kansas Citians
Bert Burman
Verl Bratton
George Callahan
Ernest Pontius
Tulsa Ted
The WREN Barn Dance
The WREN Spotlight

Vernon H. (Bing) Smith,
General Manager.
Main Offices & Studios,
WREN Building,
Lawrence, Kansas.
Telephone - 110.

WREN

Chicago Branch Office,
Ray Linton,
360 N. Michigan Ave.
Telephone - State 9493.
Kansas City, Missouri,
Tom Flanagan,
Hotel Stats.
Telephone - Grand 5310.

Transmitter now located 18 miles west of Kansas City, to serve the greatest number of listeners in the Kansas City, Topeka and St. Joseph Markets.

Ethiopia Pickup—A Weird Experience

Native Beverages and Police Patrol Used to Inspire African Symphony for Broadcast to America

By JOSEF ISRAELS II

THOSE broadcasts from Ethiopia — how are they arranged and what does the "production man" have to contend with? In this article, Mr. Israels, correspondent for the "New York Times" and Pathe Newsreel in Addis Ababa, tells of his experiences in arranging programs for CBS. One of his presentations included a unique program of tribal music from the heart of primitive Africa. On Dec. 16 he was appointed publications counsel of the Ethiopian government in New York.

AN ETHIOPIAN broadcast is an experience no radio man accustomed to the luxuries and perfections of American studio technique should forego. The combination of makeshift technical arrangements, typical native inefficiency and the necessity of broadcasting blind to receivers some 9,000 miles away make the venture of Ethiopian broadcasting memorable, weird and amusing.

In the earlier days of the Italo-Ethiopian crisis, broadcasting from Ethiopia, even from comparatively metropolitan Addis Ababa, was widely considered as impossible because of technical and distance difficulties. But the enterprise of the American broadcasting systems won out and tests were made, reluctantly at first, with telephone transmission to London through the Imperial Ethiopian Government's radio center's equipment. This is efficient for telegraphy but was never intended for broadcasting use though its original Italian designers did provide a single, heavy unreliable carbon microphone for this remotest of contingencies.

But there is no speech input amplifier in Addis Ababa, nor in all Ethiopia for that matter—none of those delicate adjustments and microphone sensitivity considered so essential to American broadcasting practice. For one or two of the more important of the earlier broadcasts, including that of Emperor Haile Selassie, a dynamic microphone and amplifier were borrowed from the only sound movie apparatus in the country. By the time I had organized the Addis Ababa Philharmonic Symphony Orchestra for an evening of Ethiopian music, even that was gone from the country.

They Must Be Warm

CBS simply cabled "suggest musical interlude next"—simple as all that. But easier said than done. Ethiopian musicians, at least the better ones, are elusive for foreigners. An expert had to be consulted, an English speaking member of Addis Ababa's gayer younger set. He was charmed with the idea and would certainly undertake to assemble the required talent. He suggested an ensemble of 16—it would cost fifty thalers ($16) he said. But there were other requirements than money. Ethiopian musicians, he explained, are unaccustomed to face an audience, even a radio one, "cold". They would have to be warmed up for a couple of hours with liberal applications of the native brandy "tej". Good enough, I said, the tej should be provided. A further consultation with Ato David, highly educated native of northern Tigre and assistant of the Ethiopian Press Bureau, revealed that David would also gladly help—he would invite certain talented Tigrean friends (one Ethiopia's leading drummer) to participate. But these were amateurs, above the reach of money. Whiskey should be provided for them. It would be available.

The appointed evening arrived. The broadcast was scheduled for half an hour after midnight, 5 p. m. in New York. But by 7 o'clock the performers were arriving, interesting men and young girls with their weirdly antique native instruments under their arms. I invited them to my room for an application of tej. But they seemed unresponsive, apprehensive in such Europeanized surroundings. One of the monochord violin players cast jealous eyes out the door at a large tent pitched by a caravan preparing to fare toward the interior.

It was suggested that the girls and boys would be more comfortable there. So it was. Moved to the tent, they squatted on packing boxes and on the grass, tuned up their instruments, varied drinks of greek "koniak" and tej and soon were singing the interminable sagas of Ethiopian love and war and heroism that make up the native repertoire. A single candle lighted the scene. The night, so some fellow newspapermen said, seemed hideous with sound but the musicians were happy. I went to dinner.

Halfway through the meal my boy Yonah arrived in a high state of deep black excitement. "The police are here," he panted. "They are arresting the musicians." I rushed out. But too late. The damage was done. Ethiopians are supposed by law to be in their homes by sundown. A special permit is required to flout the curfew. The Balambaras, in charge of the town police, apprised of the noisy group on the hotel lawn, refused to believe they were employed by any "ferengi" (white man) and his men had expeditiously sent all my hard won musical talent bustling home with nightsticks thumping at their rears. Shouted pleas were unavailing. The musicians, thoroughly frighened by the majesty of the law, were not to be lured back to a possible jail term. By the time explanations could be imparted through interpreters to the elegantly attired Balambaras it was too late—my 16 musicians had dispersed to 16 parts of the city.

A flying visit to the home of Ato Lorenzo Taezas, chief aide of the Emperor, produced a card ordering the police to aid in reassembling the flown birds. In a few minutes a squad of cars filled with rifle bearing police were out scouring the city to bring back the truants as forcefully as they had sent them away. Meanwhile time was drawing late. I had counted on reaching the transmitting station at Akaki some six miles from town an hour or two early to allow for rehearsal and timing. But the minutes crawled by until 11 o'clock before the cars began flying back with the musicians one or two at a time, still scared but easily convinced by a personal apology from the Balambaras and a new application of strong spirits. By 11:15 the whole cavalcade of six cars full started for Akaki, bumping over deserted roads to frighten hyenas and owls from midnight repasts of refuse.

And the "Studio"

THE "poste d'emission" at Akaki is a magnificent place mechanically. It is kept jealously in shipshape repair by M. Hammar, Swedish director of Ethiopian communications. Its main transmitter radiates 3 kw. and is capable of reliably working any part of the world on continuous wave telegraphy. Telephone transmission is another story, although even the difficult African atmospherics permit reception most of the time at the CBS receivers in New York.

The "studio" is a little workshop adjoining the main transmitter room. Here the single ancient mike is suspended from a makeshift stand. That's all. No soundproofing, no control room, no signaling system, no method for monitoring or of knowing how the program was received till next day should bring a cable from London.

The two-hour rehearsal was run through in 20 minutes. Through various interpreters and with the aid of a long stick in the hands of Ato David the various performing units—violins (one stringed), guitars, harps, flutes (bamboo and emitting a single note) and drums —were placed in positions and timed to fit a 15-minute shot. Ten minutes before the allotted time the room was silenced as well as possible and I began a ten minute test, talking uncomfortably loudly into the mike to the vast amusement of the musicians. "Hello America, Addis Ababa calling America, calling Columbia Broadcasting System on 25 meters," I repeated over and over again. Ato David had to stifle native guffaws.

Then one minute before time a pregnant silence. Then the introduction and the show was on. Each number had to be rather forcibly suppressed when the time was up. Each stopped, disgruntled. Once started Ethiopian musicians like to go on for literally hours. Finally a brief cacophony by the flutes, blowing shrill in my ears as I contrived a "gain control" by turning the assaulted microphone away from the delighted flutists lest their blasts knock the meters

(*Continued on page 52*)



EMPEROR SELASSIE ON THE AIR — Josef Israels II, author of this article and the Ethiopian ruler's youngest son, on the occasion of the Nov. 6 broadcast to America, rebroadcast by CBS. Israels arranged and announced the program and read the English translation of the address, which was heard in the ancient native Amharic tongue.



INTERNATIONAL NEWS PHOTO

Again WMCA scores a clean scoop! The ONLY station with a "mike" at ringside—bringing sport fans a vivid, blow-by-blow broadcast of the JOE LOUIS—PAULINO UZCUDUN fracas thru the eyes of Clem McCarthy. Blackstone Cigars *sponsored*. B.B.D. & O. *placed*.

Merchandising Notes

Stamp Albums for Millions — Kraft and Bing Crosby — Heinz Cook Books — Kate Has Her Own Newspaper

MORE than a million dinosaur poster stamp albums have been distributed from Sinclair service stations by Sinclair Refining Co., sponsoring the *Sinclair Minstrels* on an NBC-WJZ network. The offer was announced Nov. 14 and children were required to go to a Sinclair station, accompanied by an adult. Within 48 hours the million albums were gone. Two million more are being rushed to completion and 48 million new poster stamps are being printed. NBC has issued a promotional broadside describing the offer as the most amazing response to a single offer in the history of broadcasting. Federal Adv. Agency, New York, is the agency.

* * *

THE Jack Armstrong American Amateur Baseball Team has just returned from Japan, where it clinched the world's amateur baseball championship by winning five out of eight games against the strongest amateur teams in that country. The team was composed of amateurs who were nominated by listeners to the *Jack Armstrong* CBS broadcasts sponsored by General Mills, which also sponsored the team's trip to Japan, in the interest of international fellowship, good sportsmanship, and Wheaties.

* * *

A SALES increase of over 100% during July and August as the result of their broadcasts over KMOX is reported by the Arthur R. Lindburg Co., St. Louis (Westinghouse refrigerators). Starting late in June, this company sponsored the daily broadcasts of *Jane Porter's Magic Kitchen*, a Sunday evening program *In the Spotlight*, and a number of time-signal spot announcements.

According to Lee Klein, of the Lindburg Co., sales increased over 100% during July, kept up to the new high during August, and did not slow down until mid-September. The campaign featured a small size refrigerator, of which Mr. Klein recently said: "The substantial increase in sales of this particular model is definitely the proof of the radio pudding."

At present the Lindburg Co. is sponsoring one broadcast a week of *Jane Porter's Magic Kitchen*, which incidentally, has been completely Westinghouse equipped, and still reports sales far above those for the same time last year.

* * *

GROCERS are giving away copies of the Chase & Sanborn Amateur News with each can of the coffee. It is the second edition of the tabloid publication of four pages, and is devoted to pictures of Major Bowes and his amateur talent. J. Walter Thompson Co., New York, is the agency.

* * *

NBC has issued a folder describing a new program *Hector in Hollywood* by Albert Barker and Gayle Gitterman. It is designed to appeal to all types of listeners.

IN COMMEMORATION of the 500th consecutive *Eno Crimes Clues* broadcasts the sponsors, J. C. Eno Ltd., through their U. S. agents Harold S. Ritchie & Co. will launch a prize-letter contest which will begin with the Jan. 7 broadcast and run 26 weeks.

A grand prize of $100 a month for life will be offered for the best letter submitted during the run of the contest and each week 14 money prizes will be given for the best letters written on the subject "Thanks to Eno". Four prizes of $25 and ten prizes of $10 will be given each week. The letters will be in the nature of success stories —how Eno has helped the user to retain his position or get a new job, or to regain his health, etc. No limit is to be placed on the number of words in the letters. The grand prize will be given to the winner as a paid-up annuity policy.

* * *

KTUL, Tulsa, is taking advantage of the great numbers of dime taxi cabs now in service by using tire covers for display advertising on behalf of the station. More than 50 individual taxis bear the signs, "Fine Entertainment — KTUL." Eighty-six busses of the Tulsa transportation system also bear outside display signs, "Listen, KTUL".

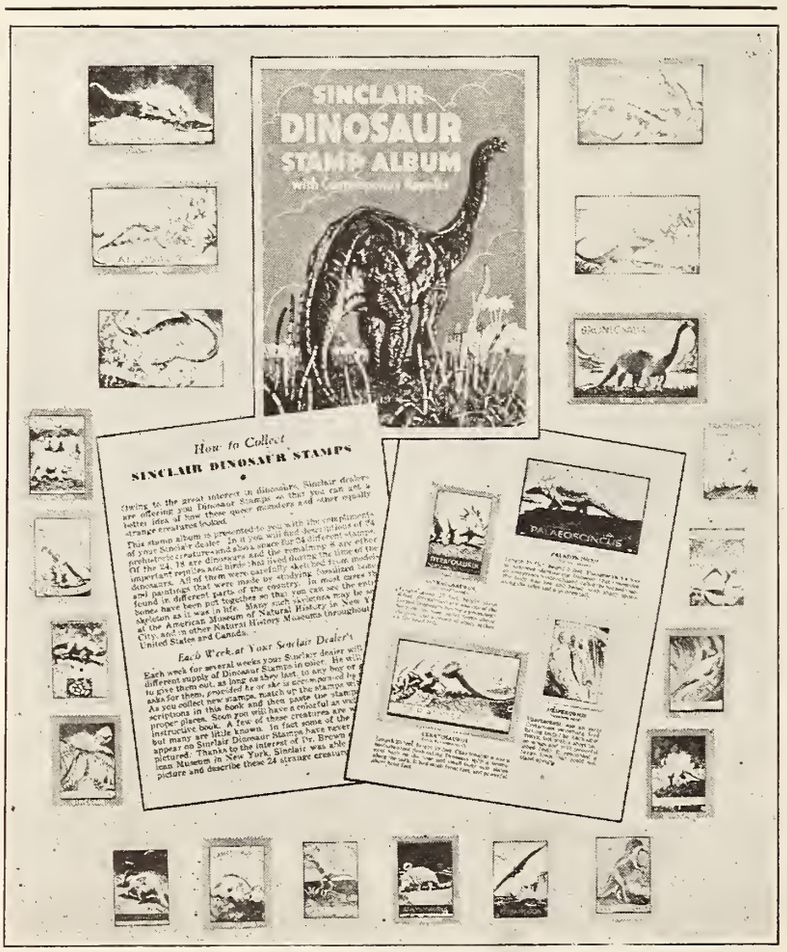
WHAS, Louisville, having conducted an amateur series in which eight leading merchants participated, later sold the series to Oertel Brewing Co., which capitalized on the popularity of the program. Contestants are judged solely by the audience in the National theatre, where the program follows the last stage show. Oertel Co. used a large newspaper advertisement and distributed reprints to the theatre audience along with printed voting cards. The contest was renewed in December by the sponsor. Talent for the show is submitted by theatres in nearby small towns where preliminary contests are run.

* * *

TO BRING attention to its commercial programs during the evening hours, WHIO, Dayton, is running a three-column advertisement in the *Dayton Daily News*, *Springfield* (O.) *News* and *Springfield Sun* each day with the time, program listing, and explanation of commercial programs to be presented that evening. The advertisement is headed "WHIO PRESENTS—".

* * *

WHEN Ray Perkins played the State Theatre in Cortland, near Syracuse, he went to Syracuse for a special broadcast over WFBL, taking with him a few of his amateurs. Robert G. Soule of the station's merchandising staff, invited druggists of Syracuse and environs to see the broadcast, mailing out invitation and tickets to each one. Feenamint displays tied in the broadcast with the product.



AN ALBUM OF SUCCESS — Sinclair Refining Co. didn't know the strength of its own program until it recently offered a million dinosaur postage stamp albums to listeners. This is what the stamps are like.

ALL KRAFT products that are now being delivered by Kraft-Phenix Cheese Corp., Chicago, carry a picture of Bing Crosby and the words, "On the Air—Thursday nights." All this is on the cover of each jar of Kraft Cheese. The new series, featuring Bing Crosby and Jimmy Dorsey's orchestra, will go on an NBC-WEAF network Jan. 2.

* * *

TO LISTENERS Great Atlantic & Pacific Tea Co., New York, is sending the *Kate Smith News*, an illustrated eight-page tabloid full of pictures of the artist and merchandising photos promoting A & P coffees. The program is presented thrice weekly on CBS at 7:30 p. m. Paris & Peart, New York, is the A & P agency.

* * *

H. J. HEINZ Co., Pittsburgh (57 varieties) offered the Heinz Book of Meat Cookery, a 100-page booklet, to listeners on its *Hostess Counsel* CBS programs for Western stations three times weekly. Maxon Inc., Detroit, is the Heinz agency.

* * *

PRITCHARD & CONSTANCE, (Amami cosmetics) has been offering sample jars of lotion over WBZ and WBZA, Boston-Springfield, with requests exceeding 300 in the first 24 hours although the program was broadcast at 7:30 a. m. The first four weeks produced 8,528 mail pieces from 15 states.

* * *

SIX frames, 4 x 6 feet, with photographs of local and CBS radio stars, are being exhibited at prominent points in the area of WBIG, Greensboro, N. C. One large frame, displayed near a woman's college, was soon divested of photographs, students "swiping" them for room decorations.

* * *

AT THE Kansas City auto show, KMBC paraded about the arena a miniature of the KMBC Newscaster Car. It contained a complete transmitter and antenna. The big Newscaster Car was stationed at the entrance to the arena, with a number of broadcasts being conducted from it.

Cream of Wheat Shifts

CREAM OF WHEAT Corp., Minneapolis (cereal), discontinued Alexander Woollcott and the *Town Crier* program on CBS Dec. 29, and switched to *Buck Rogers in the 25th Century* quarter-hour broadcast. The new series began Monday, Dec. 30, 6-6:15 p. m., with rebroadcast 7-7:15 p. m. Thirty-three CBS stations are being used for the program, broadcast Mondays, Wednesdays and Fridays. Kellogg Co. was the first firm to sponsor the *Buck Rogers* program, using the basic network. Cocomalt Co. succeeded Kellogg, using only part of the basic network. The program now goes to the Far West. J. Walter Thompson Co., New York, is the agency.

Beer Advertising Rules

HEARING on proposed rules affecting advertising of malt beverages will be held Jan. 7 by the Federal Alcohol Administration. The rules apply to radio advertising but would be imposed only on the malt beverage industry. False statements, disparaging of competitors, and limitations on statements of alcoholic content and curative effects are included.

✓ The sweep of the strings!
✓ The color of the reeds!
✓ The majesty of the brass!
✓ The boom of the timpani!
✓ The sonority of the voices!

You hear the round richness of them all!

—beautifully blended in the new *"plus"* recordings offered in the

ASSOCIATED RECORDED PROGRAM SERVICE

FINEST TALENT

Leading artists of radio and the "first-line" name bands . . . orchestras featured in such famous New York hotels as the Plaza and the St. Regis . . . in the Rainbow Room in Radio City and other fashionable night spots of Broadway and Park Avenue. All perfectly rehearsed bands under the batons of such well known leaders as Emil Coleman, the Dorsey Brothers, Isham Jones, Sam Lanin, Louis Katzman and others . . . Goldman's Band . . . and outstanding singers and choral groups.

plus FRESH, LASTING SELECTIONS

Famous operettas and classical compositions . . . chamber music . . . spirituals . . . standard dance tunes — all music of lasting popularity!

plus TOMORROW'S HITS

Tunes from pictures not yet released, with and without vocal refrains and all suitable for dancing.

plus FINEST RECORDING

Western Electric Wide-Range — Vertical cut (Hill and Dale) and recorded under license by Electrical Research Products, Inc.

plus VINYLITE

The material with the quieter surface.

Associated Recorded Program Service has them all. Wide diversification in program selections, and comprising an initial library of fifty hours of continuous playing time. This superior Library Service is now available to Broadcasters.

ASSOCIATED

Recorded PROGRAM SERVICE

produced by
ASSOCIATED MUSIC PUBLISHERS, INC. ◆ ◆ 25 W. 45 ST., NEW YORK CITY

Newspapers Continue Rush for Radio As 1935 Ends . . .

THE ONRUSH of newspaper applicants for new radio stations, mostly in the local category, or for authority to acquire existing stations, was one of the marked trends of 1935, with at least 50 such applications docketed or ready to be docketed for hearings before FCC examiners as the New Year began. The year ended with about 140 stations owned or controlled by or corporately affiliated with newspapers, the full list of which will be published exclusively in the forthcoming BROADCASTING Year Book.

Because many applications for stations that would become affiliated with newspapers, if granted, do not disclose the newspaper interests behind them, BROADCASTING publishes herewith a list of such applications as nearly complete as its research staff could make it. In many cases, it is known, applications by newspaper interests hide the newspaper identities behind names of individuals who are either publishers or stockholders in newspapers. Their applications do not always disclose their newspaper connections, which accounts for the publication in other trade journals of incomplete lists.

Newspapers represented either directly or indirectly through their publishers or representatives in applications pending before the FCC Broadcast Division as 1935 ended were as follows:

Joliet (Ill.) Printing Co., publishing Joliet Herald-News—Seeks 100 w. N and 250 w. LS on 1500 kc.

Democrat-News Co., Lewiston, Mont., publishing Lewiston Democrat-News—Seeks 100 w. N and 250 w. D on 1200 kc.

M. H. White, Winona, Minn., business manager of Winona Republican-Herald—Seeks 100 w. U on 1200 kc.

M. M. Oppegard, publisher of Grand Forks (N.D.) Herald—Seeks 100 w. N and 250 w. D on 1310 kc.

Harry J. Grant, publisher of Milwaukee Journal—Seeks 1,000 w. U on 1010 kc.

Star-Chronicle Publishing Co., St. Louis, Mo., publishing St. Louis Star-Times—Seeks 1,000 w. U on 1250 kc.

Waterloo (Ia.) Times-Tribune Publishing Co.—Seeks 1,000 w. U on 1550 kc.

St. Cloud (Minn.) Times Publishing Co.—Seeks 100 w. U on 1420 kc.

Richmond (Va.) Times-Dispatch Publishing Co.—Seeks 100 w. U on 1500 kc.

Olean (N. Y.) Times-Herald Corp., partly owned by Gannett Newspapers—Seeks authority to acquire 123 out of 367½ shares of stock in WHDL, Olean.

Wichita Falls (Tex.) Times Publishing Co., publishing Wichita Daily Times & Record-News—Seeks 100 w. U on 1420 kc.

Rockford Consolidated Newspapers Inc., publishing Rockford (Ill.) Star & Register-Gazette— Seeks authority to acquire 51% of stock in WROK, Rockford.

Mason City (Ia.) Globe-Gazette Co.—Seeks 100 w. U on 1210 kc.

Bismarck (N.D.) Tribune Co.—Seeks 1,000 w. N and 5,000 w. LS on 550 kc. (Facilities of KFYR, Bismarck).

Reporter Broadcasting Co., Abilene, Tex., chiefly owned by publishers of Abilene Reporter—Seeks 100 w. U on 1420 kc. (Favorable examiner's report).

Athens (Ga.) Times Inc.—Seeks 500 w. U on 1450 kc. (Facilities of WTFI, Athens).

Merced Star Publishing Co. Inc., publisher of Merced (Cal.) Star—Seeks 250 w. D on 1040 kc.

San Diego (Cal.) Union-Tribune Publishing Co.—Seeks 100 w. N and 250 w. D on 1420 kc.

Pittsburg (Kan.) Publishing Co., publishing Pittsburg Sun & Headlight—Seeks 100 w. U on 1500 kc.

Memphis Commercial Appeal—Seeks 5,000 w. D and 1,000 w. N on 630 kc. (Now operates WMC; seeking second station).

Nebraska Broadcasting Co., Omaha, chiefly owned by publishers of Omaha World-Herald—Seeks voluntary transfers to itself of ownership of WAAW, Omaha, and KMMJ, Clay Center, Neb.

Continental Radio Co., New York, subsidiary of Scripps-Howard Newspapers, publishers of Toledo News-Bee—Seeks 100 w. N and 250 w. D on 1210 kc. in Toledo.

Continental Radio Co., New York, subsidiary of Scripps-Howard Newspapers, publishers of Columbus (O.) Citizen—Seeks 100 w. U on 1310 kc. in Columbus.

St. Paul (Minn.) Daily News Corp., subsidiary of St. Paul Dispatch and Pioneer Press, part owners of WTCN, Minneapolis—Seeks 100 w. U on 1370 kc.

Albany (N.Y.) News Co., publishing Albany News and Knickerbocker Press—Seeks 100 w. D on 1210 kc. in Schnectady, N. Y.

Amon G. Carter, publisher of Fort Worth Star-Telegram—Seeks authorization to purchase KGKO, Wichita Falls, and move it into Fort Worth. (Set for hearing).

Bellingham (Wash.) Publishing Co., publishing Bellingham Herald—Seeks 100 w. U on 1420 kc.

Big Springs (Tex.) Herald Broadcasting Co.—Seeks 100 w. U on 1500 kc.

Champaign (Ill.) News-Gazette Inc.—Seeks 100 w. U on 1370 kc.

E. L. Clifford, Pottsville, Pa., treasurer of J. H. Zerbey Newspapers Inc., publishing Pottsville Republican—Seeks 250 w. D on 580 kc.

Luther E. Gibson, publisher of Vallejo (Cal.) Times-Herald—Seeks 250 w. D on 1320 kc.

North Texas Publishing Co., Paris, Tex., majority stockholders in which publish Paris News—Seeks 100 w. D on 1500 kc.

Ventura (Cal.) County Star—Seeks 250 w. D on 1170 kc.

J. David Stern, New York, publisher of New York Post, Philadelphia Record, Camden Courier and Camden Post—Seeks 500 w. D on 810 kc.

Brooklyn (N. Y.) Daily Eagle Broadcasting Co.—Seeks 500 w. U on 1400 kc. (Favorable examiner's report for part time).

St. Joseph (Mo.) News Broadcasting Co.—Seeks 100 w. U on 1310 kc.

Springfield (Mo.) Newspapers Inc., publishers of Springfield News and Leader & Press—Seeks 1,000 w. D on 790 kc.

Gulf Coast Broadcasting Co., one of whose stockholders is connected with Corpus Christi (Tex.) Caller-Times Publishing Co.—Seeks 250 w. N and 500 w. D on 1330 kc.

Bell Broadcasting Co., affiliated with Bell Publishing Co., publisher of Belton (Tex.) Journal—Seeks 100 w. D on 1370 kc.

Bell Broadcasting Co., affiliated with Temple (Tex.) Daily Telegram—Seeks 100 w. D on 1370 kc. (Favorable Examiner's report).

Marysville-Yuba City Publishers, Inc., publisher of Marysville (Cal.) Appeal-Democrat—Seeks 250 w. U on 1140 kc.

Santa Rosa (Cal.) Press-Democrat—Seeks 250 w. D on 1310 kc.

Robert E. Cole, doing business as Washington (Pa.) Broadcasting Co. and backed by John L. Stewart, publisher of Washington Observer & Reporter—Seeks 250 w. D on 1350 kc. (Unfavorable examiner's report).

Peninsula Newspapers Inc., publishers of Palo Alto Times and Review, Peninsula Beacon, Redwood City Tribune, Sunnyvale Standard, etc.—Seeks 250 w. D on 1160 kc. at Palo Alto, Cal.

Springfield (O.) Newspapers, Inc., publishers of Springfield News and Sun; same ownership as Dayton Daily News and Miami Daily News—Seeks 250 w. D on 1120 kc.

Marshall News Messenger Pub. Co., Marshall Tex.—Seeks 1500 kc. 100 w. U. (Application returned by FCC.)

Great Falls (Mont.) Tribune—seeks 550 kc. 1 kw. 5 kw. D U, facilities KFYR.

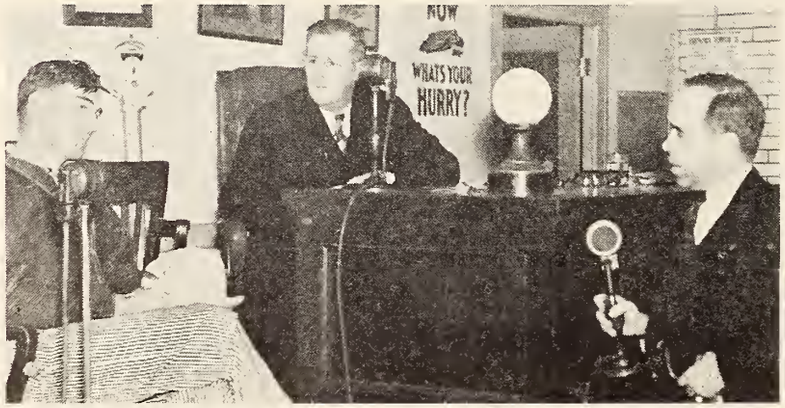
Albert Lea (Minn.) Broadcasting Corp., headed by Mayor E. L. Hazek of Albert Lea, who is president of Trades Publishing Co., publishing Albert Lea Community Magazine—Seeks 100 w. U on 1200 kc.

W. P. Stuart, Prescott, Ariz., editor of *Prescott Courier* (weekly)—Seeks 100 w U on 1500 kc. (Facilities of KPJM).

Bay County Publishers Inc., Panama City, Fla., publishing *Panama City Pilot* (weekly) — Asks 1420 kc 100 w U.

Metropolis Co., Jacksonville, Fla., publishing *Florida Times-Union* and *Journal*—Asks 1200 kc 100 w U.

In addition, the Tulare-King Counties Radio Associates has been formed in California, with Charles A. Whitmore, publisher of the *Visalia* (Cal.) *Times-Delta* as president, to file applications for new stations for the *Tulare Advance-Register*, *Porterville Recorder* and *Hanford Journal & Sentinel*, all small California dailies.



TRAFFIC VIOLATORS — In Dallas find themselves on the air if they happen to face the Dallas corporation court on Tuesdays and Thursdays, with KRLD broadcasting the proceedings. Here are Judge King Williamson and Prosecutor Frank C. O'Brien with a defendant.

Canada Complains Of Interference by Station in Mexico

XERA Said to Ruin Reception Of CRCT, Located in Toronto

By JAMES MONTAGNES

THE Canadian Radio Commission has applied to the Department of State, which in turn is applying to the British Foreign Office, to make a complaint that XERA with studios in Texas and station across the border in Mexico is causing interference with CRCT, Toronto outlet of the Commission. Since XERA came on the 840 kc. band allotted to Canada and operates with 50,000 or 100,000 watts as against CRCT's 5,000 watts, reception of the Toronto station even in the city has been none too good, while outside the immediate range of the transmitter, the interference is very noticeable.

Because Mexico is not a party to the international radio wave-length agreements, Commissioner W. A. Steel, states that little can be done to rectify the matter. In addition, he explained, Canada has no direct diplomatic relations with Mexico, forcing the complaint to be made through the British ambassador to Mexico, a round-about way which will not help to speed up the matter.

* * *

COMDR. C. P. EDWARDS, in charge of radio for the Dominion in the present department of marine, which looks after the licensing of all radio stations in Canada, is expected to retain that post when the change is made with the formation of a new Department of Communications embracing all the transportation and communication departments into one body, under the present Minister of Railways, Canals and Marine, (three separate departments), C. D. Howe, American-born grain elevator builder. Comdr. Edwards may have greater jurisdiction after the amalgamation of the departments, over the radio commission, depending on legislation to be brought into force after the next public hearing on broadcasting.

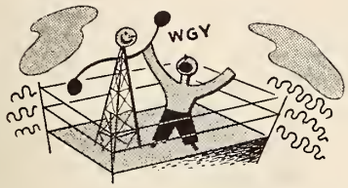
* * *

CLOSE censorship of political speeches is understood to have been asked by Premier Taschereau of Quebec, following alleged defamatory statements against his government over Quebec radio stations. The Canadian government, however, refused at this time to be put into a position of muzzling free speech, causing a slight political rift between the two liberal governments. Quebec has always wanted to run its own radio show, but lost control of all radio matters after a ruling of the Privy Council of London, England, when radio was considered a national and not a provincial service.

The Radio Commission has acted on the Taschereau complaints by notifying all Quebec stations that they would be held strictly accountable for any defamatory statements which they permitted to be broadcast, placing their licenses in jeopardy as possibly having broken a ruling of the commission's against speeches of a defamatory, libellous, obscene or treasonable character.



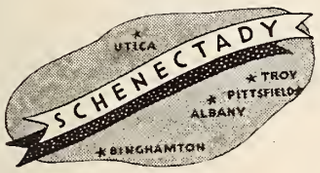
WGY has a cleared channel, and is in the center of the dial.



WGY is one of the few 50,000 watt stations in the country without major station competition.



There are no full time stations over 1,000 watts power within the primary potential circulation airea of the WGY transmitter.



It is particularly interesting to advertisers that WGY covers not only Schenectady, but the markets of Albany, Troy, Pittsfield, Utica, Binghamton and others as well.



That WGY is used by the State of Vermont for its election campaigns, is also a particularly impressive fact.

In the rich farm aireas within a rural population of 1,636,000, WGY is a daily habit.

WGY

50,000 WATTS

SCHENECTADY

WGY is one of NBC's managed and operated stations. Others are **WEAF**, **WJZ**, New York • **WBZ-WBZA**, Boston and Springfield, Mass. • **WRC**, **WMAL**, Washington, D. C. • **KDKA**, Pittsburgh **WTAM**, Cleveland • **WMAQ**, **WENR**, Chicago • **KOA**, Denver • **KGO**, **KPO**, San Francisco.

Joint Committee to Lay Plans For Educational Cooperation

Committee of 40 to Be Called for an Early Meeting; Dr. Studebaker Directs Preliminary Work



Dr. Studebaker

FORMATION of the Federal Radio Education Committee, comprising 40 representatives of broadcasting, educational, religious, welfare and other groups interested in fostering cooperative program arrangements between educators and broadcasters, was formally announced Dec. 18 by the FCC Broadcast Division.

The cooperative committee, membership of which is said to be fully representative of all groups interested in its work, was named by the Broadcast Division. Dr. John W. Studebaker, U. S. Commissioner of Education, had been named chairman of the Committee last May 15, following a general conference, held pursuant to the FCC report to Congress on the question of educational use of radio facilities.

The first meeting of the new committee, the FCC announced, probably will be called by Chairman Studebaker during the middle or latter part of January. Actions of the Committee will be subject to supervision of the FCC Broadcast Division.

The FCC announcement brought out that a budget for the expenses of the committee had been pledged, half by the National Advisory Council on Radio in Education, and half by the NAB on behalf broadcasting stations. This fund, it is understood, totals $27,000. Preliminary organization work for the Committee has been conducted by Chairman Studebaker with the aid of representatives of the educational organizations, FCC and the NAB.

Committee Personnel

MEMBERS of the Committee, in addition to Chairman Studebaker, are:

Waldo Abbott, University of Michigan; Merlin H. Aylesworth, president, NBC; James W. Baldwin, managing director, NAB; Edgar Bill, WMBD, Peoria; Dr. S. Parks Cadman, Federal Council of Churches of Christ in America; Dr. Morse A. Cartwright, director, American Association for Adult Education; Dr. W. W. Charters, director, Bureau of Educational Research, Ohio State University; Dr. Harry W. Chase, chancellor, New York University; Gardner Cowles Jr., Iowa Broadcasting Co.; Lester E. Cox, KWTO, Springfield, Mo.; Edwin Craig, WSM, Nashville; Dr. A. G. Crane, president, University of Wyoming; Dr. Walter Damrosch, NBC; Milton S. Eisenhower, Department of Agriculture; John Elmer, WCBM, Baltimore; O. D. Fisher, KOMO, Seattle; Leo J. Fitzpatrick, president, NAB; Willard Givens, secretary, National Educational Association; Tom C. Gooch, KRLD, Dallas; William Green, president, American Federation of Labor; Mrs. Rose Jacobs, president, Hadassah Womens Zionist Organization; Father Geo. W. Johnson, Catholic University; Dr. C. B. Jolliffe, RCA; Lambdin Kay, WSB, Atlanta; John F. Killeen, FCC; Dr. Cline M. Koon, Officer of Education, Department of Interior; Mrs. B. F. Langworthy, president, National Congress of Parents and Teachers; Miss Luella S. Laudin, Womens National Radio Committee; H. B. McCarty, president, National Association of Educational Broadcasters, University of Wisconsin; A. J. McCosker, president, WOR, Newark; Mrs. Harold V. Milligan, president, Womens National Radio Committee; Dr. Robert A. Millikan, president, California Institute of Technology; William S. Paley, president, CBS; A. D. Ring, FCC; John Shepard 3d, president, Shepard Broadcasting Co.; Dr. Levering Tyson, director, National Advisory Council on Radio in Education; Miss Judith C. Waller, Mid-West Educational Director, NBC; Frederick A. Willis, CBS; Geo. F. Zook, president, American Council on Education.

The text of the FCC announcement follows:

The Commission, Broadcast Division, desires to announce that in compliance with the statements made by the Commission in its Report to Congress pursuant to Section 307 (c) of the Communications Act of 1934, a committee to be known as the Federal Radio Education Committee has been organized. Dr. John W. Studebaker, United States Commissioner of Education has accepted the chairmanship of the committee.

Invitations for membership on the committee were sent to eminent persons in the fields of education and broadcasting. The letter extending invitations is quoted as follows:

"Section 307 (c) of the Communications Act of 1934 provides as follows: 'The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs, or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than Feb. 1, 1935 its recommendations together with the reasons for the same.'

"As a means of carrying out the wishes of Congress the Broadcast Division, by direction of the Commission, held public hearings from Oct. 1-20 and from Nov. 7-12, 1934. A total of 1535 notices of the hearing were sent to all parties of record at the Commission and wide publicity was given the matter so that anyone interested might be informed of the hearing. A total of 135 witnesses appeared and 14,000 pages of testimony were presented for the Commission's consideration in addition to several thousand pages of exhibits.

"As a result of these hearings, the Commission on Jan. 22, 1935 submitted to the Congress a report which contained the following recommendation: 'The FCC respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities.'

"And assigned the following reasons: 'There is no need for a change in the existing law to accomplish the helpful purposes of the proposal.

" 'Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interest of the public as a whole.

" 'There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcast service consistent with a fair and equitable distribution of facilities and services throughout the country.

" 'No feasible plan for a definite allocation of broadcast facilities to non-profit organizations has been presented.

" 'The hearings developed no evidence of a real demand on the part of the great body of non-profit organizations or on the part of the general public for the proposed allocation of definite percentages of broadcast facilities to particular types or kinds of non-profit activities.

" 'It would appear that the interests of the non-profit organizations may be better served by the use of the existing facilities, thus giving them access to costly and efficient equipment and to established audiences, than by the establishment of new stations for their peculiar needs. In order for non-profit organizations to obtain the maximum service possible, cooperation in good faith by the broadcasters is required. Such cooperation should, therefore, be under the direction and supervision of the Commission.'

"A copy of the report to Congress is enclosed.

Report to Congress

"IN ITS REPORT to the Congress the Commission proposed to hold an educational conference at which time plans for mutual cooperation between broadcasters and educational organizations could be made. That conference was held on May 15, 1935. It is the sincere belief of the Commission that the hearings, conferences, and constructive thought and experience given to this subject have produced a situation whereby within the present broadcast structure the educators on the one hand, and the broadcasters on the other can combine forces which will: 1. Eliminate controversy and misunderstanding between groups of educators and between the industry and educators; 2. promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases.

"The Broadcast Division of the Commission is setting up a committee to carry on this work and Dr. John W. Studebaker, United States Commissioner of Education, has accepted the Chairmanship of the Committee. We desire that you accept membership on this Committee.

"A sufficient budget for expenses of the committee has been pledged, half of it by the National Advisory Council on Radio in Education on behalf of educational interests and half by the NAB on behalf of broadcast stations. It is expected that a small planning committee will be organized for the purpose of collecting and correlating data on which the main committee may base its deliberations, thus reducing to a minimum the amount of time the full committee will have to give, consistent with a fair and impartial consideration of the subject. This small committee may also undertake certain definite projects in keeping with the general purposes of the committee.

"The Commission is too familiar with the whole scope of educational broadcasting, its limitations and its possibilities, to expect any panacea, but we do believe that coordination and cooperation at this time will give results to the end that radio broadcasting can be further utilized as an effective medium for education.

"We sincerely hope that you will accept membership on this committee."

Agenda are being prepared for the first meeting which will be called by Chairman Studebaker. It is expected this meeting will be called during the middle or latter part of January. Any member of the committee desiring a copy of the report to Congress as mentioned in the letter above, may obtain same by addressing a request to the Communications Commission.

The Prisoners' Song

CONVICTS at the Joliet Penitentiary in Illinois, conducting their own amateur hour on Monday and Wednesday nights, have voted *The Prisoners' Song* as the signature theme of their prison band. The show is carried by remote control over WCLS, Joliet. The warden regards it as diversion for his charges, and believes that the talent discovered may be better fitted for resuming their places in society.

U. S. Office of Education Plans Radio Workshop Staffed by Relief Groups

AN EDUCATIONAL radio project, entailing an expenditure of approximately $75,000 for the establishment in or near Washington of an "educational radio workshop staffed by talented workers from such relief groups as the CCC Camps and the WPA professional projects," was announced Dec. 23 by Dr. John W. Studebaker, Commissioner of Education.

The undertaking, he said, will be one of five projects for the advancement of education in the United States financed through emergency relief funds to give employment to more than 3,400, unemployed "white collar" workers.

The project, he declared, will provide one of the first major attempts to develop the potentialities which radio holds for education. It has been approved, along with the others, by President Roosevelt, the Bureau of the Budget and the Comptroller General. It will employ 70 to 80 workers, mostly writers, actors and musicians recruited according to their talent. Tentative plans call for establishing studios in one of the American University buildings in downtown Washington.

"This workshop," said the announcement, "will prepare and present educational radio programs, such as vocational guidance programs. Mr. William Dow Boutwell, editor of the Office of Education, and for the last year and a half director of the regular *Education in the News* coast-to-coast broadcast, has been appointed director of the emergency educational radio project."

The networks, it was said, have given assurance they will carry the programs if they are sufficiently interesting. It is also planned to produce some transcriptions.

Columbia U. Buys Time

THE Home Study Bureau of Columbia University will sponsor a short story writing course over WOR, Newark, beginning Jan. 11, Saturdays, 5:15-5:30 p. m. for 13 weeks, the first time a home study division of a university has purchased radio time for this type of course. The program will be titled *Columbia Short Story Seminar*, and will be conducted by Dr. Hodnett of the home study bureau. Prominent writers and editors will appear on the program as guest speakers. It was the intention of the sponsors to invite listeners to send in short story manuscripts for criticism, but this plan has been abandoned, it is understood, the bureau fearing it would be snowed under with requests for criticism.

..."HOW BIG IS MY TOTAL KNX AUDIENCE?"

When you 'measure' RELATIVE audiences in Los Angeles 'City' with a telephone survey, Remember the KNX figure represents but 1/5 of its Total Nighttime and 2/5 of its Total Daytime Audience.



Figure Your **TOTAL** KNX Audience

FROM THESE AUTHENTIC MAIL PATTERNS

AREA	★DAYTIME Mail Pattern	★NIGHTTIME Mail Pattern
Los Angeles 10 mile 'city'	40.1	18.9
County Area—Outside 'city'	27.6	10.9
Total Los Angeles County	67.7	29.8
San Diego County	5.5	1.9
San Bernardino County	2.6	1.0
Orange County	3.7	1.4
Kern County	2.9	.7
Riverside County	4.1	1.1
Santa Barbara County	1.5	.7
Ventura County	2.9	1.4
Imperial County	0.1	.3
San Luis Obispo County	0.6	.6
Inyo County	0.1	.1
Total Southern California	91.7	39.0
Fresno County	1.2	1.2
Kings County	0.4	.2
Tulare County	1.8	1.2
Other Counties	1.2	14.0
Total Northern California	4.7	16.6
Total California	96.3	55.6
Washington	0.7	11.2
Oregon	1.3	12.2
Colorado	0.1	1.4
Montana	0.3	3.5
Utah	0.1	1.9
Idaho	0.6	6.5
Arizona	0.1	2.0
New Mexico	....	.7
Wyoming	....	.9
Nevada	0.3	2.0
Total 11 Western States	99.8	97.9
Total Other States	0.1	.7
Total Foreign	0.1	1.4
TOTAL MAIL RECEIVED	100.0	100.0

★KNX Daytime and Nighttime mail patterns were secured by breaking down geographically 27,451 letters addressed to KNX in response to commercial programs on the air between 7 A.M. and 5 P.M.—(Daytime) and 7 P.M. to 10 P.M.—(Nighttime) during two weeks of November, 1935. They show accurately the percent of mail received from each marketing area as compared with that received from the A-B-C 'city.'



. . . **50,000** Watts — Cleared Channel
. . . **TOP** Mail Puller on the Coast
. . . **FIRST** in Showmanship Rating
. . . **MORE** national 'spot' business
. . . **LOWEST** cost for direct results
. . . The VOICE OF HOLLYWOOD

JOHN BLAIR & Co.
National
Representatives

THANKS
to the many
Advertisers
and
Advertising Agencies
who helped make
1935
an
outstanding success
for WMEX.
It is our hope
that 1936
will be a year of
continued success
for all of us.

WMEX

Member of Inter-City Group

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

Progress Is Shown In Child Programs

Research Group Also Observes Aids to Farmer in Radio

RADIO programs for children are showing improvement, according to the radio committee of the Child Study Association of America in a survey published by the Radio Institute of the Audible Arts, established by Philco Radio & Television Corp. The report, prepared under the direction of Mrs. Sidonie Matsner Gruenberg, director of the Child Study Association, shows "distinct evidence of efforts to improve the radio's offerings along the lines demanded by an increasingly informed public."

Among the recommended children's programs which the committee felt met its suggested standards of emotional emphasis, good taste, truthfulness, attitudes and sentiment, language and quality, and advertising, were the following: *Singing Lady, Billy & Betty, Bobby Benson & Sunny Jim, Buck Rogers in the Twenty-Fifth Century, Popeye the Sailor, Let's Pretend, Girl Scouts,* and *Junior Radio Journal.*

Among the adult programs of interest to children, the following are listed: *Alexander Woollcott, Hendrik Willem Van Loon, Roses & Drums, Dream Drama, Vanished Voices, Albert Payson Terhune's Dog Dramas, Little Known Facts About Well-Known People, Echoes of New York Town,* and news and sports commentators; while special interests are represented by such programs as *Animal Close-ups, Chats About Dogs,* and *Bird Talk.*

The listing, which is intended as a guide to parents in directing the radio listening of their children to worthwhile features on the air, is confined to programs suitable for children up to 13 years of age, since the committee feels that past this age young people are practically adult in their radio interests. In addition to these programs specifically recommended, the attention of parents is directed to the "rich supply of material made available by the radio for the appreciative study of music, etc."

The committee emphasized the fact that some programs not included may be unobjectionable for certain children and some listed may be unsuitable for others. The major consideration, it concluded, must be the individual child's age and his special needs and interests.

WXYZ Blue-bookers

WXYZ, Detroit, is presenting two Detroit socialites, Ann Walker and Virginia Graves, both post-debs. Miss Graves has been featured for some time on three weekly programs. She is a soprano. Miss Walker was signed early last month. She sings in low register, having a twice weekly feature. Last spring she rejected radio offers because of parental objection, which now have been lifted.

Benefits to Farmers

IN ANOTHER report, the Institute found that radio is breaking down the former isolation of rural folk. The report was based on a symposium of agricultural authorities, and among benefits of radio to farmers, the symposium found:

"That radio holds special values for those on farms and in rural communities is indicated by opinions that radio strengthens rural family life and preserves the entity of community life; is a major force in breaking down rural isolation; furthers scientific developments in farming by offering the farmer valuable technical information; possesses definite and immediate monetary value in safeguarding crops by daily market quotations and weather reports; aids the rural teacher by bringing into the classroom radio addresses by outstanding authorities; and stimulates interest of rural children in study of musical instruments heard over radio."

JOHN WANAMAKER'S big New York department store is using five hours a week of sponsored time over W2XR, New York high fidelity station on 1550 kc.

THROUGH its local superintendent, Western Union bought 21 spot announcements for its holiday greeting service over WSB, Atlanta.

Brooklyn Deletions Explained by FCC

IN ONE of the longest decisions it has ever issued in a broadcasting case, the FCC Broadcast Division announced Dec. 17 that it had ordered the deletion of three stations in the so-called Brooklyn case because the stations were operated "in a negligent, slipshod and unbusinesslike manner". The stations ordered deleted are WARD, WVFW and WLTH. Along with WBBC, Brooklyn, they shared time on a four-way split on the 1400 kc. regional channel.

In its statement of facts and grounds for decision the FCC recited the reasons why it had decided to award the 1400 kc. assignment in Brooklyn, one-half to WBBC and one-half to the *Brooklyn Daily Eagle*, a new station applicant. The case has been one of the bitterest every fought before the FCC or its predecessor agency —the Radio Commission.

The decision, ordering deletion of the stations, was to have become effective Dec. 23. At a full FCC meeting on Dec. 18, however, it was decided to stay the effect of the decision for one month, until Jan. 22, to permit members of the FCC to digest it fully. An appeal to the courts has been indicated.

Basis of Decision

IN ITS conclusions, the Broadcast Division said:

"It further appears from this record in spite of much contradictory evidence, that the licensees of Stations WARD, WLTH and WVFW are far more interested in the financial return they get out of the station, than they are in rendering a good service to the listening public. This is evidenced, in part, from the practice indulged in by two of the stations of selling time and giving complete control over the programs to the person to whom the time is sold. In the case of the Paramount Broadcasting Corp., as has hereinbefore been pointed out, the licensee apparently turned over complete control of the station to its manager who, for all practical purposes, was really the licensee."

Foreign programs broadcast over the stations were stressed in the decision. In the case of WLTH, the decision said that the foreign programs of that station were, for the most part, not designed to educate or to assist its large foreign populace to become better citizens, or to familiarize them with American principles or ideals, "but were primarily advertising programs stressing the sale of merchandise."

Purported discrepancies in the estimated and actually assessed values of the three stations ordered deleted were analyzed in the decision. The financial conditions of the stations were questioned.

Already before the FCC is a petition for reconsideration of the decision filed by WVFW. Others were indicated in behalf of WLTH and WARD.

KSD
IN ST. LOUIS
The Watchful Eye
Every program offered for broadcast over KSD is carefully scrutinized by the station's Censor, whose sole occupation is the protection of listeners against fraud or deception.
This discriminating guardianship has developed an enviable listener interest and confidence for
THE DISTINGUISHED BROADCASTING STATION IN ST. LOUIS
Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Radio Station WFLA-WSUN
STUDIOS TAMPA • CLEARWATER • ST. PETERSBURG
N B C AFFILIATE
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

proof that KGNC CO-OPERATION built SALES for Samuel Gale

General Mills Inc.
CHAMBER OF COMMERCE BUILDING
MINNEAPOLIS, MINNESOTA, U.S.A.
Dec. 17, 1935

Mr. O. L. Taylor, Manager,
Radio Station KGNC,
Amarillo, Texas

Dear Mr. Taylor:

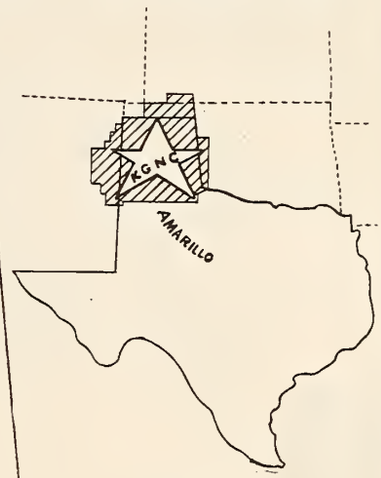
The writer feels compelled to drop you this line to state that in the recent SOFTASILK Cake Flour Week sponsored by your station, you gave one of the most graphic demonstrations of the power of radio station cooperation that we have ever seen.

In this hook-up between your station and a group of twenty stores you showed between you that where a quality product, such as SOFTASILK Cake Flour, is extensively advertised, you can step up the movement to the consumer during a given period amazingly by such cooperative effort. Actually during the month of November deliveries of this product were four and one-half times normal. Congratulations on the success of this venture!

Best wishes.

Very truly yours,
GENERAL MILLS, INC.
By Samuel Chotzinoff
Director of Advertising

SCG-52



K G N C installed the first vertical radiator in Texas November 1, 1935. This new antenna increased K G N C coverage 75% to 100%.

THE CHART SHOWS the Amarillo territory audience of K G N C in comparison with the Amarillo territory audiences of all out-of-town stations. The chart was prepared from the results of an impartial "Radio-Listener" survey conducted in November, 1935, by CORNELL & COMPANY, certified public accountants and survey engineers.

Daytime Amarillo territory audience of K G N C

Daytime Amarillo territory audience of out-of-town stations

Nighttime Amarillo territory audience of K G N C

Nighttime Amarillo territory audience of out-of-town stations

JOHN BLAIR & CO. NATIONAL REPRESENTATIVES

STATION K G N C: 2500 Watts Daytime—1000 Watts Nighttime—1410 KC.



KGNC

THE GLOBE-NEWS STATION AMARILLO, TEXAS

French Television Tests

PROF. Rene Barthelmy's television system will be given an intensive tryout in the Paris area under the auspices of the Ministry of Posts, Telegraphs and Telephones which regulates broadcasting in France and operates several stations in addition to those it licenses for commercial purposes. A new transmitter has been installed on the Eiffel Tower which will transmit images scanned at the Ministry's studios at 103 Rue de Grenelle, connected the 1½ miles to the transmitter by special cable. The station's power is 1,000 watts and it operates on the 8-meter band. The system produces 8¼ x 7-inch images of 180 lines framed 25 times per second by means of mechanical scanning.

W S O C

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

RCA and NBC Increase Interest in Television, Planning Field Tests

THAT RCA and its broadcasting subsidiary, NBC are loking more and more to the development of television, was reflected in the year-end statements of executives of the companies. David Sarnoff, RCA president, and NBC board chairman, said that during 1935, RCA announced plans to take television from the laboratory for the first comprehensive field test in America.

"We are planning ahead, bearing the expense of the test of laboratory achievements so that when television is finally introduced commercially, the public shall not be disappointed," Mr. Sarnoff said.

C. W. Horn, director of Research and Development of NBC, said NBC engineers have coordinated their efforts with the RCA television laboratories "to prepare the NBC for the next stage of television experiments announced by Mr. Sarnoff for 1936. This next stage calls for supplementing laboratory experience with actual experiments in the field, involving test broadcasts from Radio City to preselected checking points within the metropolitan area. The field tests are scheduled for early next year."

O. B. Hanson, NBC chief engineer, said special progress was made by NBC technically in directional broadcasting; improved ultra-short field equipment; new studio installations; reference recording; modernization of apparatus; studio lighting and experimental television.

Biggest A.M. Audience

THE CLAIM of KMOX, St. Louis, that its *Home Folks Hour* every Saturday morning at 5:30 is the earliest of all studio audience broadcasts, is disputed by WLS, Chicago. Norman Goldman, promotion manager of WLS, writes: "WLS thinks that it goes KMOX six times better, since our *Smile-A-While* program is broadcast before a studio audience at 5:30 a. m. every morning except Sunday." Both stations report surprisingly large audiences.

Television Display Impressive to FCC

MEMBERS of the FCC party which visited the RCA and Philco television laboratories Dec. 13 for first-hand observations of television transmission and reception expressed themselves as impressed by what they were shown. While declining to be quoted directly, several of the group asserted that they saw very little difference in the received images seen at the respective laboratories. They agreed that television's eventual prospects were good but that enormous problems still face it—especially on the regulatory side with respect to the allocation of ultra-high frequencies and the standardization of transmitters and receivers.

Comdr. T. A. M. Craven, FCC chief engineer, headed the group which spent the day at Camden and Philadelphia, and is planning shortly to visit also the Farnsworth laboratories in Philadelphia and other visual broadcast experimental plants. It is expected that members of the FCC Broadcast Division, under whom the regulation of television falls but who were not in the Dec. 13 party, also will make tours of inspection.

Commissioners Brown, Walker and Stewart accompanied Comdr. Craven, Commissioner Walker seeing only the RCA demonstration at Camden because he had to proceed to New York on FCC litigation matters. Also in the party were A. G. Patterson, director of the Telephone Division; Joseph Keller, secretary to Commissioner Brown; Dr. Abraham Miller, secretary to Commissioner Payne, and John M. Hassler, FCC engineer.

British Television May Be Sponsored

Service Will Begin in Spring, Says Commerce Department

THE likelihood that television programs will be sponsored commercially in London next spring despite the fact that the British Broadcasting Corp. does not permit radio advertising, is reported to the Department of Commerce from its London office. Public broadcasting of television on a local scale will probably begin in London in May, according to present plans, the report states.

Operators of the two systems to be introduced, Electrical & Music Industries Ltd. and Baird Television Ltd., are said to be constructing transmitter apparatus in Alexandra Palace, London, at the present time. The public, the report states, is "showing a marked degree of indifference, a condition due probably to the policy of silence on the part of the British press." The Department of Commerce report continues:

Difficulties Faced

"THE BBC has the responsibility of operating the new stations, of providing programs and of managing the transmission by two widely differing systems. The difficulties are enormous and there is little or no experience to serve as a guide to the program policy. The low definition television transmission which the BBC has been broadcasting during the past few years has little in common with the new high definition service. The complications inherent in operating two widely differing systems side by side are apparent. Each system requires an entirely different studio technique and yet the programs transmitted by both systems must be capable of being received on the same receiver.

"It has been tentatively decided to broadcast television three hours a day at first, with each of the two systems on alternate weeks. The daily three hour transmission will be divided into three periods of one hour each, and each hourly period into not less than four separate programs. It is probable that "sponsored" programs will be used to take care of part of the program. This does not mean that the BBC will sell the time on the air, but that commercial firms will pay for the programs and the listener will be told that such and such a program is being sponsored by the firm in question.

"Few, if any, plans have actually been formulated for the use of television outside the amusement field. Sets will be too costly at first and it must be remembered that broadcasts from this first station cannot be received much beyond 25 miles from the Alexandra Palace. Additional uses and applications will be invented and developed as time goes on, and these will doubtless include installations in schools and other institutions for educational purposes.

"It is estimated that the cost of the television service for the year ended December, 1936, will be approximately £180,000 (about $900,000), a total which includes the actual construction of the station, all running and maintenance costs, and, most important of all, program costs."



"A Calf Is A Big Animal

....Until You've Seen A Cow"

. . . old saying

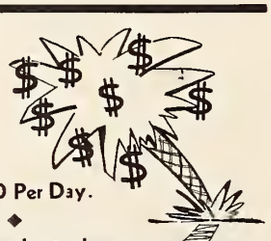
This most modern radio station is not a cow but it does have all of the productivity of the prize winner of the herd. WOW always has been the dominant station in the middle-west where, in Omaha, is centered the second largest livestock market in the world.
Now—with increased power (5000 watts), and new transmitter equipment, it blankets this section of the grain and livestock belt.

NOW 5,000 WATTS

WOW
OMAHA, NEBRASKA.
Owned and operated by Woodmen of the World Life Insurance Association
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

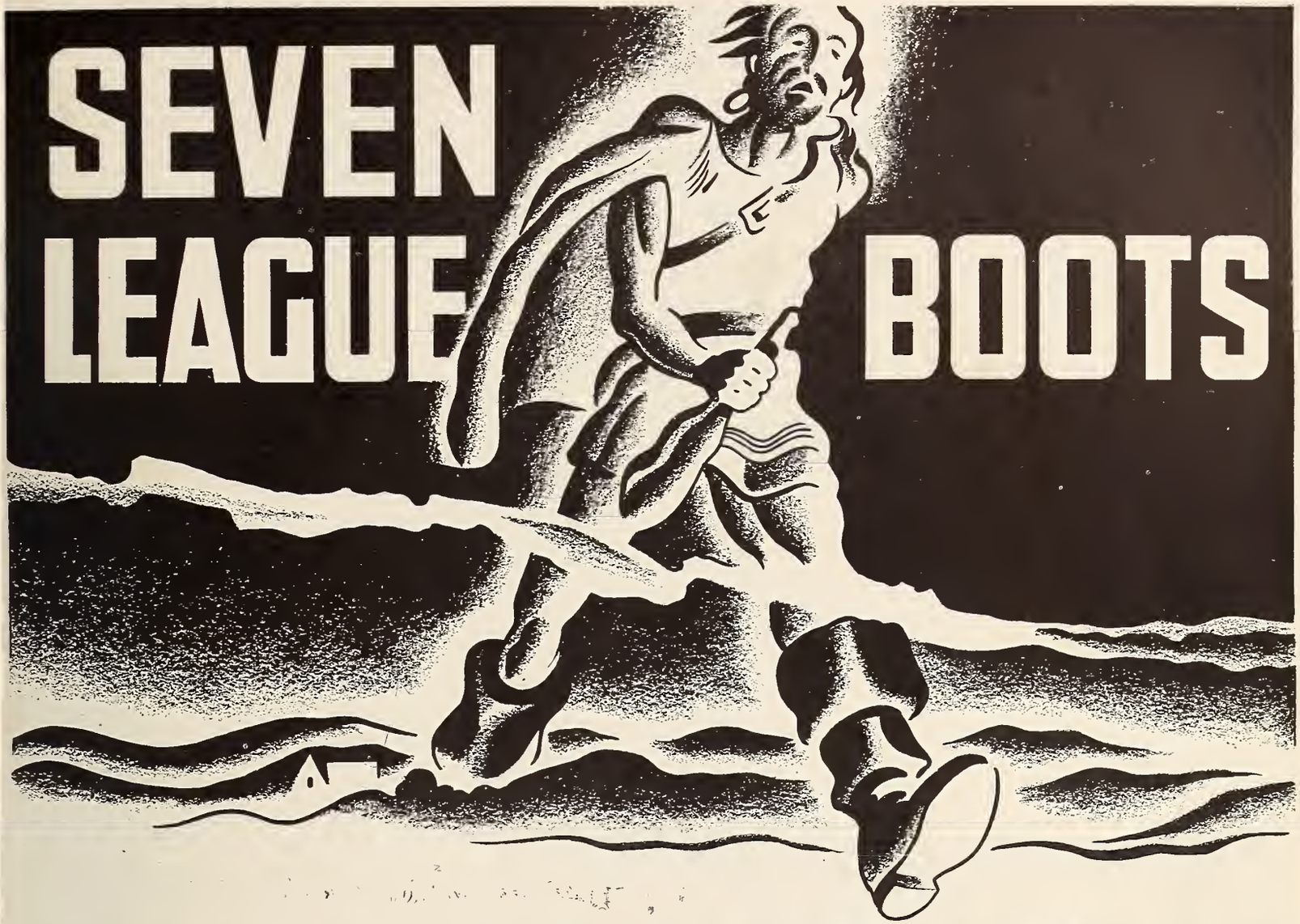
During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

K G M B
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

SEVEN LEAGUE BOOTS



Could Not Cover Territory As Efficiently As KWK

If you equipped every man on your sales force with seven league boots, they would surely be able to cover territory. But even if such a thing were possible, they couldn't begin to compare with the coverage of KWK.

Our continual concentration on this large and important St. Louis area, assures the advertiser a maximum return on his investment. We will be very pleased to help you plan an advertising campaign especially suited to your requirements.



THOMAS PATRICK INC.

REPRESENTATIVE—PAUL H. RAYMER CO.

HOTEL CHASE ST. LOUIS, MO.

NEW YORK CHICAGO SAN FRANCISCO

G. B. Thompson Directs NBC New England Sales

ALL sales activity for NBC in New England on Jan. 1 will come under the supervision of Griffith B. Thompson, sales manager of WBZ-WBZA, Boston-Springfield, under whose control of both network and local accounts will be centralized. The WBZ-WBZA sales department will also expand its activities to cover representation of all NBC-owned and operated stations.

Gordon Ewing, for the last eight months in charge of sales for NBC in the lower Connecticut territory, on Jan. 1 will be transferred to Boston where he will divide with Wadsworth Wilbar the responsibility for NBC sales efforts on national and spot accounts in the New England territory. On the same date Walter E. Myers, for the last eight years stationed in Boston as manager of WBZ-WBZA and more recently as NBC sales representative in New England, will be promoted to the New York sales staff.

WSAY Staff Named

KEN JOHNSON, former commercial representative of WGAR and WHK, Cleveland, has been named manager of WSAY, Rochester, N. Y., new 100-watter, which makes its debut about Jan. 15. Maurice J. Condon, commercial continuity director and announcer of WGAR, left Dec. 31 to take over duties of program director of the new station.

IMPROMPTU PLUG
Radio Folk Called on Suddenly — On Al Pearce Welcome

THE blase crowd of radio editors and officials from NBC, Lord & Thomas and the Pepsodent Co. that turned out to welcome Al Pearce and His Gang on the occasion of their first Chicago broadcast on Dec. 16 were startled into complete compliance when Al suddenly asked them to give the closing commercial. Al started like this:

Let's show the whole country how you folks in Chicago feel about Pepsodent Tooth Powder. When I ask you a question, you just all answer—"Pepsodent"—as loud as you can. Ready? Let's go! What tooth powder has that swell wintergreen flavor?

Audience: PEPSODENT!

Al: What tooth powder gets teeth looking so much whiter and brighter?

Audience: PEPSODENT!

Al: And now, when you go to the store tomorrow, what tooth powder are you going to ask for?

Audience: PEPSODENT!

Al: That's telling 'em, friends! And that's certainly the reason I see so many big, shining smiles here in Chicago! Keep up the good work.

AVERY C. MARKS Jr., 48, from 1928 to 1931 assistant to M. H. Aylesworth, former NBC president, and a former managing editor of the *Washington Times*, died Dec. 15 in New York.

McCarthy Joins Hearst



Mr. McCarthy

CHARLES L. McCARTHY, for the last 19 months manager of KQW, San Jose, Cal., has been appointed Pacific Coast representative of national sales, Hearst Radio Inc., with offices in the Hearst Bldg., San Francisco. McCarthy, nationally known in radio and advertising, before coming to KQW was in the NBC station relations department New York, taking that position after resigning as assistant manager of KFI and KECA, Los Angeles. Prior to that he was manager of station relations and assistant to Don E. Gilman, NBC western division vice-president in San Francisco. He came to NBC in April, 1927, with inception of the western division, remaining there until Feb. 15, 1934. His successor at KQW has not as yet been announced. In his new affiliation, McCarthy will represent KYA, San Francisco; KEHE, Los Angeles; WISN, Milwaukee; WBAL, Baltimore; WCAE, Pittsburgh, and WINS, New York.

FEDERAL funds have been procured for the erection of the new transmitting plant of WNYC, New York City municipal station, at the foot of Greenpoint Ave., Brooklyn, with two 304-foot towers being constructed along with a building on which 60 WPA workers have been assigned. The cost will be $54,000.

Spuds on 2 MBS Stations; Disc Series Is Planned

AXTON-FISHER TOBACCO Co., Louisville, (Spud cigarettes) on Jan. 7 starts its first radio campaign over 2 MBS stations, WOR and WLW, on Tuesdays, 11-11:30 p. m., for 13 weeks. In addition WBS will record the programs off the wire for placement, starting Jan. 12, on WQAM, Miami; WFAA-WBAP, Fort Worth; KNX, Hollywood.

Tex O'Reilly, soldier of fortune, will be starred in a series of dramatic programs built around his colorful career, having been in nine revolutions, a schoolmaster in Japan, and right hand man to Pancho Villa, etc. The original script was written by Peter Dixon, radio director of Kenyon & Eckhardt Inc., New York, handling the account. Mr. Dixon will direct and produce the show.

The program is still untitled but the sketch will be around a spot known as a rendezvous for men of adventure. The sponsor purposely picked the late hour in an effort to reach a large male audience. Dramatic episodes are also aimed to appeal to men. Enoch Light and his orchestra with Craig McDonald doing the vocals will form the musical portion of the broadcast.

WEOA are the call letters assigned by the FCC to the new 100-watt station at Evansville, Ind., authorized to be operated on 1370 kc., by Evansville-on-the-Air, which also operates the 500-watt time-sharing regional WGBF in that city.



CASES IN POINT

from our own mail bag . . .

THE ADVERTISER WRITES:

(October 22, 1935)
"May I ask to what type of entertainment you attribute your obviously numerous audiences? You certainly do some heavy lifting with just a few watts!"

THE ADVERTISING AGENCY WRITES:

(June 24, 1935)
"You have been doing a fine job on both accounts."

AGAIN THE ADVERTISER:

(March 4, 1935)
"We thought you would be interested in knowing that the results we obtained from the recent week of advertising you did for us over your station were extremely satisfactory to us. The men working on our used-car lot reported several inquiries a day as a direct result of your broadcast. An analysis shows that we made a large number of sales, one of which came all the way from South River, New Jersey, to purchase from us."

AND AGAIN THE AGENCY:

(December 2, 1935)
"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

THE ADVERTISING AGENCY ASKS IF WAAT WILL CARRY AN ACCOUNT ON INQUIRY BASIS:

(November 8, 1935)
"The enclosed offer is producing inquiries on Station W . . . . . (a 50,000 watter) at a cost of just a little under four cents each."

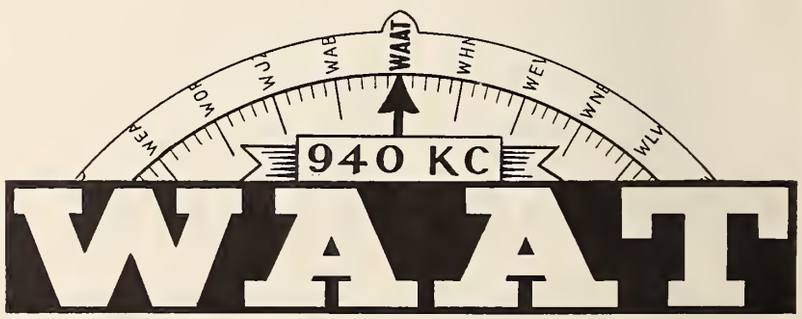
WAAT'S COMMERCIAL MANAGER REPLIES:

(November 11, 1935)
"Please be advised we are not interested in handling business on a per inquiry basis, but for your information, WAAT (500 Watts) recently carried an account in the same line of business as your client with the following results: 1 spot announcement daily, excluding Sundays—from Sept. 30th up to and including Oct. 19th—exactly 18 times; cost of station time, $135.00. Letters of inquiry received at WAAT—3,300. Cost of inquiries to advertiser, four cents each. The advertising agency which placed this business advised us that the advertiser could stand an inquiry cost of six cents each.

Details, etc. on request.

Center of the dial

940 KC 319 M 500 WATTS



WAAT

JERSEY CITY · AND SUBURBS


we couldn't think of a better way
OF GIVING OUR ADVERTISERS A HAPPY NEW YEAR
So, this year, we're backing up our greetings with a new giant antenna which has increased WGAR's signal strength more than eighty-nine percent . . . given us the equivalent of four times increase in power . . . extended our non-fading nighttime area almost two hundred percent. First uniform triangular cross-section tower in the nation, this super-antenna provides the strongest signal in Cleveland proper, and stronger in the Cleveland trading area than any other regional channel station. We're proud of it, not only as an engineering accomplishment, but because it means bonus coverage for you on every dollar you spend with us . . . because it is another good reason why WGAR holds its place at the head of the local parade with the greatest dollar volume of retail and national advertising.
WGAR
"CLEVELAND'S FRIENDLY STATION"
Member N. B. C. Blue Network
John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives

WJJD Move Recommended

GRANTING OF the application of WJJD, Chicago, to move its transmitter from Mooseheart to Des Plaines, Ill., was again recommended to the FCC Broadcast Division Dec. 23 by Examiner Ralph L. Walker. In a report he brought out that the FCC originally had granted the application, but it was reconsidered and designated for hearing upon protest of WCFL, Chicago Federation of Labor station. At the hearing called for Dec. 16, WCFL stated that a continuance had been requested and denied and that the protest would be withdrawn. Therefore, the examiner recommended that the protest be dismissed and the Commission affirm its original grant.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

A New Year of Good Cheer

. . . and may we help you get your full share by blanketing "The Quality Market of The Southeast" with your sales messages?

WWNC, remember, is Western North Carolina's *only* radio station. Plan now to use its services liberally in 1936.

Amos, Andy and the Angels

By STATION BREAK

SEVERAL years ago, Reginald Marsh drew a picture in the *New Yorker* which he called "The Angelus". No simple ploughman here, as in Millet's great classic. Only two black-faced comedians, hovering over kneeling millions . . . beneath the banner "Brush your teeth night and morning, consult your dentist twice a year."

* * *

ONLY two black-faced comedians . . . selling toothpaste . . . and reflecting in their comedy the ambitions, fears, disappointments and petty pretenses of us all . . . the inescapable humanity of our fellow man. That's why we've listened to them for the years we have.

* * *

TWO black-faced comedians holding up a kindly mirror to ourselves. More humble perhaps . . . but compounded of the same essence, which today is winning Mark Twain a recognition for greatness commensurate to the pleasure which countless of us have derived from Tom Sawyer, Huck Finn and the Connecticut Yankee. Compounded as a matter of fact . . . in its own small way . . . of the same ingredients as characterized another message, which, it is told, was broadcast over a Bethlehem hillside more than 1900 years ago . . . a message of kindliness, tolerance and understanding.

* * *

IT'S hard to hold a grouch against your neighbor or the world, with the pretense of Andy bringing you a sneaking recognition of your own conceits. It's hard to consider a nation compounded of nothing but evil when it sings the same Christmas carols as you do and pays homage to the same manger. If on Christmas you traveled through the Old World on your short-wave set, as did *Station Break* . . . London, Paris, Berlin, Rome . . . you couldn't help coming back to this country's broadcasting feeling that these people were just ordinary folks like ourselves, and that much as we might consider them all wrong on a lot of things, they still probably meant well.

* * *

STATION BREAK still remembers the shock he received several months ago when he tuned in to Rome one day and heard a Fascist orator at some gathering. He could understand but a little of the Italian, but he grasped enough to know that Il Duce was being compared to Caesar, and the Ethiopian conquest to Caesar's exploits. There was something utterly pathetic in the wild cheering which followed . . . something which conveyed more eloquently than reams of news stories and hours of lectures, the dreams of empire with which Mussolini has stirred a desperate people. If disillusion is to be their lot, what a terrible soul-shaking disillusion it is going to be. Understanding them, you can't hate them . . . you can only be sorry.

* * *

THE message of Bethlehem, the tramp of Mars on the Appian Way, and Amos 'n' Andy seem a far cry from each other . . . but radio brings them all together. Radio transcends time and space, and *literally* . . . not merely as a high-flown figure of speech . . . binds us all into a compact unit.

* * *

TECHNICALLY it is possible for the whole civilized world to listen to a single voice or program at a given moment. Each day in this country, millions listen to the same offerings . . . comedians, dance bands and the world's greatest music . . . discussions of vital importance by the nation's leaders . . . eye-witness accounts of outstanding occurrences . . . the news of the world before it even has felt the heat of the whirling presses. Radio . . . bringing the world together . . . making for understanding.

* * *

RADIO making for understanding . . . not only intellectually, as a means of spreading a common culture . . . but emotionally, in humanizing and personalizing individuals, institutions, nations and causes. Radio making a compact little ball of this world rather than a sprawling sphere . . . a little ball where the pin-points of Texas, Rome, Chicago or London are shown to be compounded of the same humanity.

* * *

RADIO making for understanding . . . not only because it is a medium of mass communication, but because of the personal, intimate appeal which it attains through the use of the human voice . . . the most vital, living form of expression. That human quality which makes us like Amos 'n' Andy, which made the cheering throngs of Fascist Rome a more sympathetic quantity, irrespective of opinions on world politics, and which is the core of the message of Bethlehem.

* * *

WE ARE not trying to pander on sentimentality or to tie the promotion of broadcasting to the coattails of religion. Either would be inexcusably bad taste. But we are trying to emphasize as dramatically as we know how, *two fundamentals* . . . the tremendous power of radio as a means of mass communication . . . and its immense power of *personal* appeal, of humanizing things.

* * *

IT'S a good thing to return to fundamentals every now and then and to think seriously about them. Christmas and the New Year are particularly good times to do so. The former connotes so much that is fundamental to happy living, and the latter connotes a renewed attack on our tasks. The fundamentals of radio, which enable it to bring out the common points of two black-faced comedians and an angelic message, are the qualities which give the broadcaster such a *tremendous power* and *equal responsibility.*

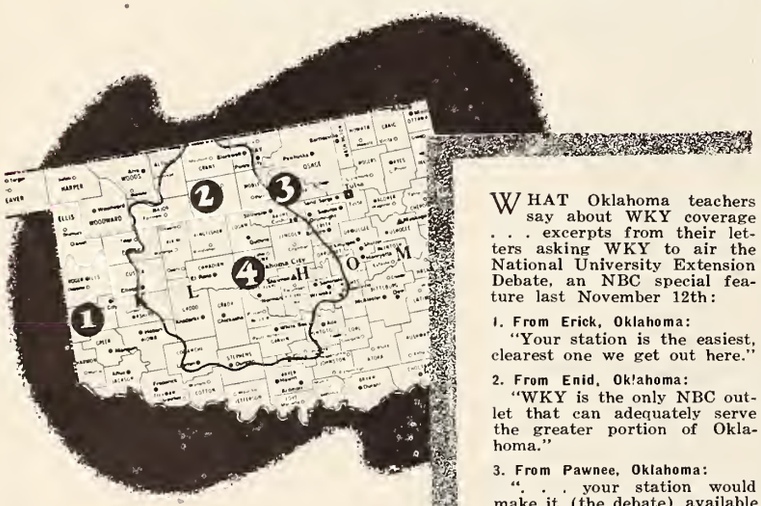
* * *

IN THEIR own way, amid the confusion of pioneering along new paths, the broadcasters . . . in STATION BREAK'S opinion . . . have done fairly well by that responsibility. By no means have they been perfect . . . and there are many improvements which must be made. They can only be achieved by keeping in mind fundamentals.

* * *

ONE final thought. Radio, as with all men's devices, is neither good nor evil in itself. Men's use makes it helpful or harmful. Viewing the manner in which radio, along with other means of communication, is being used in other parts of the world . . . not for the promotion of understanding, but for the indoctrination of whole peoples with national shibboleths and imperialistic chauvinism . . . you realize *how utterly important is the maintenance of complete freedom of communication over the air as well as in print* . . . if understanding and tolerance are to be fostered . . . how important it is that complete liberty of expression be zealously guarded and applied in this country.

WKY gets around in Oklahoma as no other station can!



Oklahoma's lay listeners—school teachers for instance—need no surveys, pie-charts nor statistics to sway them in their choice of stations.

Unaware they are that it is WKY's ideal frequency (900KC) that spreads the voice of this station over more of Oklahoma than can be reached by any other station.

But everyday experience proves to them that WKY is the station that gives them the best reception, the best programs . . . that WKY is the station they, their friends and neighbors listen to most.

Standout showmanship and genuine community service has built a gilt-edged popularity for WKY in Oklahoma that makes it a standout in sales effectiveness for advertisers.

WHAT Oklahoma teachers say about WKY coverage . . . excerpts from their letters asking WKY to air the National University Extension Debate, an NBC special feature last November 12th:

1. From Erick, Oklahoma: "Your station is the easiest, clearest one we get out here."
2. From Enid, Oklahoma: "WKY is the only NBC outlet that can adequately serve the greater portion of Oklahoma."
3. From Pawnee, Oklahoma: ". . . your station would make it (the debate) available to practically every high school debate team in Oklahoma."
4. From Oklahoma City: ". . . impossible for them to hear this program over any other station than WKY."

WKY

Oklahoma City

National Representative:

E. KATZ SPECIAL ADVERTISING AGENCY

• *Affiliated with the Daily Oklahoman, the Times, and the Farmer-Stockman*



Increased Flexibility

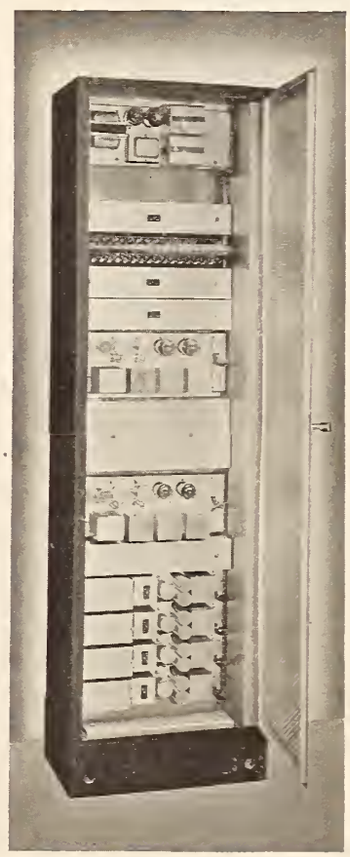
FOR ★ ★ ★ ★ ★

SMALL OR LARGE STUDIO INSTALLATION

The COLLINS type 12E Speech Input Assembly, because of its flexible circuit design, is easily adapted to the individual requirements of large or small broadcast stations.

The following features of the 12E are an indication of the careful engineering found throughout the entire Series 12 Speech Input Equipment: Completely independent program and monitor circuits . . . . All units may be isolated or eliminated completely from the circuit by means of jacks . . . . Loud speakers in control room and studios are controlled automatically by microphone control switches . . . . Control operator may "talk back" into rehearsal studio without interrupting program on the air from another studio . . . . Improved type of high-speed volume level indicator used . . . . All important controls are grouped on one panel which may be removed from rack and located on control operators' desk . . . The 12E may be used to feed transmitter directly or to feed program line to transmitter . . . . Standardized construction of units allows equipment to be enlarged, instead of replaced, as the demands of the station increase. . . .

The careful attention which has been given to these and other details of design in the 12E, permit a flexibility of operation never before attained in a factory assembled speech input system.



★ Well proportioned cabinets, pleasing in style, with symetrically placed controls, blend attractively with modern studio appointments.

★ The clean cut appearance of the interior emphasizes the dependable performance and sturdy construction.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

1936 And Public Service

THAT Old Devil Depression is dead—and radio helped kill it. Our review of 1935 achievements on the business side of the broadcasting industry and our symposium of observations on 1936 prospects, published in this issue, offer good reasons for exultation on the part of everyone connected with radio advertising. But our joy should not be unrestrained, for the industry is one so sensitive to so many public demands that alertness rather than smugness must be its watchword. That goes for advertising agencies and their clients no less than for the operators of stations.

We must warn the station owners, program builders and advertisers, as we did last year, that they must never lose sight of the fact that broadcasting exists primarily as a public service. It is first of all a medium for entertainment, education and enlightenment. It is secondarily an advertising medium, accepted as such by all-too-many people under sufferance. To maintain its integrity as a self-sustaining business enterprise, it must carry advertising. Our conviction is that it can continue to do so with offense to a minimum of persons. The year just ended saw enormous strides in that direction.

During the last year radio realized more revenue than in any preceding year. It did so despite the pressure upon it, to which practically all of the stations yielded, to eliminate undesirable copy, cut down high-pressure sales blurbs and maintain a high standard of good taste in advertising. The advertisers and their agencies cooperated marvelously, realizing that they could get as good results with inoffensive copy as with blatancy. In short, they learned more about radio's peculiar technique — and they found that it paid. With the exception of a few patent medicine vendors, we have heard of very few advertisers who toned down their extreme advertising claims who lost thereby.

Demand for time on the air is rapidly becoming sufficiently great so that the broadcasters are able more or less to choose their advertisers. This condition is as it should be, for the broadcasters alone are responsible for what goes out on the air and must exercise rigid program control. More than that, the broadcasters are under definite public service obligations under their license grants, which means that community service demands, often at an immediate fiscal loss, must always be borne in mind even when balancing the books.

There are those who would make radio a mere adjunct of show business, with all its ballyhoo and blatancy. It would be fatal if the broadcasters, who have come into this young field from many more walks of life than the theater, should ever subordinate their public service concepts to theatricalism alone.

To have shown such a steady rise in recent years, radio must have proved itself, climaxed by the record-shattering year of 1935. So we look forward to 1936 with confidence that American radio is now on a firm business footing, and with a high degree of assurance that the growing stature and character of the men who direct its destinies make them fully aware of their public service obligations and fully equipped to meet those obligations.

And Now Congress

THE CURTAIN is about to rise on the "Greatest Show on Earth". Congress convenes Jan. 3. The show will be unusually spectacular this session, because it is the beginning of a presidential year. Plain and fancy verbal pyrotechnics will abound.

Radio is due for its share of political palaver. Every session has seen an increase in it. That, while regretted by all those in the industry, nevertheless must be regarded as a recognition of and tribute to the power of radio—primarily its power as a campaigning medium for the politician.

The President has asked for a short session of Congress. He would like to have it concentrate on necessary measures and leave all else for the future. There is no emergency of any character in radio. It probably will be left alone in a legislative way.

But there are two pieces of legislation pending, affecting the broadcasting industry in a vital way. One is the Copeland food, drug and cosmetics bill. Already adopted by the Senate, it probably will pass the House. In its present form it is largely unobjectionable.

The second is the Duffy copyright bill to take away ASCAP's club and force it to deal without coercion. This, too, has passed the Senate. It should pass the House, but it has a big hurdle to make because Tin Pan Alley has been doing a prodigious job of off-session lobbying. Broadcasters, advertisers and agencies alike should work for its adoption.

Educated Cooperation

ALL OF THE misunderstanding and harsh feelings engendered during recent years over education by radio should be dispelled with the appointment of the Federal Radio Education Committee to function under the aegis of the FCC. Some of the best minds in the fields of education, broadcasting, religion and social welfare have been selected by the FCC to serve on the Committee—all having the common goal of deriving the maximum educational and cultural benefits that radio affords.

Those in broadcasting recall only too well the troubles that have grown out of the educational problem. It was responsible for the inclusion in the Communications Act of 1934 of the provision that the feasibility of allocating a fixed percentage of broadcasting facilities to educational and non-profit organizations be investigated. It has caused many a member of Congress to burst forth in attacks upon radio generally. And it has provided the vehicle upon which many a reformer and agitator has ridden into the limelight.

We feel the FCC Broadcast Division has acted wisely in the appointments it made. The Committee's chairman, Dr. Studebaker, has a high reputation as a progressive and aggressive educator. A number of the members of the Committee are outspoken advocates of government ownership of broadcasters. Others are practical broadcasters. Thus every interested group appears to be adequately represented.

Out of the functioning of this committee we hope to see develop a safe, sane and orderly program for the further promotion of education and culture over existing broadcasting facilities.

The RADIO BOOK SHELF

FORTY of those absorbing and provocative discourses by Hendrik Willem Van Loon, the noted author and historian, heard Sunday and Thursday nights on the NBC-WJZ network, have been brought together between covers in a book titled *Air-Storming* (Harcourt, Brace & Co., New York, $2). Dedicated to John Royal, NBC program vice president who brought Van Loon to radio, they form one of the most fascinating volumes of "essays, speeches, sermons, talks," as Mr. Van Loon calls them, that has ever come to this bookshelf. They treat of a wide variety of subjects, non-radio of course, but they are interesting to anyone concerned with public affairs seen through the eyes of one who can gauge them from a long-range historical viewpoint. Mr. Van Loon in his preface and final chapter reveals a rather naive attitude toward radio itself as a precise timekeeper, but he states that NBC was always a most reasonable master and left him almost complete liberty as to his subject matter. He tells how he had to develop an entirely new style of note and manuscript writing for radio. The results are worth it, as anyone who has heard or read any of these talks will attest. We wonder why Van Loon hasn't found a sponsor yet—one who, like the sponsors of Woollcott and Broun, can appreciate that a big segment of the American radio audience wants this type of mentally stimulating material on the air.

JUST published by the University of Chicago Press is *Education on the air . . . Radio and Education 1935* ($3), edited by Levering Tyson and Josephine MacLatchy. It includes proceedings of the Sixth Annual Institute for Education by Radio Combined With the Fifth Annual Assembly of the National Advisory Council on Radio in Education.

We Pay Our Respects To —



NATHAN PORTER COLWELL

WHEN THE HISTORY of modern medicine is written it will *not* include the medical triumphs of Nathan Porter Colwell — although his father will be mentioned frequently and prominently. But only the lure of the microphone and typewriter have kept the younger Colwell from a medical career for he was literally steeped in an atmosphere of scalpel and pill that stayed with him even into his college days.

The thwarting of one ambition, however, provided the entree to the career on which "Nate" Colwell has climbed to radio and advertising fame. He is head of the radio department of Roche, Williams & Cunnyngham Inc., Chicago.

Incidentally, the problem of names has not been so easy to dispose of as some of the business perplexities he has tackled. Christened by his famed paternal predecessor with a flock of appelations attesting his Scotch ancestry, he already has dropped "Bruce" and "Scott" from the galaxy, leaving "Nathan" and "Porter" to survive. Now the "Nathan" has had its wings clipped to a bare "Nate".

When he was touring the country his stock in trade was his newspaper publicity, and the newspapers insisted on spelling his name Caldwell. Consequently when he laid his card, N. P. Colwell, on the desk of station managers, they had never heard of him. When he made it Caldwell they knew who he was. Now he has gone back to the original spelling.

Medical aspirations still reigned supreme in the adolescent Colwell heart when a sheepskin was forthcoming from Senn High School, Chicago, and they survived early Dartmouth days. But it was there that he cast aside desires to minister to the ailments of humans and decided to study economics with the immediate goal a degree of Bachelor of Commercial Science.

About that time he unearthed a flare for writing and his college career was partly financed through slightly pink love narratives which pulp magazines printed gladly, although the author admits he had no literary background. While he was still in college the baby broadcasting industry was emitting lusty cries that captured the public imagination, including that of Nate Colwell.

With an active mind that was easily fired by the magic of the broadcast word and note, he soon started making week-end trips to Boston where he arranged for a place on the air over WGI, at Medford Hillside, a suburb, a pioneer 100-watter that boasted it had a West Coast audience. At first he sang ballads of the pink type that had proved so popular in the pulp magazine field, but early discovered that novelty numbers such as "Who Takes Care of the Caretaker's Daughter" brought in a better fan response.

In his junior year at Dartmouth the Colwell heart mechanism went on strike in the middle of a ski jump and wise medical heads, shaking forlornly, conceded six more months of terrestrial life, at the most. Thus it is that every August 24 Colwell celebrates his death and the event is so outstanding that Chicago history often is traced thereby in lieu of calendars or histories. He celebrated his 36th birthday Nov. 23.

With the death sentence hanging over he decided there was no point in further absorbing illuminating nuggets from professorial lips and Dartmouth lost an athlete, writer, singer, ukulele strummer, student and broadcaster. In midwinter, on foot, this youth of many professions set out for Chicago. The life of the nomad proved more attractive than the gales of Lake Michigan and he worked his way back to New York doing a wandering minstrel act, appearing on some 50 stations en route.

Safe in Gotham he headed straight for 195 Broadway where the NBC studios were located at that time, certain that his reputation must have preceded him. Bluffing his way past a watchman he entered the reception where one lone man greeted him.

"Is Graham McNamee here?" he asked.

"What do you want to see him for?" the lone attendant countered.

"That's all right. Just tell him Colwell is here."

The "attendant" left the room and immediately turned up from another door and said "I'm McNamee, what can I do for you?"

That night Colwell went on the network with a 15-minute solo spot. He continued working on Gotham stations several months and then returned to Chicago, keeping well booked all the time with air and club engagements which paid him well.

In 1925 he tried a new radio role, that of announcer. He tried it often and at numerous places with WBBM as a Chicago base. Among stations he covered in his wanderings were WJJD, KMOX, WTMJ, KOIL. It was at KOIL in Council Bluffs that he secured radio rights to *Fu Manchu* which he tested as a sustaining feature for eight weeks. But he put it away and forgot about it until a couple of years ago when he brought it out for the Campana Corp. in its successful CBS series.

For an interval, free lancing again attracted Colwell in 1929 and he deserted the microphone to write, produce and announce part of the Montgomery Ward program over NBC. Further, he wrote many of the scripts on the early CBS farm broadcasts. Incidentally he was Skippy's first radio daddy.

After a year of writing he gave up free lancing to become the first member of the radio department of Blackett-Sample-Hummert Inc., Chicago. After six months he decided to be his own boss again and established the Broadcast Checking Bureau, also acting as radio consultant for a number of Chicago agencies. Then he returned to agency work, first at Hays MacFarland & Co., then at Ruthrauff and Ryan Inc., and finally, since Feb. 1 of this year, at Roche, Williams & Cunnyngham Inc.

Among his string of firsts are Guy Lombardo for Wrigleys, Wayne King for Sonatron Tubes, the Minneapolis Symphony series for Grunow, part of the General Tires series and the Yeast Foamers with Jan Garber. He has handled some 75 national accounts in local programs.

PERSONAL NOTES

E. STUART SPRAGUE, attorney on the NBC staff in New York since 1929, has resigned effective Jan. 15 to enter private practice of law with his brother, Claire Sprague, in New York. Mr. Sprague has specialized in copyright law practically since joining NBC. Named to succeed him is Robert P. Meyers, for the last six years, the copyright specialist of RCA-Victor and of RKO.

JERRY MOORE, formerly of WCAO, Baltimore, has joined the sales staff of WFIL, Philadelphia. Under Jack Stewart, sales manager, Mr. Moore will institute a specialized promotion department. Mr. Moore was on the *Baltimore Sun* staff for more than a decade, joining WCAO in 1928. Later he was associated with WFBR, Baltimore, and in 1934 opened his own advertising agency in Washington.

EDWARD M. YOCUM, commercial manager of KGEZ, Kalispell, Mont., and former newspaperman of the Midwest, has joined the commercial department of KGHL, Billings, Mont.

FCC Commissioners Prall, Sykes and Payne were among the radio notables attending the Dec. 14 Gridiron Dinner of Washington correspondents. Other guests identified with radio included David Sarnoff, M. H. Aylesworth, L. G. Caldwell and Vincent F. Callahan, commercial manager of WRC and WMAL.

MRS. JAMES W. BALDWIN, wife of the managing director of the NAB, is confined in a Washington hospital, following the birth on Dec. 15 of twin sons. One of the infants survived only a day and the second passed away Dec. 20.

CHARLES E. MORIN has been added to the sales staff of KFRC, San Francisco, as account executive, coming over from KJBS, that city.

A. L. ASHBY, NBC vice president and general counsel, discussed "Legal Aspects of Radio Broadcasting" on Dec. 27 before the 12 annual meeting in New York of the Teachers of Business Law in Collegiate Schools of Business.

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, returned West late in December after three weeks in New York and Washington.

ANDREW G. HALEY, FCC Broadcast Division attorney, and Mrs. Haley, became the parents of a seven pound daughter, Delphine, born Dec. 15 at Georgetown Hospital, Washington.

J. KELLY SMITH, sales manager at WBBM, Chicago, believes in doing his winter vacationing early. He returned just before Christmas from 18 days in Florida and Cuba to boast of landing three sailfish weighing 65 pounds apiece.

EMILE J. GOUGH, vice-president and general manager of Hearst Radio Inc. New York, spent the holidays in San Francisco.

H. R. SEAMAN, formerly of WOWO, Fort Wayne, Ind., has been named sales manager of WHIO, Dayton.

WILLIAM E. DRIPS, NBC director of agriculture, spent three weeks of the holiday season on the West Coast in connection with the *Western Farm & Home Hour.*

H. T. SUDDUTH, formerly with WSGN, Birmingham, has joined the sales staff of KBTM, Jonesboro, Ark.

B. M. MIDDLETON, formerly with WEHC (now WCHV), Charlottesville, Va., and before that with WSVA, has joined the commercial staff of WFMD, new 100-watter in Frederick, Md.

CLAUDE H. FRAZIER, commercial manager of WROL, Knoxville, Tenn., has been named general manager of that station succeeding S. E. Adcock, president and former manager, who is retiring from full time work because of ill health. Mr. Frazier was formerly at WSGN, Birmingham.

A. L. McKEE, manager of WHBU, Anderson, Ind., for the last seven years, leaves that post Jan. 15, due to the change in ownership of the station. L. M. Kennett, of South Bend, new owner, is taking over the active management.

HERBERT L. PETTEY, secretary of the FCC and Mrs. Pettey, left Washington Dec. 14 for a brief vacation in Miami, expecting to remain until after the New Year. They were accompanied by Mrs. William Dolph, wife of the manager of WOL, Washington, and Mr. Pettey's sister. Mr. Dolph joined them in Miami later.

MRS. LEO J. FITZPATRICK, wife of the general manager of WJR and president of the NAB, has purchased a winter home in the fashionable part of Miami. Mr. Fitzpatrick promptly named it "Due Bill on the Sea".

KARL BICKEL, president of Continental Radio Co., Scripps-Howard broadcasting subsidiary, left New York Dec. 28 for his annual winter vacation in Sarasota, Fla., where he maintains a residence. During his absence, James C. Hanrahan, Continental vice president, will function as executive officer in New York.

BEHIND THE MICROPHONE

ALLAN McKEE, formerly of WDAY, Fargo, N. D., and Bill Brown, formerly of WSUI, Iowa City, have joined the Cedar Rapids staff of WMT, Waterloo.

DOUGLAS A. McKINNON, formerly radio representative of the Columbia Concerts Corp., has taken charge of announciug for W2XR, New York high fidelity station on 1550 kc., replacing Charles Seebeck, who had been with the station for the last year.

EDDIE JANNEY, Cecil Caves and D. V. Tostenson have joined the announcing staff of KIUP, new 100-watter at Durango, Col. Janney takes charge of Transradio news reports.



Calling all advertising agencies!
Be on the look-out for a copy of
"The Story of
KFRO
And Its Market"
If you don't receive your copy, write

KFRO

"Voice of Longview"
Longview, Texas

CY LELAND, sports announcer of WBAP, Fort Worth, and former star athlete, has been chosen by NBC to handle the broadcast New Years Day of the Sugar Bowl football game in New Orleans between Texas Christian and Louisiana State. Sharing the mike with Leland will be Bill Brengel, sportscaster of WSMB, New Orleans.

DAVID DRUMMOND for the last five years with KGW, Portland, Ore., has joined the dramatic production staff of NBC, San Francisco, taking over the work of Barton Yarborough, who will devote his time to *One Man's Family*, in which he is cast as Cliff.

JOHN MAYO, former CBS and NBC announcer in Washington, has joined the announcing staff of WNOX, Knoxville.

DOROTHY ANN SIDLER, in charge of KFRC, San Francisco, fan mail department, is at her home convalescing from a recent emergency appendicitis operation.

BEN HARKINS, formerly with KROW, Oakland, Cal., has joined the continuity department of KJBS, San Francisco and KQW, San Jose, Cal. Before coming to Califoruia, he was ou the continuity staff of KOMO and KJR, Seattle, for six years. Walter White, after an absence of several months, has returned to the announciug and continuity staff of KJBS.

LEE MacARTHUR, recently with WGBB, Freeport, N. Y., and before that with WAPI, Birmingham, has joined the announcing staff of WINS, New York.

NED L. REGLEIN, former program director of WSBT, South Bend, Ind., has been added to the staff of WJJD, Gary, as production man and announcer. Reglein began his announcing career in the University of Michigan broadcasts over WJR, Detroit, and was later employed at the University of Iowa station, WSUI.



From Screen Fun

"YOU'VE made three mistakes, Mr. Carlson — Please Keep Your Eyes on Your Script!"

LEW LANSWORTH, KFRC, San Francisco, continuity writer and producer, has announced his engagement to Miss Patricia Geissler, of that city.

LARRY CANELO has resigned from the announcing staff of KROW, Oakland, Cal., to enter the entertainment field.

CHARLES FOLL, formerly on the announciug staff of KJBS, San Francisco, has joined KROW, Oakland, in a similar capacity.

WILLIAM MAYER, formerly with the now defunct Morgan Productions, San Francisco radio school, has joined the continuity department of KSFO, that city.

TED ROGERS, announcer of KDYL, Salt Lake City, was married Dec. 21.

THURSTON KNUDSON has been named music librarian of KHJ, Los Angeles.

EDDIE CALDER, announcer and technician for two years for KTAR, Phoenix, Ariz., has resigned to free lance on the West Coast as writer, producer and announcer.

CHARLES SEAMAN, announcer of KTUL, Tulsa, is the father of a girl born in December.

TED GAILEY, program manager of KGER, Long Beach, Cal., and Grace Glasser, head of the Grace Glasser Agency, Los Augeles, were married in December at Riverside, Cal.

DON FULLEN, for the past year with KFI and KECA, Los Angeles, has joined the production department of NBC in San Francisco.

RAY WINTERS, formerly of NBC and WOV, New York, and with WOR, Newark, since April has been named night supervisor of WOR, permitting Arthur Hale to devote full time to commercial duties. Winters will continue to announce.

GORDON WILLIS, formerly of KGGC, San Francisco, returned to the station during the Christmas holiday as substitute announcer and producer, during the absence of Andy Potter, production manager, who was on vacation.

TOM HANLON, announcer of KFI, Los Angeles, on Dec. 15 was married to Eulalia Hermann, former pianist with the Duncan Sisters. They spent the honeymoon at Palm Springs until Jan. 1.

JOHN S. DAGGETT, known as "Uncle John" for years when KHJ was under the ownership of the *Los Angeles Times*, in December joined the production staff of KFAC, Los Angeles.

Eddie Cantor Is Shifted Opposite Benny Program

AT THE reported request of Eddie Cantor, the Lehn & Fink Products Co., New York (Pebeco toothpaste) will take the 7-7:30 p. m. spot formerly used by *Alexander Woollcott* for the Sunday night CBS Cream of Wheat Corp. broadcast. The same station lineup will be used by Cantor, the change becoming effective Jan. 5, when Cantor and his company return to New York from Hollywood. This change will put Cantor opposite Jack Benny who is on the NBC-WJZ network at the same time.

On Sunday, Jan. 5, the same sponsor will change the time of the *Leslie Howard* program. For Eastern and Mid-West listeners the program will be broadcast 2-2:30 p. m., with repeat for the Far West at 12 midnight. Both of these programs have been renewed.

Big Sachs Campaign

THE LARGEST retail radio campaign yet to be put on the air in Chicago was launched in December by Morris B. Sachs, men's and women's clothing store. Fifty-two week contracts were signed with five stations for 20 programs a week, a total of 15½ broadcast hours a week. The schedule is: WAAF, Monday thru Saturday, 7-9 a. m., a two-hour musical clock program; WBBM, Monday thru Friday, 10:30-10:45 p. m., girls trio and male singer; Saturday, 5:45-6 p. m., transcription; WMAQ, Monday, 11:15-11:30 a. m., transcription; WCFL, Sunday thru Thursday, 10:15-10:30 p. m., band and singer; and WIND, Gary, Ind., Sunday, 10:30-10:45 a. m. and 4:15-4:30 p. m., phonograph records. Schwimmer & Scott, Chicago, is the agency.

Hay Forms Talent Agency

GEORGE D. HAY, veteran announcer and the Solemn Old Judge of the *Grand Ole Opry* of WSM, Nashville, as well as manager of the WSM Artists Service, has established a booking agency, Hay & Phelps Inc., Nashville. Associated with him is Verne Phelps. The agency will handle all artists outside the WSM talent roster, formerly handled exclusively by WSM Artists Service, which Hay will continue to head.

GETTING HOT
in PITTSBURGH



Nearing the holidays the Thermometer of Business in the Steel City rose to 80.5 per cent of normal—the *highest since April 11, 1930.*

In the ten preceding weeks the Business Mercury rose 11.7 points . . . and it's still going up.

Pittsburghers are buying. And they continue to dial their most popular station . . . WCAE. Do they hear about you?

WCAE
PITTSBURGH • BASIC NBC RED NETWORK
National Representative
HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

COMPLETE
UNITED•PRESS
NEWS
COVERAGE

IN THE CONTROL ROOM

CAPITOL Radio Engineering Institute, Washington, D. C., reports the following activities of its alumni: John A. Blackman, formerly with WACF, Dothan, Ala., is now with TWA air lines at Indianapolis; U. L. Lynch, formerly with WCAO, is now with EAT air lines in Jacksonville, Fla.; Roland C. Hale, formerly with WORC, Worcester, is now with WCOP, Boston; Richard T. Dick, former ship operator, is now with WCAX, Burlington, Va., in charge of technical operations; Don Holaday, formerly with KFRO, Longview, Tex., is now with KVSO, Ardmore, Okla.; Howard M. Zile, formerly with WSBC-WGES, Chicago, is now with WCBD, Zion, Ill.

R. H. OWEN, NBC engineer in charge at KOA, Denver, and Mrs. Owen, were in San Francisco the early part of December, following dedication of the network's Hollywood plant. Owen conferred with A. H. Saxton, NBC western division engineer and also inspected the San Francisco studios and engineering department.

ROBERT H. REID, formerly of WJAX, Jacksonville, Fla., has been named chief engineer of WTAL, Tallahassee.

JIM RUSSELL, former KROW, San Francisco, account executive, has gone to sea as a radio operator.

CHARLES SHAEFFER has been moved from the transmitter of KTUL, Tulsa, to the studio engineering staff. Bob Kistler replaces Shaeffer.

PROCTOR A. SUGG, NBC studio engineer, San Francisco, and an ensign in the U. S. Naval Reserve, has been commended by the Commandant of the 12th Naval District for services rendered during the recent fleet program on the Pacific Coast. Sugg voluntarily constructed and made available to the District a high-frequency radio compass at Pt. St. George., Cal.

WILLIAM KELBAUGH, former Navy operator, has joined the press staff of KDYL, Salt Lake City, working night schedules.

CARL KESLER, former page at WHIO, Dayton, has received his first class commercial engineer's license and has been transferred to the station's technical staff.

ARTHUR DAVIS, technician of Oleson Sound Studios, Hollywood, was married in December to Virginia M. Healy at Santa Monica, Cal. The couple had the ceremony recorded, giving the discs as Christmas gifts.

F. B. TAYLOR, formerly with the FCC, is now on the staff of the aircraft radio laboratory of the U. S. Army Signal Corps at Dayton, O.

V. N. JAMES, formerly with WLB, University of Minnesota station, is now on the staff of RCA Mfg. Co., Camden.

W. C. LENT, formerly with General Communications Laboratories, has joined the engineering staff of NBC in New York.

GRAHAM TEVIS, chief engineer of KMOX, St. Louis, has been elected chairman of the wireless division of the newly formed St. Louis Museum of Science and Industry. Harry La Mertha, veteran radio editor of the *St. Louis Globe-Democrat*, has been named secretary.

D. V. TOSTENSON, formerly of KGFK, WDAY and KGVO, has been named technical director of KIUP, Durango, Col.

WALTER E. HOLLAND, Philco's engineering vice president and director, has resigned to retire from active business to his ranch at Paul Spur, Ariz.

RADIO IN RHYME
A Radio Man Takes Pen In Hand To Do an Opus

NEWEST competitor for the title of Radio's Poet Laureate is Paul Alger, of Swarthmore, Pa., who has just published a book of poems titled *Random Rhymes of a Radio Man.* Plucked at random from his rhythmic soliloquies is this stanza from a poem called "Toast to Radio Engineers". It goes like this:

So here's our toast to the silent host
Of radio engineers;
The birds who roost in their shells of glass,
Plotting and planning how best to harass,
To convince an announcer he's only an ass
Despite the shape of his ears.

Among other selections are "Rats", "Mental Backwash to a Hog", "Second Dose for Prune Puss", "Radio See-saw", and "Announcer's Antidote".

EQUIPMENT

RCA MFG. Co. Inc., Camden, announces a new line amplifier, Type 55-A, a medium-gain amplifier also adapted for a number of special applications such as increasing the level on outgoing lines. A high impedance unit is provided, in addition to the usual line-matching input, for auditioning and monitoring. It is said to have a wide frequency range, minimum harmonic distortion, unusually low background noise level and ease in servicing. A booklet describing the amplifier has just been issued.

KDYL, Salt Lake City, has installed General Radio distortion and noise-level measuring equipment at its transmitter as well as a new beat frequency oscillator. Orders have been placed for Western Electric eight-ball microphones for studio and remote control use.

KBTM, Jonesboro, Ark., has put its new Truscon vertical radiator into operation. A new ground system uses six miles of copper wire and studios are completely high-fidelity.

H. W. ACTON Co. Inc., New York, announces a cutting needle for cellulose acetate records.

WGAR Dedicates Tower On Its Fifth Anniversary

WGAR, Cleveland, observed its fifth anniversary on Dec. 15 by beginning operation with its new vertical half-wave antenna, for which substantial claims in coverage were made. To celebrate the anniversary, the station presented a one-hour dedicatory program the same evening.

The new radiator, built by Vogt & Conant of Cleveland, is one of the first uniform cross-section towers in the country. It is 385 feet high and the tower proper is a three-sided uniform cross section structure, each side being 40 inches wide. It is constructed of steel, symmetrical from top to bottom. There are six insulated sections permitting engineers to test any one or combination of sections and study current distribution to insure proper and maximum efficiency. Another feature is that loading may be inserted in any section to change the current distribution to the tower.

WFMD, Frederick, Md. new 100-watter recently licensed, was scheduled to go on the air on Jan. 1.

KDYL

SALT LAKE CITY, UTAH

GETS ACTUAL RESULTS IN SALES

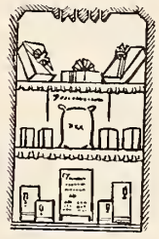
. . . and here's Why!

SHOWMANSHIP



Because showmanship is a religion at KDYL. A production staff is maintained, offering a background in music, sports, drama, news that assures that every program broadcast by KDYL will have the originality, finish and pace that make the difference between just another program and radio shows that SELL!

MERCHANDISING



Because KDYL renders the extra services that spell success for your campaign. Extensive and beautiful display windows at the studios, for which your displays are invited—paid advertising in all Salt Lake papers every day to sell your programs to the public—full cooperation with your dealers and distributors—a personal interest in the success of your advertising.

OUTSTANDING FEATURES



Because KDYL offers the finest in radio features. Up-to-the-minute news broadcasts from Transradio Press and KDYL news bureau—the unbounded facilities of the World Broadcasting System transcription library—the eight-year-old Kangaroo Club with a membership of 45,000 children—the Voice of the People—Rocky Mountain Ramblers—Nite Club of the Air—many others—and the cream of NBC sustaining and commercial programs.

an NBC Station

Representative
JOHN BLAIR & COMPANY
New York Chicago
San Francisco Detroit

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAM, Rochester

Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Morton Salt Co., Chicago, 4 weekly *sa*, thru Wade Adv. Agency, Chicago.
Musebeck Shoe Co., Danville, Ill. (Health Spot shoes), 4 *t*, direct.
Stromberg-Carlson Telephone Mfg. Co., Rochester (radios), weekly *sp*, thru Stewart, Hanford & Frohman Inc., Rochester.
Regional Advertisers Inc., New York (gas), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.
Mayflower Doughnut Corp., New York, 1 *sp*, placed direct.
Tide Water Oil Co., New York (Tydol, Veedol), 52 *t*, thru Russell C. Comer Adv. Co., Kansas City.
General Baking Co., New York (Bond bread), 65 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Florida Citrus Commission, Tampa (fruit), 5 weekly *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.

WOR, Newark

A. S. Beck Shoe Corp., New York, 3 weekly *sp*, thru Blaker Adv. Agency, N. Y.
Conti Products Corp., New York (castile soap), weekly *sp*, thru Henry S. Howland Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (drug products), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Webster Eisenlohr Inc., New York (Henrietta, Girard cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
E. Fougera & Co., New York (Vapex), weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.

WCSC, Charleston, S. C.

French Lick Springs Hotel Co., French Lick, Ind. (mineral water), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Swartchild Co., Chicago (jewelry), biweekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Carter Medicine Co., New York (liver pills), 2 weekly *ta*, thru Street & Finney Inc., N. Y.
Piel Bros., Brooklyn (beer), 2 daily *sa*, thru Cowan & Dengler Inc., N. Y.
American Weekly Magazine, New York (publication), weekly *t*, direct.

WMAQ, Chicago

Washington Shirt Co., Chicago (haberdashery chain), 4 *sa*, thru Julian Frank Adv. Agency, Chicago.
Wieboldt Stores Inc., Chicago (department store chain), 3 *t* direct.
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 *sa*, thru Simpers Co., Philadelphia.
Illinois Central Railway System, Chicago (transportation), 13 *sp*, thru Caples Co., Chicago.
Pure Oil Co., Chicago (Purol gasoline), 26 *ta*, thru Freitag Adv. Agency, Chicago.
Zenith Radio Corp., Chicago (radio sets), 8 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KDKA, Pittsburgh

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 78 *sp*, thru Mitchell Faust Adv. Co., Chicago.

KTSA, San Antonio

Sterling Casualty Insurance Co., Chicago, 3 weekly *sp*, thru Radio Broadcasting Inc., Chicago.
D & M Finance Corp., Chicago, 6 weekly *sa*, thru First United Broadcasters Inc., Chicago.
Willard Tablet Co., Chicago (proprietary), 6 weekly *t*, thru First United Broadcasters Inc., Chicago.
Glessner Co., Findlay, O. (Turpo), 640 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
Chattanooga Medicine Co., Chattanooga (proprietary), 7 *t*, thru Neisser-Meyerhoff Inc., Chicago.
Julian & Kokenge Co., Columbus (Foot-Saver shoes), 13 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
A'Lure Toilet Goods Co., St. Louis (cosmetics), weekly *sa*, thru Kelly & Stuhlman Inc., St. Louis.

WGN, Chicago

Geo. A. Hormel & Co., Austin, Minn. canned foods), 6 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., Minneapolis.
Mantho-Kreoamo Co., Clinton, Ill. (M-K Remedy), 4 *sp*, thru Beaumont & Hohman Inc., Chicago.
Pinaud Inc., New York (hair tonic), 3 *t*, thru Lord & Thomas, N. Y.

WTAM, Cleveland

Angostura-Wupperman Corp., New York (bitters), 3 weekly *sa*, thru Donahue & Coe Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., (fruit), 6 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
W. A. Shaeffer Pen Co., Fort Madison, Ia. (fountain pens), 6 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.

WMCA, New York

Remington-Rand Inc., New York (business machines), 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Diamond Crystal Salt Co., New York, weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Horowitz & Margarten, New York (Matzoths), weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Ajax Hosiery Co., Phoenixville, Pa., 3 weekly *sp*, 6 weekly *sa*, thru Blaker Adv. Agency, N. Y.
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 6 weekly *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.
Wilbert Products Co. Inc., New York (No-Rub polish), weekly *sa*, thru W. I. Tracy Inc., N. Y.
Old Age Revolving Pension Plan, New York (Townsend plan), weekly *sp*, thru Tom Wallace Adv. Agency, Los Angeles.

WAIU, Columbus

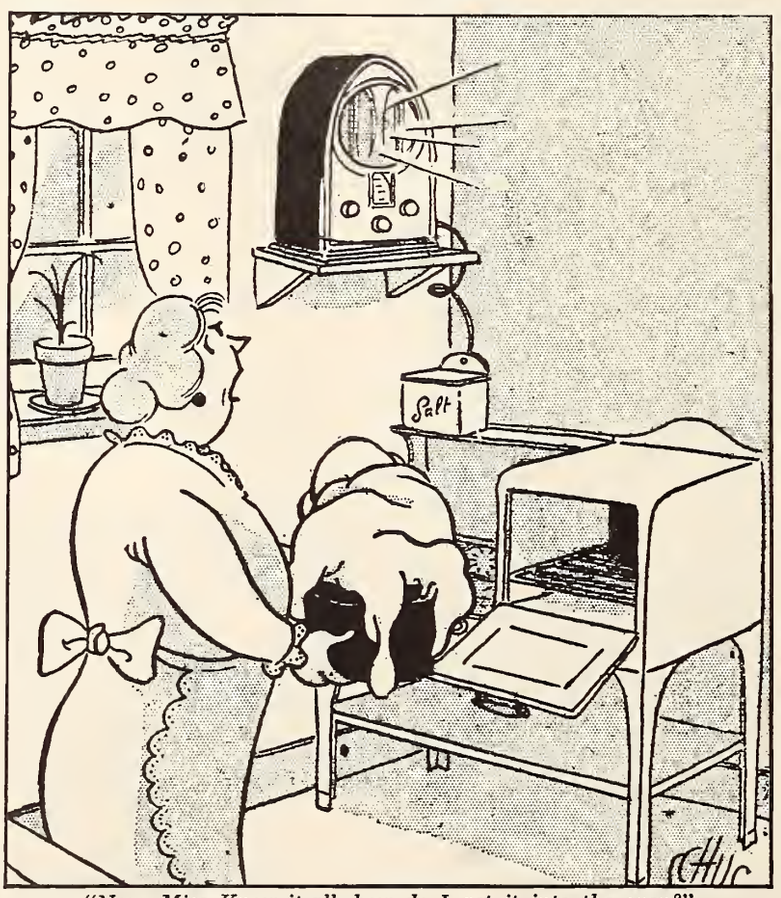
Bulova Watch Co., New York, 32 weekly *ta*, thru Biow Co., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Morenus Adv. Agency, Chicago.
Ward Baking Co., New York (Soft-Bun bread), 11 weekly *sp*, thru Fletcher & Ellis Inc., N. Y.

KNX, Hollywood

American Pop Corn Co., Sioux City, Ia., 2 *sp*, thru Coolidge Adv. Co., Des Moines.
Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.

WENR, Chicago

Soprani Inc., Chicago (accordians), 4 *sp*, thru Frank L. Shepherd Inc., Chicago.



"Now, Miss Know-it-all, how do I get it into the oven?"
From San Francisco Examiner

WLS, Chicago

Altorfer Brothers, Peoria, Ill. (ABC Washing machines), 39 *sp*, direct.
Jelsert Co., Chicago (desserts), 13 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry products), 39 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Country Life Insurance Co., Chicago, 9 *sa*, 1 *sp*, thru Critchfield & Co., Chicago.
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 90 *sa*, thru Homman, Tarcher & Sheldon Inc.,
Bernard Perfumers, St. Louis, 3 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Globe American Corp., Kokomo, Ind. (poultry supplies), 48 *sa*, thru Advertising Service Inc., Kokomo.
Sears, Roebuck & Co., Chicago (furs), 22 *sp*, direct.
Olson Rug Co., Chicago (rebuilt rugs), 132 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Little Crow Milling Co., Chicago (Coco Wheats), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Household Magazine, Topeka, Kans., 6 *sp*, thru Presba, Fellers, Presba Inc., Chicago.
Coyne Electrical School, Chicago, 13 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
John J. Lawler, Chicago (live stock sale), 1 *sa*, direct.

KMOX, St. Louis

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 312 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati (groceries), 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Westinghouse Electric & Mfg. Co., St. Louis (electrical merchandise), 78 *sp*, direct.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sp*, thru Hilmer V. Swenson Co., St. Louis.
L. Cohen Grocery Co., St. Louis, 156 *sp*, thru Hilmer V. Swenson Co., St. Louis.

KDYL, Salt Lake City

Union Pacific System, Omaha (rail transportation), daily *sp*. thru Ernest Bader & Co., Omaha.
Union Pacific Stages, Omaha (bus transportation), weekly *sp*, thru Ernest Bader & Co., Omaha.
Gardner Nursery Co., Osage, Ia., 3 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Wheatena Corp., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.

KSFO, San Francisco

Pacific Guano Co., Oakland, Cal., (snail bait), 6 weekly *ta*, thru Tomaschke-Eliott Inc., Oakland.
Shaeffer Pen Co., Fort Madison, Iowa, (pens), 18 weekly *sa*, thru Philip O. Palmer & Co., Chicago.
Associated Oil Co., San Francisco (gasoline), weekly *sp*, direct.

WTMJ, Milwaukee

Union Pacific System, Omaha (transportation), 16 *sa*, thru Caples Co., Chicago.
Kroger Grocery & Baking Co., Cincinnati (chain store), 52 *t*, thru Ralph H. Jones & Co., Cincinnati.
Chappel Bros., Rockford, Ill. (Ken-L-Ration), 6 *sa*, thru Rogers & Smith Inc., Chicago.

KOMO-KJR, Seattle

Hemphill Diesel School, Chicago, 4 weekly *t*, 1 *sp*, thru R. H. Albers Co., Los Angeles.
Utica Knitting Co., Utica, N. Y. (underwear), 25 *sa*, thru John Thomas Miller, N. Y.

KFRC, San Francisco

Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 7 weekly *sp*, thru Hommann, Tarcher & Sheldon Inc., N. Y.

WBBM, Chicago

C. Max Mehl, Fort Worth (rare coin book), 13 *sp*, thru Guenther-Bradford & Co., Chicago.

AGENCIES AND REPRESENTATIVES

H. PRESTON PETERS, vice president and Eastern manager of Free & Sleininger Inc., station representatives, was married Dec. 17 to Miss Marjorie Hodgsdon of Old Lyme, Conn. The couple sailed on the *Castilla* for Guatemala, where they are spending their honeymoon on the bride's coffee plantation "Pacayal". They will return to New York the latter part of January via New Orleans and Chicago.

HORTON W. MALLINSON, for six years Chicago manager for Theis & Simpson, newspaper representatives, and more recently advertising manager of *Raquets*, a sports publication, has joined the sales staff of Furgason & Aston Inc., station representatives. At present Mr. Mallinson is located in New York but after Jan. 1 will return to Chicago for activities in the Midwestern area.

BLACKETT-SAMPLE-HUMMERT Inc., Chicago, has added three new members to the radio department. They are Earl Towner, formerly of Don Lee Broadcasting System; Alan Wallace, actor and director; Kirby Hawkes, formerly writer and director for CBS.

BROWN & TARCHER Inc. is the new firm name of the former Hommann, Tarcher & Sheldon Inc. agency, New York, following resignation of George H. Sheldon, vice president, to become executive vice president of O'Dea, Sheldon & Co., which formerly was Mark O'Dea & Co.

WIRE, Indianapolis, has appointed William G. Rambeau as national representative.

JOHN ROSE has been appointed business manager of the radio department for Blackman Adv. Inc., New York. Carlo de Angelo radio director, will handle only program productions.

GEORGE C. HOOPER formerly with the radio department of James H. Turner Adv. Agency, Chicago, has joined Firestone Adv. Agency, St. Paul.

A. E. AVEYARD, formerly with Lord & Thomas as vice-president, has been named to a similar post with Batten, Barton, Durstine, Osborn and is in charge of the Chicago office.

GUGGENHEIM Adv. Agency, San Francisco, has moved to larger offices in the Financial Center Bldg., doubling its space. Established since 1926, the organization, headed by George Guggenheim, represents many nationally known products along the Pacific Coast.

WNBR, Memphis, has named Wilson-Dalton as Midwest representative.

WALTON PURDOM, radio account executive, Emil Brisacher & Staff, San Francisco agency, was installed as president of the Milline Club on Dec. 20.

I. T. COHEN has been named chief of radio continuity of Kal Advertising, Washington.

FRANK OWENS, for three years with the radio department of Batten, Barton, Durstine & Osborn Inc., and prior to that assistant to the general sales manager of NBC, has resigned to join Cleveland B. Chase Co. Inc., New York radio prouction firm.

MacMANUS, JOHN & ADAMS, Detroit agency, has opened a Los Angeles office in the Petroleum Securities Bldg.

WALTER BIDDICK, Los Angeles station representative, has built a winter home at Palm Springs, Cal.

ALLAN MARIN, formerly with John Blair & Co., Chicago representative, has joined Neisser-Meyerhoff Inc., Chicago agency.



LIGHT TEST ON AIR—Probably the first broadcast of a light test was that on the General Electric Co. "Melody Master" program on NBC. Using the new GE light meter and a new sight-light demonstrator, Alston Rodgers (right) of GE showed that Arthur Pryor Jr., vice president and rad o director of Batten, Barton, Durstine & Osborn Inc., unconsciously selected more than 20 times the amount of light he ordinarily uses, as ideal for newspaper reading.

Katz Expanding Radio

E. KATZ Special Adv. Agency, New York, now representing several newspaper-owned radio stations as well as the newspapers, will shortly expand its activities in the station representation field, according to Eugene Katz, president. Several radio sales specialists will be added to the staff. While engaged primarily in national newspaper representation, with branch offices in seven cities, the company will also represent non-newspaper stations, Mr. Katz stated. The stations now represented are WKY, Oklahoma City; KLZ, Denver; WCOA, Pensacola, Fla.; WHIS, Bluefield, W. Va., and KGU, Honolulu.

Leavenworth to New Post

RALPH LEAVENWORTH, a vice-chairman of the ANA board and general advertising manager of Westinghouse Electric & Mfg. Co., Pittsburgh, has resigned the latter post to join Fuller & Smith & Ross Inc., Cleveland, as account executive for Westinghouse advertising. Westinghouse is planning to record a 13-episode series of quarter-hour transcriptions, titled *The Honeymooners*, for use by refrigerator dealers.

MBS Alters Rate Card

A NEWLY revised rate card has been issued by Mutual Broadcasting System, effective Jan. 1, 1936, and will be published in full in the forthcoming 1936 BROADCASTING Year Book. According to a preliminary announcement by E. M. Antrim, executive secretary of the network, the basic one-time night rates remain unchanged, though net rates for night time schedules of 13 weeks or more go up $24 to $90 per period. Single-time basic day rates go down from $7 to $45 per broadcast, with net rates for daytime series lasting 13 weeks or more remaining unchanged.

Best Daytime Station in the Land

WNAX

YANKTON, SO. DAKOTA

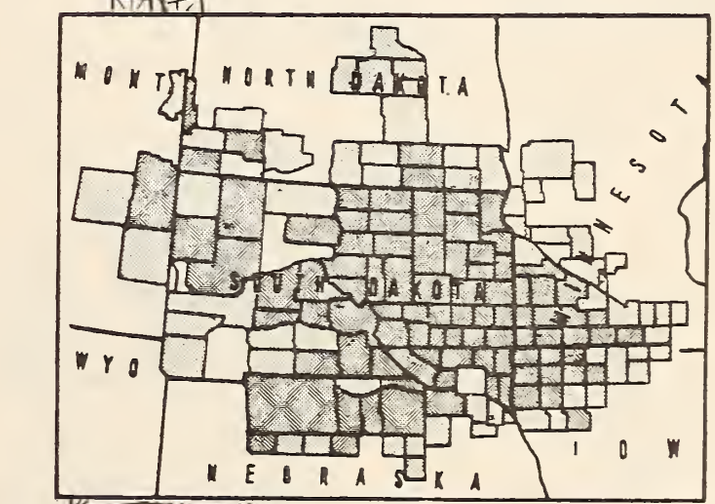
Complete Coverage of A Great Farm Area

•

5000 Watts Daytime CBS Affiliation

•

Clear Regional Channel Full Time



Representatives

WILSON-DALTON

Chicago-Kansas City

NORMAN CRAIG — New York

WALTER BIDDICK — West Coast

570 KILOCYCLES

Ice Series on NBC-WEAF

NATIONAL ICE ADVERTISERS Inc., Cleveland (ice manufacturers) will start the *Mary Pickford* program on an NBC-WEAF network on Wednesday, Feb. 5, 10-10:30 p. m. and each Sunday following for 26 weeks. The corporation was formed by the National Association of Ice Manufacturers to carry out their $600,000 advertising plans. The program will operate under the advertising slogan "Cold Alone Is Not Enough" and will originate from Pickfair, Miss Pickford's home in Hollywood. Guest celebrities from all the movie studios will be brought to the microphone during the series. Donahue & Coe Inc., New York, has been appointed to handle the account. Radio is the major medium.

A MILLION DOLLARS WORTH OF SOUND EQUIPMENT

Absolutely of no use if it were not for the little steel needle that forms the link between the record and your audience.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W. ACTON CO.
370
7th Ave.
New York
City



Send for Samples

TRANSCRIPTIONS

TITAN PRODUCTIONS Inc., San Francisco transcription concern, has started a library service which is being stocked with 1000 musical and novelty transcribed selections. The service is under supervision of Clark Wilson, recently appointed musical director.

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, announce that two Mexican radio stations, XEPN, Piedras Negras, and XERA, Mexico City, have subscribed for their musical library.

H. CHAMBERLIN, formerly with W. L. Brann Inc., Batten, Barton & Osborn Inc., and other agencies, has joined Grombach Productions Inc., New York transcription and program firm, as vice president. Ted Sills, formerly of Chicago Civic Repertory Co. and Goodman Repertory Co., has joined the firm as a production director.

FRANK ZAMBRINO, Chicago manager of Radio Transcription Co. of America, Hollywood, has returned there after an absence of a year. He was accompanied bf Ben Crose, West Coast manager, who had been in Chicago two months.

HOLLYWOOD Recording Studios, Hollywood, went out of business in December.

ART FULTON has rejoined Freeman Lang sound studios in Hollywood after an absence of 15 months. He will have charge of traffic activities.

LESLIE RAY RAYMOND was found dead in his car at Palos Verdes, Cal., in mid-December. Lately in sales work, he had for years been with Oakland radio stations conducting a program for children.

Law Partnership Formed By Loucks and Scharfeld



Mr. Scharfeld

ARTHUR W. SCHARFELD, Washington radio attorney associated with the law firm of Kirkland, Fleming, Green & Martin, of which Louis G. Caldwell is Washington resident partner, has resigned effective Jan. 1, on which date he will join in a partnership with Philip G. Loucks, former NAB managing director. The law firm of Loucks & Scharfeld will be established, with offices in the National Press Bldg., Washington.

Mr. Scharfeld has been in Mr. Caldwell's firm since he resigned from the Legal Division of the former Radio Commission in 1930. For two years he had served as an attorney on the Radio Commission staff. He is a graduate of Harvard University and Harvard Law School.

TUNE ELSEWHERE

WSM Invites Its Listeners to Shift Temporarily

ON DEC. 22 at 9 p. m., WSM, Nashville, urged its listeners "to tune to some other station where you'll find entertainment probably more to your liking."

And then for several hours the facilities of WSM were used by National Life & Accident Insurance Co. Inc., owning the station, for a radio Christmas party for its 3,000 agents. In making the invitation to listeners, Edwin W. Craig, National vice president, said:

"We ask that of 6,552 hours of broadcasting yearly, which WSM furnishes—18 out of 24 every day—we ask just these few for our own rather large family. The air is full of good entertainment, designed for the entertainment of the general listening audience. While you are cordially invited to stay with us, we feel that you should know that our programs tonight are designed especially for the Shield Family."

All WSM artists participated in the party, which included programs from all WSM studios and a score of remote pickups.

RADIO ADVERTISERS

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow radios, refrigerators), has named Roche, Williams & Cunnyngham Inc., Chicago, to service its account.

AMERICAN AUTOMOBILE ASSN., Washington, has used several announcements in the Capital to warn motorists of cold weather. Henry J. Kaufman, Washington, places the account.

DR. STRASSKA LABORATORIES, Los Angeles (toothpaste) on Jan. 6 starts a thrice weekly series of quarter-hour studio programs *Congo Bartlett in Ethiopia*. Grace Glasser Adv. Agency, Los Angeles, has the account.

WALTER F. KOKEN & Co., St. Louis (cosmetics), planning to use radio, has placed its account with Oakleigh R. French Inc., St. Louis.

KOPS BROS. Inc., New York (Nemo corsets) has named E. T. Howard Co., New York, to service its account.

DETROIT & CLEVELAND NAVIGATION Co., Detroit (lake transportation) has placed its account with N. W. Ayer & Son Inc., New York.

DELCO APPLIANCE Corp., Rochester, N. Y. (Delco Heat Division has placed its advertising with Lord & Thomas, New York.

CHARLES GULDEN Inc., New York (mustard) has transferred its account to Erwin, Wasey & Co. Inc., New York.

HYGRADE SYLVANIA Corp., New York (radio tubes), has placed its account with Richardson, Alley & Richards Co., N. Y.

VADSCO SALES Corp., Long Island City, N. Y., is advertising Djer Kiss & Mavis cosmetics through Blackman Adv. Inc., N. Y.

B. T. BABBITT Inc., New York (Bab-O cleanser) has appointed Blackett-Sample-Hummert Inc., New York to handle its advertising.

HOLLYWOOD Academy of Physical Education has appointed Newkirk & Lawrence, Los Angeles agency, to handle its advertising. Initial effort will be via radio in California. The first contract was made with KFWB, Hollywood, for 52 weeks with five quarter-hours a week.

CARL'S BAKERIES, Milwaukee, has taken Oleson sound studios *Congo Bartlett in Ethiopia* series of 26 quarter-hour transcriptions for use on WTMJ, that city. The bakery firm will use Ethiopian trail and exploration maps as giveaways on evidence of purchase.

Westinghouse Fete

WESTINGHOUSE Electric & Manufacturing Co., which launched regularly scheduled broadcasting when KDKA went on the air in 1920, will observe its Golden Jubilee Year in 1936. The 50th birthday occurs on Jan. 8, and a family gathering for the 12,000 employes in the Pittsburgh district will be held simultaneously with meetings of Westinghouse employes in every important factory and office in the country. Some 40,000 employes are involved, and the Pittsburgh program will be broadcast to all of the other meetings over the Westinghouse short-wave transmitter, W8XK, Pittsburgh. It also will be picked up by international representatives in foreign countries.

P. LORILLARD Co., New York (Muriel cigars) on Jan. 4 starts *Muriel Sport Page of the Air* on WEAF, New York, the same hour formerly used for the Lorillard NBC sports program.

thank you, friends.

BOTH ADVERTISING AGENCIES AND ADVERTISERS FOR HELPING US TO MAKE 1935 A BIGGER BUSINESS YEAR

WHAS

50,000 WATTS, LOUISVILLE, KY.
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Federal Programs Over Short Waves Predicted by Payne

FCC Official Says Broadcasts From Arlington Are Planned

AGAIN sharply criticising American broadcasting, this time largely on the basis that short wave relay broadcasting from this country carries advertising which is alleged to be "riling" the people of South America, Commissioner George Henry Payne, Republican member of the FCC Telegraph Division, lecturing before Syracuse University students Dec. 16, declared that this "disagreeable situation is about to be cleared up by the government itself."

Devoting a very small portion of the press release on his lecture to the activities of his own division, which he intimated is functioning smoothly by comparison with the other two FCC divisions, Mr. Payne pointed out that the rectification will come in the form of cultural and intellectual programs to be broadcast from Arlington under U. S. government auspices via the five short waves reserved by presidential order under the 1932 Montivedeo conference agreement of the American republics.

Thus far the State Department, to which was left the plans for utilizing the short waves, has made no announcement of such plans.

[EDITOR'S NOTE: While asserting that American commercial programs received in South America are irking citizens of the nations there, Mr. Payne did not point out that all but a handful of broadcasting stations in South America are commercially operated — and that, according to reliable reports received here, the South Americans have by no means achieved the finesse in presenting sponsored programs already accomplished here.

Advertising is commonplace on the air in South America, where the same system of non-governmental support prevails generally that is in vogue in the United States, so that the relatively small number of commercial programs relayed from this country via short wave adjuncts of regular broadcasting stations can hardly be regarded as offering something newly offensive to listeners there. Indeed, reports from South America have indicated that American commercial programs that can be heard there are among the most popular of all programs received.]

Class Allocations

ALTHOUGH the FCC Broadcast Division faces such problems as super-power, higher regional powers, new rules and regulations and television, Mr. Payne asserted that "the main problem in this [Broadcast] Division is the demand on the part of educational, religious and labor leaders for what they consider a fairer division of broadcasting facilities. With this goes also the complaint of the public as to the character of the advertising programs."

Because his espousal of the demands for such class allocations of facilities has met considerable adverse criticism, Mr. Payne goes on record as favoring some of the work of the commercial broadcasters and admitting that government ownership of the radio without advertising support would not be favored here. He added:

"Inasmuch as I have, at various times, seemed to be a sharp critic of commercial broadcasters, I believe it is only fair that I should say, what I have said before, that they deserve great credit for some of their programs. I am personally deeply grateful always for the two hours on Sunday of the New York Philharmonic, and other philharmonic societies elsewhere are building up respect for radio, while at the same time they are intensifying the feeling that what can be of such noble use should not be debased by a mercenary spirit and frequently vulgar high pressure salesmanship.

"As I said at Columbia University, I do not think this country is in favor of such a system as that in Great Britain and other countries where no advertising is permitted and where the radio is either government-owned or government-administered or dominated.

"What the people want, I believe, and I am very glad to say that in my talks with some of the important top figures in the radio industry they are inclined to consider most favorably, is some standard applied to the advertising. Surely nobody could but praise the good taste with which the Ford Motor Co. puts on its programs, or the Philco, or as one educator wrote me from California, with which the Standard Oil furnishes the symphony concerts to the people on the West Coast."

Change in Two-Year Rule Allows Former Employes Of FCC to Be Witnesses

AN AMENDMENT to the so-called "two year rule" adopted by the FCC last May under which its attorneys and employes are prohibited from practice before that agency for two years following their resignations, was adopted by the FCC Dec. 18. The amendment has the effect of modifying the rule so that engineers and others may appear before the FCC as "witnesses in any hearing, investigation or other procedure." It does not modify the restriction against attorneys, however.

Prior to adoption of this amendment, it was learned, the FCC voted down a proposal that the rule be modified to bar attorneys from practice only on matters pending before the FCC at the time they were so employed. This would have made the rule conform with the procedure in force before the Treasury Department.

The new rule, as amended, reads:

No one serving on the FCC on or after July 1, 1935, shall be permitted to practice, appear, or act as an attorney or agent in any case, claim, contest or other proceeding before the Commission or before any division or agency thereof, until two years shall have elapsed after the separation of said person from the said service.

Nothing herein should be construed to prevent any former officer or employe of the FCC from appearing as a witness in any hearing, investigation or other proceeding before it.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

STUDIO NOTES

NEW studios of WLW, WSAI and W8XAL in downtown Cincinnati are nearing completion, with some programs still to be broadcast from the studios at the Crosley Radio Corp. plant. The new studios include a large music library with arrangers assigned to miniature studios of their own, adequately sound-proofed. Similar rooms are arranged for the 14 members of the continuity department. New crystal-type microphones will be used, in all-directional, bi-directional and uni-directional types. The largest of the five studios will seat 175 and accomodate large orchestras. Last to be completed is the studio for transcriptions and news broadcasts. Sales offices will be located at the downtown site. Total floor space of the new studios will be 16,000 square feet.

WMEX, Boston, in mid-January will move its studios to larger quarters to be located in the WMEX Bldg., 70 Brookline Ave. Three large studios will be equipped, the largest 42 x 24 feet. The control room will command a view of the three studios and transcription room and will be raised about three feet above them. The reception room also will command a view of the three studios.

Peaceways a Sustainer

CBS is broadcasting *World Peaceways* as a sustaining feature, the first of these sustaining programs having been given Christmas night, but starting Jan. 3 the program will be heard each Friday at 10:30-11 p. m. H. V. Kaltenborn, CBS commentator, serves as master of ceremonies. Guest speakers and artists will appear. The program formerly was sponsored by E. R. Squibb & Son, New York.

Now Operating On 890
Kilocycles

KFPY

Pioneer Broadcasting Station of Spokane

Covers the Spokane

Washington

300 Million Dollar

trading area like a double blanket

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO



Increase 1936 Sales On the Dial at 1010

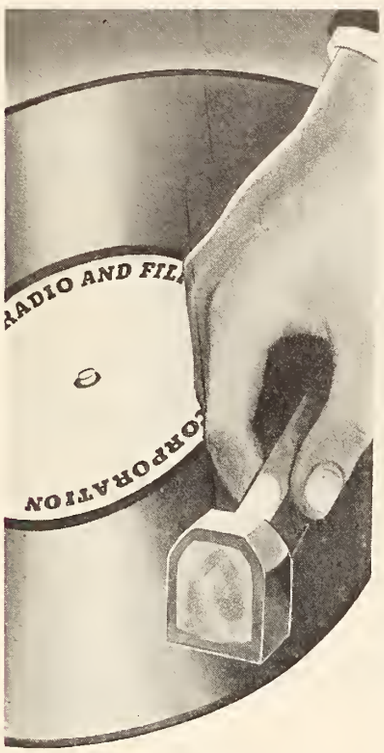
The large number of advertisers broadcasting over WHN has made 1935 a year of outstanding success for the *Station of Stars*. You, too, can take advantage of WHN's unequalled background of showmanship to insure your sales success in 1936 in the largest market in the world . . . Greater New York . . . a service to you that combines the triple entertainment success of WHN, Metro-Goldwyn-Mayer Pictures and Loew's world-wide circuit of theatres.

We believe that a sincere interest in building sales compelling programs for you and our keen understanding of the types of entertainment that unfailingly build and sustain audiences, explain the rapid rise of WHN to leadership in local popularity. It is yours to command . . . a skilled production staff with first call on unequalled talent sources . . . WHN Artists' Bureau, William Morris Agency, M-G-M Studios and Loew's Theatres.

WHN

Loew State Theatre Bldg.
B'way and 45th Street
New York, N. Y.
1010 Kilocycles 1000 Watts

Quick, WATSON, THE NEEDLE!



Listen

TO THE FINEST RECORDINGS that cost 40% less!

IF you will take time off—in your offices or ours—fifteen minutes will satisfy your ears and your good judgement.

Hear typical specimens of our regular 16″ recordings for a fifteen minute program — off-the-air and electrical transcription. Then a 16″ recording on each side — of a full, uninterrupted 30 minute program!

Your ears will not deceive you in deciding that quantity has not been sacrificed to quality, that the reproduction is worthy of your finest programs — instrumental or vocal.

Your common sense will tell you these factors plus 40% lower costs mean large savings in production, mailing, shipping and storing costs.

In your offices or ours—a letter or telephone call will do it.

RADIO & FILM METHODS CORP.

Dyer Process Recording
101 PARK AVENUE, NEW YORK
CAledonia 5-7530
NATIONAL PRESS BLDG., WASH. D. C.

PROGRAM NOTES

TABULATION of 32,875 letters received by MBS on the question "Should President Roosevelt Be Re-elected", asked by Drew Pearson and Robert S. Allen on their *Washington Merry-Go-Round* program for Gruen Watch Maker's Guild, Cincinnati, showed a 2½ to 1 vote in favor of the President's re-election. The program is broadcast Tuesdays and Saturdays 7:45-8 p. m. De Garmo-Kilborn Corp., New York, is the agency.

IT'S *You and Your Government Series* having recently won the award of the Women's National Radio Committee as the best non-musical sustaining program on the air, the American Academy of Political and Social Science is going on NBC every Tuesday evening for 19 weeks, Feb. 4-June 9, 1936, 7:45-8 p. m. (EST with a new national forum on public questions, to which noted educators will be called.

KTUL, Tulsa, will stage its annual *KTUL Revue and Dance* in Tulsa's 6000-capacity coliseum on New Year's Eve. Staff artists appear in an hour's program and studio orchestra plays for dancing until 3 a. m. Regular night club admission is charged.

KYA, San Francisco, has inaugurated a new policy of translating titles of classical music—symphonies, operas, etc.—into English, as well as announcing them in the original language.

THE TOBACCO market in Reidsville, N. C., is completely sold on radio, using WBIG, in Greensboro, for two months sponsoring Transradio news. All records in amount and prices have been broken on the Reidsville market. WBIG's region centers more than 75% of the tobacco plantations from which American cigarettes are manufactured.

THIS DRIVER PLEDGES TO USE

CARE COURTESY *and* COMMON SENSE

TO HELP NEW YORK POLICE SAFETY CAMPAIGN METROPOLITAN GARAGE BOARD OF TRADE, INC. CO-OPERATING

TO MOTORISTS — Who listen to the weekly police department safety broadcasts on WMCA, New York, and write to him, Officer James Dixon mails windshield stickers like this.

"HAPPY-GO-LUCKY HOUR", one of the oldest five-day-a-week afternoon variety shows on the Western airlanes, and cradle of many now nationally known radio stars, has been taken off the CBS-Don Lee network, after almost eight years of continuous broadcasting. Harrison Holliway, manager of KFRC, San Francisco, announced that the broadcast has been removed only temporarily from the schedules. The hour broadcast was recently divided, with the first half hour eminating from KFRC. Balance of the broadcast was from KHJ, Los Angeles.

FRD* No. 12 Reporting for Duty, Sir!

1—Christmas brings from 6 to 38% increase in sales.

2—That trade conditions are so favorable that millions of dollars of 1934 origin are now in circulation.

3—Ranges and pastures for cattle in Northern California are now in their prime.

4—That passenger and commercial car sales for the first 11 months were considerably more than the total sales for any of the four preceding years, and slightly more than the first 11 months of 1930.

5—That the Southern Pacific R. R. has reported that $55,500,000 will be spent in 1936 for maintenance and equipment, an increase of close to 5½ millions over 1934.

6—893 new industries have located in San Francisco since 1931.

7—That the man-hours involved for the two San Francisco Bay bridges will consume 79,850,000 hours.

8—That all these factors combined spell BUYING POWER, in San Francisco. Why not cash in NOW!

KYA

The Voice of the Examiner

National Representative:

Hearst Radio New York Chicago San Francisco

* Federal Reserve District

KTRH, Houston, gave a vivid picture of recent flood damage, Ted Nabors and Harry Grier describing desolation in the downtown district from the roof of the Rice Hotel, where KTRH studios are located. A number of KTRH artists found it necessary to wade barefoot across viaducts to get to the studios. The flood waters came within a block of the studios.

AN OUTSTANDING local speaker is invited to participate each week in the *Woman's Radio Revue* program of KDYL, Salt Lake City. The program includes a ten-minute true life drama and a five-minute fashion talk.

FROM his study, Dr. W. A. Stanbury, Greensboro, N. C., minister, broadcasts common sense advice on personal and home problems on WBIG under the title *From the Pastor's Study*, using a quarter-hour at 8:45 p. m. Wednesdays.

KFEL-KVOD, Denver, gave a sponsored play-by-play account of the football game Dec. 15 between the Detroit Lions and New York Giants, at Detroit, for the professional championship. Program was wired from Detroit because of Mountain terrritory interest in local men on the teams.

KHJ, Los Angeles, recently staged a *Newsboy Calling Contest*, awarding three prizes to winners.

WMAZ, Macon, Ga., on Dec. 23 began four news broadcasts daily through arrangement with the *Macon Telegraph and News*. Associated Press dispatches will be used. Under the arrangement, program schedules of the station will appear daily in the two newspapers.

KSFO, San Francisco, has inaugurated a nightly 15-minute feature which is used solely for previewing and plugging other daily programs on the station. Highlights of programs have been transcribed especially for the broadcast, and are used along lines similar to movie trailers.

KOIL, Omaha, in its daily *Behind the Scene* program, included portions of the article on RCA television which appeared in the Dec. 15 issue of BROADCASTING, with John M. Henry, KOIL manager, reading the excerpts on the program, which he conducts personally.

KMOX, St. Louis, celebrated its tenth anniversary Dec. 14 with a program commemorating the station's growth in the Mayfair Hotel, St. Louis, with 5,000 watts (at that time the maximum power allowed), to its present magnificent quarters in the new St. Louis Mart Building from which it broadcasts with 50,000 watts on a clear channel. Launched under the cooperative sponsorship of 17 St. Louis business houses, KMOX was taken over by CBS in 1932 and is today one of that network's key stations, originating more than 2200 chain programs a year.

KGNC, Amarillo, Tex., is broadcasting a farm hour in which the farmers themselves participate, rather than experts. The program, broadcast Saturday mornings, in addition to the daily farm broadcasts presents the experiences of farmers who have learned their methods by the trial-and-error method. The Texas Extension Service is cooperating, with county agents assisting in arrangement of programs.

WHO Asks 500 Kw.

IN ANTICIPATION of changed policies governing super-power on clear channels, WHO, Des Moines, on Dec. 23 filed with the FCC an application for an increase in power from 50,000 to 500,000 watts. Two others — KNX, Los Angeles, and WGN, Chicago—have similar applications pending. The only station in the country using a half-million watts is WLW, Cincinnati, 450,000 watts of which are licensed on an experimental basis.

Agency-Newspaper Plans In Canada Are Opposed

PROPOSED new regulations of the Canadian Daily Newspapers Association relating to publisher-agency-advertiser relations and compensation were opposed by the Association of Canadian Advertisers in a presentation made public Dec. 27.

Paralleling somewhat the views of the Association of National Advertisers of this country, the presentation agreed that something should be done to rectify these relations, but it objected vigorously to the method proposed by CDNA and the Association of Canadian Advertising Agents.

Specifically, the ACA objected to the conclusion in the proposed new franchise regulations that the advertising agency is the employe of the publisher. The agency, it maintained, under law is the servant of the advertiser. On this score, it was suggested that all parties concerned consider the advisability of the publishers adopting net rates for their space, and placing squarely upon the shoulders of the advertiser the responsibility for paying his servant, the agency, for services rendered.

Further, it was argued, the new regulations would make it difficult for new blood to enter the agency field, by imposing rigid restrictions upon new franchises.

Under the commission form of remuneration, the reception of rebates, in some cases, and the payment of additional fees in others, it was held, are the only methods which advertisers can employ to bring agency remuneration in line with the service rendered. The proposed new regulations would prohibit rebating of commissions and the auditing of agency books, and according to the ACA, would prevent such adjustments as have previously been in force.

Five Broadcasters Agree To Stipulations of FTC

WESTERN BROADCAST Co., operating KNX, Hollywood, has entered into stipulations with the Federal Trade Commission to abide by action taken in five cases before the Commission involving companies which allegedly advertised their products over KNX. The five companies had previously entered into stipulations with the Commission to cease and desist from certain advertising practices. The companies are: Nourishine Manufacturing Co., Los Angeles; Germania Tea Co., Minneapolis; Old Mission Tablet Co., Pasadena, Calif.; King's Better Vision Institute, Los Angeles, and Tablet Sixty-Six Co., Los Angeles.

WNAC, Boston; WCSH, Portland, Me., and WGAR, Cleveland, have agreed to abide by Commission action in a case involving K. A. Hughes Co., Boston, dealer in Salicon, a cold remedy.

Truth Publishing Co. Inc., operating WTRC, Elkhart, Ind., admits broadcasting advertisements for Deuel's, of Centerville, Mich. (ointment) and agrees to abide by a stipulation previously entered into by the advertiser with the FTC.

Prince Matchabelli Perfumery Inc., New York, has agreed to stop advertising the words "26 Rue Cambon, Paris," or similar terms which indicate that its products are imported.

DID THEY LISTEN! WHIO Santa Program Arouses Phone Company

WHIO, Dayton, for the first time in its 11-month existence, was forced to revise a program after its first appearance because of too much response. The station had planned a three-a-week program in which children in the Dayton homes could call "Santa Claus, direct to the North Pole" with the parents of the children being able to hear the two-way conversation through their own radios. The program was sponsored by the Sears, Roebuck & Co. local store.

The studio was wired for the two-way program with Rudolph Werner, actor, receiving the call through a head-set. Only 18 calls were put on the air, but the telephone company called station officials and insisted they discontinue the show. Later in the afternoon telephone officials forwarded a letter to the effect that the program had "jeopardized the service of the entire community". A total of more than 5000 calls had been received during the first half-hour.

So WHIO decided it would be better for children to write and have Santa Claus call them during the program hour.

Many American Stations Heard Direct in England

NOT all the listening abroad to American programs is on the short waves. According to "Night Watchman", reporting in *World-Radio* of London, a number of American stations are heard directly on their regular waves in England due to the fact that West-to-East transmission is usually better than East-to-West, a phenomenon noted on the Pacific Coast also where Japanese stations sometimes come in quite well. Nor were the stations heard in England all on clear channels; some were regionals of lower powers. Among the stations listed as heard during November were WABC, WJZ, WEAF, WNEW and WHN, New York; WBZ, WAAB and WNAC, Boston; WTIC, Hartford; WLW, Cincinnati; WPG, Atlantic City; WCAU, Philadelphia; WGY, Schenectady; WHAM, Rochester; WBT, Charlotte; WIOD, Miami.

Group Formed to Foster Interests in Shortwaves

FORMATION of the Shortwave Institute of America Inc., was announced Dec. 16 by Oswald F. Schuette, former newspaperman and former copyright counsel of the NAB. Mr. Schuette is president of the Institute which, he said, is organized to "stimulate the development of shortwave radio by fostering the public interest in international broadcasting, radio telephony, radio telegraphy and television."

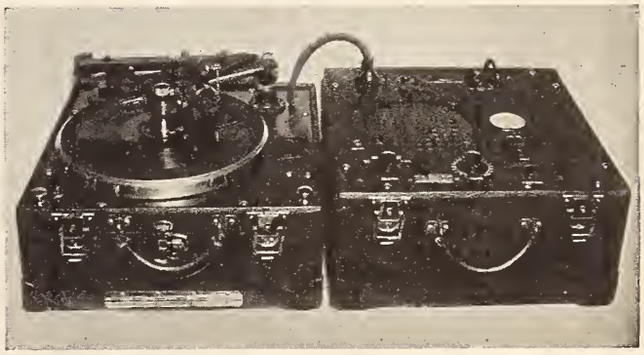
Mr. Schuette declared there are 5,000,000 short wave radio sets in use in American homes, and it is estimated that a like number will be sold in 1936. About 100 shortwave stations are broadcasting daily but at present there are no facilities for dissemination of their complete programs. The Institute, he asserted, will provide a clearing house for these schedules and arrange for their distribution to set owners.



Acclaimed
for their **Brute Strength**
and High Fidelity!

The development of the "GREEN SEAL" DISC, the result of years of experimentation and manufacturing experience, has opened a new era in the field of high fidelity reproduction. The super-sensitive, extremely pliable surface of the non-breakable "Green Seal" disc makes it possible to record on any standard wax cutting machine. Supplied with three center holes, preventing slippage during cutting, the disc is non-inflammable and will not deteriorate with time.

INSTANTANEOUS RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM.
PRESTO INSTANTANEOUS RECORDER



The Universal Instantaneous Recorder has long been specified as standard equipment by the largest broadcast stations and transcription laboratories in the country. Its complete portability—compactness and dependable operation makes the Recorder a necessary unit of accessory equipment in all efficient studios.

Consult with our engineering department regarding your recording difficulties.

All Presto equipment is unconditionally guaranteed.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

New Stations Urged

NEW STATIONS in Chattanooga and Lima, O., were recommended to the FCC Dec. 23 by its examiners following hearing. Examiner George H. Hill recommended granting of the application of W. A. Patterson for a new station on 1420 kc. with 100 watts daytime. Granting of the application of Herbert Lee Blye, former operator of WTBO, Cumberland, Md., for a new station at Lima on 1210 kc. with 100 watts, daytime, was recommended by Examiner Melvin H. Dalberg.

RESPONSE!

BROADCAST at the day's low-point of listener-interest (4:00 to 4:30 P. M.) the WTMJ "Corner Grocery" program in one month brought a mail response from 2,479 listeners (no "give-away hook") in 232 towns in five states.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

Record Year Behind, Radio Soars

(Continued from page 11)

ture but also to making broadcasting a still more dynamic influence in the cultural life and growth of our people."

Optimism as to sales prospects was voiced in the following statement from H. K. BOICE, CBS vice president in charge of sales:

"One of the major trends in 1936 will be, I think, the increasing number of advertisers on the air 52 weeks of the year. Another will be the increased use of daytime broadcasting, particularly by those advertisers whose major appeal is to the woman and to the child. As more advertisers discover how large and receptive an audience awaits their sales message during the day, and how inexpensively it can be reached, there should result more and better programs directed at this audience. These factors will have a tendency to straighten out the curves in the monthly broadcasting volume we saw in the early days of the industry."

Fitzpatrick Notes Gains

SPEAKING for the industry as a whole, NAB President LEO J. FITZPATRICK, who also manages WJR, Detroit, states that 1936 will see "an intense interest focused on radio due to the fact that the peak of listening interest is always reached in the year of presidential elections." He continued:

"It will be brought home more forcibly than ever before what a vital adjunct radio is in American life. The past six months have demonstrated that radio is well established in an onward and upward trend, but the forthcoming keen attention from listeners in all walks of life will be a renewed challenge to our efforts."

Pepsodent, Fitch See Rises

AMONG the prominent radio advertisers, extreme optimism is expressed. HARLOW P. ROBERTS, advertising manager of the Pepsodent Co., pointed out that the company has two network programs running namely, *Amos 'n' Andy* five nights a week, and the *Al Pearce* show three afternoons weekly. "Whether we will maintain both programs throughout the 52 weeks for next year," he said, "no one knows. It is a safe prediction that our radio expenses for next year will at least be the same and probably more than for this last year."

F. W. Fitch Co., states GAIL W. FITCH, its advertising manager, will increase its general radio budget by about 25% in 1936, all of which will be for network shows. "Personally," he said, "I believe that radio advertisers during this year have learned some very valuable lessons, which should, not only in 1936 but in the future, be of great value to the industry as a whole. I believe that 1935 has proven that it takes something more than a high salaried entertainer to keep an audience, and further, that intelligent cooperation between sponsors and performers is essential to the successful promotion of a program with the resultant sales which are necessary to carry on the advertising expenditure."

Utilities Keep to Radio

STANDARD OIL Co. of California, one of the seasoned radio advertisers on the Coast, will continue in 1936, under present plans, the schedule of 1935, entailing an estimated expenditure of $225,000, according to E. J. MCCLANAHAN, manager of sales development.

Cities Service Co., one of the oldest of the network advertisers, will continue its one-hour show over NBC, according to ELLIOTT MCELDOWNEY, director of advertising and news. On the 1936 outlook he said:

"There is no longer any doubt that broadcasting is one of the major mediums for reaching the public, no matter what the advertising problem may be. Whether it be to make known a sales message, a matter of company policy or an explanation of operations and consumer facilities, radio advertising seems to be exceptionally capable of performing these missions. Broadcasting, as an important medium, undoubtedly will hold its own permanently in the field of publicizing.

"Hundreds of major sponsors now patronize broadcasting where just a few years ago they were numbered by the score. And shortly before that there were only the venturesome few. This progress that has been made is, in itself, the most practical comment regarding the utility of broadcasting. The fact that Cities Service has been on the air for ten years is sufficient evidence, I believe, regarding our belief in its general usefulness."

Philco Expects Big Year

PHILCO, one of the big radio advertisers, as well as the leader in radio set sales, anticipates a big year in 1936 for the industry as a whole. T. A. KENNALLY, sales manager, declared:

"There are sound and logical reasons for anticipating a continuance of the healthy growth of the broadcasting industry in 1936. During recent months there has been a clearly discernible increase in listener interest, as reflected in the rising curve of radio sales, especially with regard to all-wave sets.

"This stimulation of public interest in radio is due to many varied factors including the continued improvement of receiving equipment, the many fine programs broadcast by our domestic stations, and the focusing of public interest on programs of foreign origin as broadcast by short-wave and rebroadcast by domestic stations. There is every reason to believe that during 1936 radio will have a larger, more appreciative audience than ever before; and that sponsors and broadcasters will make increased efforts to reach and please that audience."

Young & Rubicam Gain

AMONG the agencies, the same sort of optimism is apparent. WILLIAM R. STUHLER, Young & Rubicam radio director, declared he expected the business of broadcasting to move ahead in 1936 with the same, if not greater, momentum than that which characterized 1935. His own agency, he declared, enjoyed a substantial increase in radio business over 1934.

"We found," he continued, "that network advertisers used more and more stations and made larger talent appropriations. Everything points to the continuance of this trend. Several of our clients will increase their 'spot' activities and may become network sponsors before the end of 1936. To handle the increased volume our radio staff has recently been expanded by the addition of five new members."

Kynett and Botsford Report

AN INCREASE of 20% in transcription spot and of 10% in network appropriations for accounts handled by the Aitkin-Kynett Co.

Results? Four Years of 'em!

KAY JEWELRY CO.
JEWELERS AND OPTOMETRISTS
Phone 6204 Peoria, Illinois
Office of RALPH CAPLAN GENERAL MANAGER
325 Main Street October 18, 1935.

Mr. Edgar L. Bill,
c/o Peoria Broadcasting Co.,
Alliance Life Bldg.,
Peoria, Ill.

Dear Mr. Bill:

Thought you might like to know that our radio programs over your station continue to hold the interest of your listeners. As you know, we had a definite method for checking results and I am glad to say that our returns from radio broadcasting have continued satisfactory and pleasing over the past four years.

With kindest regards,

Yours truly,
KAY JEWELRY COMPANY
BY Ralph Caplan
Manager

It is successes like these that are causing time-buyers to realize that Central Illinois cannot be "covered" without WMBD. Let us show YOU why 175 Local Advertisers and 70 National Advertisers used WMBD during the last year!

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.
Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS
WMBD
PEORIA, ILLINOIS

18 HOURS
Solid Commercial
on
Christmas Day

Such Patronage
Proves Performance

KTUL

is estimated by H. H. KYNETT, president of the agency. "I believe," he reported, "that broadcasting facilities will again be in heavy demand by commercial sponsors throughout 1936. The general improvement in programming is adding materially to the commercial value of broadcasts in that more programs than ever are proving to be sales producers. I look to see great progress made in the development of effective commercials and their acceptability to the general public."

"It is our belief," declared DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, "that agencies have gained a greater grasp of radio possibilities this year than in all the time before. Daytime hours especially offer remarkable opportunities for a straight selling job on foods and articles bought entirely by women. One new sectional radio program on a highly competitive staple food product increased sales this fall 35%. Our total radio billing in 1935 shows a substantial upward trend."

McCosker Predicts "Surprises"

ALFRED J. McCOSKER, president of WOR, and chairman of the board of the Mutual Broadcasting System, predicts that radio in 1936 will have "surprises for all of us and, I believe, they will be very pleasant surprises." In his opinion, sales will settle down to a more definite predictability of results, more comparable with other media, but with results to be better on the whole for all concerned.

"Radio has just passed the biggest year in its history," continued Mr. McCosker. "More programs, more talent, and more business have turned to radio in 1935 than in all the years I have been in this ever-interesting business of broadcasting. Cultural programs, in my opinion, likewise received more encouraging attention from educators, broadcasters and listeners.

"The general outlook indicates radio will consistently gain in appropriations from advertising agencies and until recently results have been in the nature of experiments. Today we know exactly what radio can do for automobiles, gasolines, cosmetics and drugs, etc. Charge that up to experience. In the future the ratio of increase is naturally less rapid, caused by the fact that radio with its longer establishment as a medium, becomes now more competitive with older and other mediums of advertising. It also means that radio advertisers will become more competitive between themselves."

West Promises Yardsticks

PAUL B. WEST, president of the Association of National Advertisers, wired:

"Prospects for improved 1936 business now seem rather general. Radio broadcasting is certainly no exception. The joint research launched this year by the American Association of Advertising Agencies, NAB and ANA offers most promising prospects for establishment of uniform acceptable yardsticks to measure this important medium to the great benefit of the medium itself and all advertisers."

AAAA Projects Reviewed

IN THE same vein was the communication from FREDERIC R. GAMBLE, executive secretary of the American Association of Advertising Agencies. It follows:

"A year ago I said that the outlook for radio in 1935 was 'bright' and would venture the same opinion at present as to the outlook for 1936. A year ago I hoped that 1935 would see four things done in the broadcasting field:

"'1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.

"'2. Formation of an agency recognition bureau by the National Association of Broadcasters.

"'3. Extension among broadcasters of the use of 2 per cent cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.

"'4. Wider acceptance and use of the Standard Order Blank for Spot Broadcasting.'

"During the year work toward a radio research bureau has been started and an attempt has been made to form an agency recognition bureau, the latter so far unsuccessfully. Progress toward wider use of the cash discount and acceptance of the Standard Order Blank for Spot Broadcasting has been only fair so far. I hope further headway can be made in 1936 on all four of these important projects."

Around a Noise

REVERSING the usual procedure, Nathan Caplow and Edward Simmons of the staff of WAAF, Chicago, are writing a radio drama in order that a particular sound effect may be used. The sound machine is a gadget that started out to be a thunder effect but sounds more like a covered wagon, so the play will probably be about the day of '49.

Prall Sees Quacks Out

FROM the regulators of radio broadcasting also come expressions of confidence. Chairman ANNING S. PRALL, of the FCC, remarked:

"That economic conditions are on the upward trend and are about normal in the broadcasting industry is verified by reports I have received during the past weeks from broadcasters in all parts of the United States. All reports are in complete accord and show conclusively that business is far better than it has been for some years, and in some cases time has been sold up to the limit of the station to handle it.

"Despite the fact that a large number of stations have refused to sell time for broadcasting quack medicine continuities and others of questionable character, the business of these stations has increased materially and in general the quality of the programs furnished is correspondingly better.

"The pace set by these stations during the past months is most encouraging, and I look forward to greater progress all along the line during the coming year of 1936."

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, made



A big volume market, too . . .
He found only demands...For well known brands.
Let that be a lesson to you.

Sales can be made only where the buyers are...SELLING COVERAGE is reaching the BIG VOLUME MARKETS.

1,592,450 or 83% of all the radio homes in California, Oregon and Washington are concentrated in just twelve BIG VOLUME MARKETS.

Columbia Don Lee Broadcasting System gives you the only effective SELLING COVERAGE of these markets with a twelve station network . . . an individual station in each of the twelve BIG VOLUME MARKETS of the three Pacific Coast States.

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

C. Ellsworth Wylie, *General Sales Mgr.*, 7th and Bixel Sts., Los Angeles. San Francisco Office, 1000 Van Ness Ave.

POWER
1000 WATTS
DAY and NIGHT
RCA HIGH FIDELITY EQUIPMENT

PROGRAMS
NBC BASIC RED and BLUE NETWORKS
First in Local Showmanship

PUBLICITY
AFFILIATED WITH THE DAYTON DAILY NEWS AND THE SPRINGFIELD NEWS AND SUN

WHIO
THE DAYTON DAILY NEWS
DAYTON OHIO
BASIC NBC BLUE NETWORK
BASIC NBC RED NETWORK

39 S. LUDLOW, DAYTON, O.

the following observations:

"During the last year the Broadcast Division has adopted a number of engineering rules which, in brief, require that the equipment of stations be brought up to date which will benefit the listening public by giving stronger and clearer signals.

"A committee of 39 educators and broadcasters has been appointed to thoroughly study the question of bringing to the people interesting educational programs. This committee is composed of eminent men of practical experience and common sense and should result in a close cooperation between educators and broadcasters with the result that educational programs of public interest may be heard from all stations.

"The field survey of clear channels has been completed and is now being carefully studied by the Engineering Department of the Commission. The Broadcast Division now has, from actual field surveys, a picture of the actual coverage of all character of stations, namely, high-powered, regional and local. A careful study of these surveys will be made by the Division in order to see whether any improvement may be made over the present plan of allocation of frequencies to stations of different power. This study, necessarily, will take many weeks and before any plan is adopted an opportunity will be given all interested parties to appear and thoroughly discuss it."

Kobak Urges "Quality Year"

A CALL for a "quality year in broadcasting" is made by EDGAR KOBAK, dynamic sales vice president of NBC. Sounding a note of caution, lest success go to the heads of those in broadcasting, he said:

"For a new industry. we have become quickly accustomed to talking in big figures. Broadcast advertising has grown by leaps and bounds, but we must not allow ourselves to become dizzy with success. While 1935 shows an even higher total of money spent for broadcast advertising than 1934, and while the outlook for 1936 is most encouraging, I think we must all realize that the broadcast advertising business cannot keep growing indefinitely at the same rate as in its earlier years. After all, there are only 24 hours in the day, and only about 18 hours can be regarded as normal broadcasting hours. No station expects or wants to sell all of its time to advertisers. In 1936, I believe we shall all be wise to consolidate our gains, by improving the effectiveness of our stations and maintaining a rigid check on the quality of our programs. I feel confident that 1936 will be a good year of healthy progress, but I do not anticipate spectacular gains. Let's make it a 'quality' year in broadcasting."

Broker Pleased

WALTER HURT, stock broker, of Tulsa, Okla., will complete his 104th consecutive week and 624th daily broadcast, excepting Sundays, over KTUL, Tulsa, Feb. 6. In renewing his contract, Mr. Hurt wrote, "I find my business has more than doubled, and it is largely attributed to the use of KTUL as an advertising medium." The program covers daily stock and bond quotations for five minutes at 6:30 p. m. It started 12 days after KTUL opened and has continued without interruption.

Radio's Stock Unexhausted

ANOTHER "surprise" note comes from DON E. GILMAN, vice president of NBC in charge of its Pacific Coast functions.

"For those reactionaries who feel that radio has exhausted all of the original entertainment ideas or that its development must be confirmed to refinements of the existing entertainment and cultural arts", he said, "1936 will prove a spectacular surprise. The gradual trend through the last ten years is culminating in refinements of presentations and the adaptation of the older forms of entertainment to radio technique, indicating a year of most unusual programs.

"Linked with this is the development of special events broadcasting such as we have just experienced in the broadcasts from the *Clipper Ship* as it flew across the Pacific, broadcasts from balloons, moving trains and from remote and inaccessible spots which formerly were known to few and are now becoming known to all.

"It will also witness the further cooperation of the sponsor of American radio in the use of these new radio arts of program building for audience interest. That the use of broadcasting facilities by the national advertisers will be further extended in 1936 is plentifully evident. It is to be the banner year in all broadcasting and, in my opinion, the American form will not only continue to be preeminent but will be more and more copied by broadcasting stations of other nations."

Tobacco Man Satisfied

C. T. LUCY, who speaks both as advertising manager of the Larus & Bro. Co. Inc., tobacco manufacturers, a network advertiser, and as manager of WRVA, Richmond, asserts that radio has passed the novelty stage and is definitely a part of our everyday life.

"Broadcasters and sponsors," he continued, "have an opportunity during the coming year to justify more fully public confidence in their desires and ability to develop a still closer relationship between all concerned. This should proceed with a minimum of governmental interference, and under such conditions the progress of radio as both an advertising and entertainment medium will continue in a highly satisfactory manner."

Big Transcription Year

WITH one accord the transcription producers, notably those in the library service field, see a banner 1936. PERCY L. DEUTSCH, president of World Broadcasting System, which originated the library service idea and pioneered in development of spot transcription business, observed:

"There is little doubt that transcription volume will continue the broad, steady increase which it showed throughout 1935. This strong upward trend, due primarily to better business conditions, will continue for other reasons, two of which are significant.

"The first is full realization of the endless possibilities of high quality transcription broadcasting. World Broadcasting System has already launched its development program along these lines. Tangible evidence is found in recently completed recording studios at 711 Fifth Ave., New York, where the ultimate in sound reproduction for broadcast purposes is now available.

"Transcription advertisers, fully awake to the advantages of this medium, both from a merchandising and an entertainment standpoint, no longer hesitate to use the finest talent, since there is a recording method which does full justice to their artistry.

"Transcription libraries, led by World Program Service with close to 150 station subscribers, present

WE THANK 249

Radio Stations and Advertising Agencies for Their Patronage Last Year

•

A HAPPY AND PROSPEROUS NEW YEAR TO ALL OF YOU

•

RESOLVED:

1. To continue giving you the best service.
2. To continue making the finest recording quality and the highest tonal range ever placed on lateral cut transcriptions.
3. To build at least 20 bigger and better new programs that will make happy sponsors.
4. To give you the best merchandising plans and assistance.
5. NOT TO BREAK OUR RESOLUTIONS ! ! !

A post-card will bring you interesting information on 15 transcribed programs. McIntosh custom-built transcriptions are a real hit. Tailored to your order.

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

WTMV
in the
ST. LOUIS AREA



Lowest Cost Radio COVERAGE in Greater ST. LOUIS

an advertising Utopia of exact coverage, (previously possible only with newspapers), plus a quick, effective low cost program medium. All these factors point to a greater radio in 1936 for advertisers and listeners alike."

Transcription Heads Gratified

"JUDGING from the tremendous interest in local broadcasting by retail and other businesses," said C. L. EGNER, manager of the NBC Transcription Service, "1936 should be a very bright year. Reports reach us daily from stations in all sections of this country and Canada of plans of local clients to use radio to a greater extent than ever before."

Despite the fact that 1935 proved the best year for the industry to date, the transcription field looks for a "material increase in volume in 1936," said Seth Ely, president of Standard Radio Inc.

"This is due to our belief that the FCC will clarify and relax its present regulations regarding announcement of transcription programs; that the quality of the recorded programs has so improved that general public acceptance is granted and also because the advertiser, both local and national, is showing such a decided interest in our product," he wrote.

"Settle the copyright situation; improve the quality of local programs and radio will go forward to greater heights, financially and in public interest, in 1936."

Set Sales Still Strong

IN THE SET sales realm, BOND GEDDES, executive vice president and general manager of the Radio Manufacturers Associations, sees an excellent foundation for broadcasting business generally in 1936. "The birth of American broadcasting came during a presidential election and previous experiences insure another upward surge for radio during the 1936 presidential election year," he said.

"In addition, the new features developed by broadcasters, which never fail to build an increased public interest in radio, world championship boxing and other sporting events and increased international events via radio, are a foundation promising an excellent new year for the broadcasting and radio manufacturing industries and trades. In addition the record-breaking sales of over five million receiving sets in 1935 increased greatly the customers of broadcast stations and advertising sponsors."

Statistician's Review

FROM HERMAN HETTINGER, research director of the NAB, who unofficially has the status of industry statistician, comes a conservative, yet encouraging statement for 1936. In full, it follows:

"Based upon the first ten months data, broadcast advertising during 1935 should have approximated $87,000,000 in gross time sales; a gain of about 20% over the 1934 level, and of more than 50% over the estimated 1933 total. Though prognostication is a dangerous pastime, it would seem as if additional gains may be expected in 1936, though at a somewhat slower rate of increase.

"National network volume should continue to gain, though more slowly as approximate saturation —still a good distance off—approaches. National non-network and regional network volume should show continued strength, especially in view of the tendency toward the intensive cultivation of more limited markets rather than the spreading of sales efforts. National advertiser use of local studio programs may increase, providing that attractive shows are made available. Local advertiser use of transcriptions should show continued growth as the full effect of transcription libraries is felt.

"The smoothing out of the summer decline, distinctly noticeable in 1935, should be more pronounced in the coming year. Housefurnishing and clothing advertising, should be among the groups to show continued increased volume during the year. The present American trend toward markedly increased expenditures for pleasure and travel should constitute an opportunity and a challenge to the sales departments of stations and networks.

"The medium will benefit materially if a concerted attack upon problems such as recognition, temporarily suspended, and a cooperative research bureau are made. Despite the recognition setback, 1935 showed important progress in the solution of common commercial problems."

With an increase in business during 1935 of more than 50%, another of the nation's leading broadcasters, JOSEPH O. MALAND, WHO, Des Moines, looked forward to a healthy 1936:

"During the past year radio stations have made remarkable improvement in their broadcasting service by the addition of complete news service and better local programs. Add this to the fact that the total number of listeners has been materially increased by the sale of millions of new receivers. The result will make 1936 the banner year for radio broadcasting. Our volume for 1935 shows an increase of more than 50% and there is every reason to expect a similar increase for 1936. The only thing that can hurt radio is poor management by the broadcasters themselves."

Always on Time

HOLLAND ENGLE, "Sunny Sam, the Molasses Man" on the Oelerich & Berry broadcasts Monday, Wednesday and Friday mornings over WBBM, Chicago, prides himself on his punctuality. So, when his car skidded on an icy street, jumped a curb and ended up across a ditch, Holland summoned a wrecking car, got his own machine back on the road, broke all speed restrictions for the remaining distance to the studio, and walked in with a minute to spare. . . . Then he discovered that it was Tuesday and he had no program to put on.

GENERAL BAKING Co., New York (Bond bread) has added WSYR, Syracuse, and WOKO, Albany, to its list of stations broadcasting the WBS quarter-hour discs, *Adventures of Terry and Ted*, five times weekly for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, handles the account.

WHO buys WHAT? WHERE? WHY?

Sounds silly, that question. But it isn't; we'll prove it.

We all know people buy, but where? Therein lies the success or failure of any advertising or merchandising campaign.

More than ever before people buy advertised products, because they know the quality of those products is assured. Because, also, wider sales make possible greater production, which in turn makes lower, stabilized prices.

People buy everything . . . but they don't buy everything where they live! They buy where automobiles and good roads take them. They can be forty miles from home in an hour. Thus the village store with its limited stocks and somewhat higher prices is fast becoming a thing of the past in a business way. Townships are merely mailing addresses. And people trade more and more in the larger marketing centers.

In the United States there are 578 of these market places which last year did 86% of the nation's total retail business. *There* is something to think about.

Local conditions govern local buying. so when buying radio time, don't let wattage, wave length or network affiliations attract all of your advertising appropriation.

Buy: Markets! Distribution! Buyers! Showmanship!

32 IMPORTANT NATIONAL MARKETS

Here are ten stations: They cover thirty-two great national market areas, areas in which millions of dollars of business is done each year. These stations are located in the cities but they reach far beyond corporate limits, into scores of towns, villages, and thousands of country homes, whose people trade today in the market centres.

WIL	St. Louis, Mo.	WHBU	Anderson, Ind.
WKBH	La Crosse, Wisc.	WSPA	Spartanburg, S. C.
WBOW	Terre Haute, Ind.	KARK	Little Rock, Ark.
WHBF	Rock Island, Davenport, Moline, E. Moline	KJBS	San Francisco, Cal.
		KQW	San Jose, Cal.

WJBK Detroit, Mich.

WHEN YOU WANT

Merchandising Plans — Distributing Aid
Proven Programs — Market Facts
Rates—Buyers, not Listeners — Open Time—Facts, not Fancies

"LET GEORGE DO IT"

GEORGE ROESLER

Radio Station Representative

360 N. Michigan Ave. — Chicago — Central 8020
238 General Motors Bldg. — Detroit — Madison 2717

WEDC Passes Muster

RENEWAL of the license of WEDC, Chicago, cited for broadcasting of medical programs construed as "inimical to the interests of the public", was recommended to the FCC Broadcast Division Dec. 23 by R. H. Hyde, examiner. Finding that the programs of "Dr. Schyman" and "Dr. Michael" did not serve public interest, he added, however, that the evidence "affords substantial assurance that hereafter sufficient attention will be given to the selection of program matter to prevent the repetition of such broadcasts."

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

TAKING A BROADCAST CENSUS

Federal Expert Explains How New Project Will Yield New Data on Commercial Aspects of Radio

By RALPH L. DEWEY

Chief, Transportation and Communications Division, Department of Commerce

THE Census of Business, covering the calendar year 1935, which begins Jan. 2, 1936, is the most comprehensive project of its kind ever undertaken, and will, for the first time, include the commercial operations of broadcasting stations.

Comparable projects have been completed in other years, but they were limited. In 1930 a Census of Distribution was taken covering 1929. In 1934 a Census of American Business for 1933 was made, but it was limited to distribution, service businesses, amusement enterprises and hotels.

The rapid changes in our entire economic structure have created a demand on the part of business leaders for more complete data concerning the activities of American Business. Requests from business men and Chambers of Commerce determined the scope of the work. Representative organizations in all business fields are working with the Census Bureau to make the project of maximum value.

In addition to Broadcasting, the 1935 Census of Business will cover the following fields: Retail Trade; Wholesale Trade; Distribution of Manufacturers' Sales (channels of primary distribution); Construction; Hotels; Amusements; Banking, finance; Trucking, warehousing; Bus transportation; Operation of non-residential buildings; Insurance (carriers, agents and brokers); Real Estate agents and brokers; Business services, and Advertising Agencies.

Kind of Information

IT IS recognized that the broadcasting industry has already assembled a considerable amount of information dealing with its operations. At no time, however, has a complete canvass been made of revenue, expenses and certain other data. It is the hope of the Bureau of the Census to make such a complete canvass in order to provide both the broadcasting industry and the public with a factual picture of this important industry.

Revenue data will be collected in terms of the kind of services rendered by broadcasting stations. Four major breakdowns of gross time sales will be provided, namely: National network, regional network, national non-network spot advertising and local broadcast advertising. The last two will be further divided by revenue received from: Electrical transcription, live talent, record and spot announcement. Information covering revenue from the sale of services of talent only will be collected separately.

Total operating expenses will be divided into two groups only, namely: Total payroll and all other operating expenses. More detailed information, however, will be collected covering the number of paid employes and weekly payrolls for a sample week (that ending nearest Oct. 26, 1935). Data will be collected separately for full-time and part-time employes worked during this sample week. Employes will be grouped according to the particular functions performed. The following classifications will be used: Executives and salaried officers, supervisory employes, office and clerical workers, operation and maintenance employes (technicians, repair men, etc.), those furnishing entertainment (singers, speakers, musicians, script writers, players, etc.) and announcers.

Other information to be collected will include the affiliation of stations with networks, the character of such affiliation and the rated power of the station for both daytime and night broadcasting.

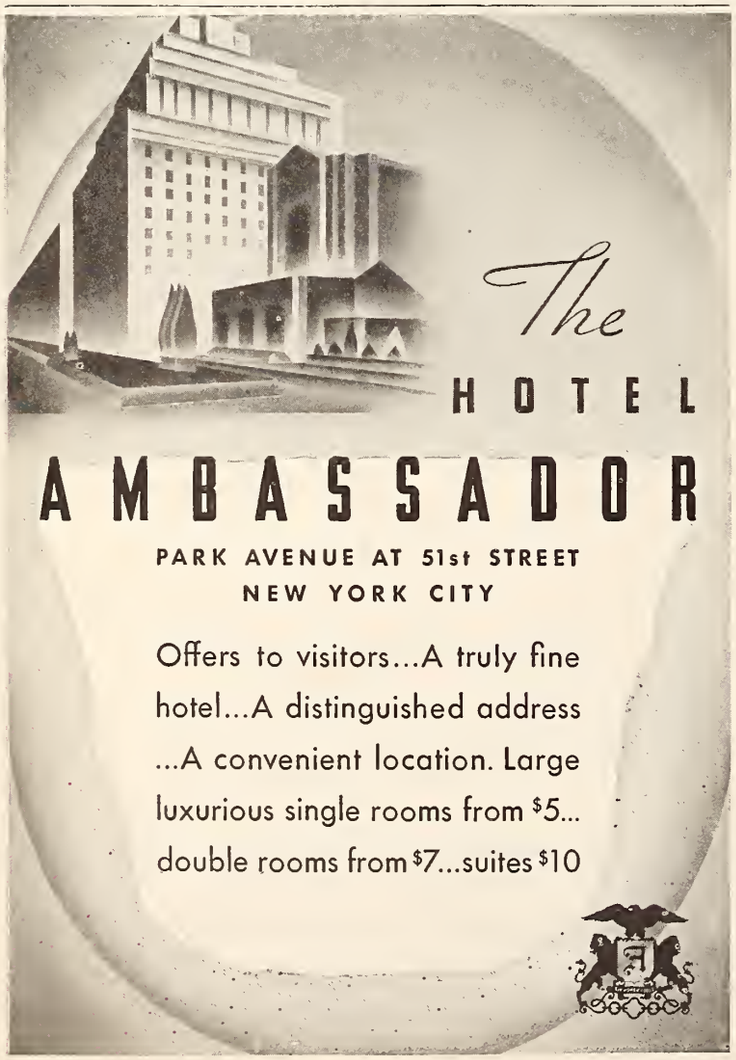
Information is to be collected from individual broadcasting stations. No information will be published which would in any way disclose the identity of an individual broadcaster. The data from these individual organizations will be combined, published and made available to all those interested in the broadcasting field. Stations will be grouped by geographical areas and information published accordingly. It will be possible to know after this Census has been completed the number of broadcasting stations, their operating revenue and expenses, by state areas. Where a state has only one or two stations, however, it will be impossible to give out this information since the identity of such stations would be disclosed.

Only sworn employes of the Bureau of the Census are permitted to examine individual returns. No access to them is permitted under the law, not even to other Governmental agencies, and no information will be disclosed which would reveal any of the facts or figures.

Headquarters for the project have been set up in Philadelphia, with Fred A. Gosnell, experienced head of former business censuses, chief statistician in charge. The field work will be completed within three months after enumeration starts. The first preliminary reports, by states, will be issued about July 1, 1936. Soon after state reports are completed, special statistics for broadcasting will be released as rapidly as possible.

Show for Builders

JOHN MANVILLE Co., New York (builder's supplies) will sponsor a special one-time hour program over 56 stations of the NBC-WEAF network on Monday, Jan. 13, 11-12 noon. The program will interest the building trades as well as the average homeowner. Edwin C. Hill will be master of ceremonies and introduce Stewart McDonald, head of the Federal Housing Administration; Robert V. Fleming, president of the American Bankers' Association; Lewis H. Brown, president of Johns-Manville; George LePoint, of the National Retail Lumber Dealers' Association, and Stephen Voorhees, world famed architect. Edwin Franko Goldman's band, Kate Smith, Tom Howard and George Shelton will be the talent. J. Walter Thompson Co., New York, is the agency.



GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Bob Roberts to KYA



Mr. Roberts

M. E. (Bob) ROBERTS, who is well known in Pacific Coast radio and advertising, has been appointed commercial manager of KYA, San Francisco, effective Jan. 1. Roberts headed his own advertising agency in San Francisco for the last three-and-a-half years, under the firm name of Bob Roberts & Associates. Before entering the agency field, he was manager of the old KTAB, now KSFO, in that city and Oakland, Cal. Prior to that he was producer and announcer, and comes to his new post well equipped. Edward McCallum, manager of KYA, has been directing the station's commercial department along with his other duties for the last several months.

New Camay Serial

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Jan. 6 will start a romantic serial *Forever Young* to be heard on an NBC-WEAF network, Mondays through Fridays, using an afternoon time. Continuity will be written by Elaine Sterne Carrington, novelist. The program replaces the *Red Davis* serial which was on the air several years. The series will be aimed definitely at adults and will carry a love story along with the humorous side of family life.

Fruit Spray Spots

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers and distributors of Mountain Copper Carbonate, has appointed the Kelso Norman Organization, that city, to direct its national advertising, and on Jan. 6 will start a series of 52 daily spot announcements on KFPY, Spokane, Wash.; KUJ, Walla Walla, Wash., and KRLC, Lewiston, Ida. Broadcasts directed to the farmer will feature local dealers, with free sample of product and booklet tie-in.

United Cigar Expands

UNITED CIGAR STORES DELAWARE Corp., New York (United-Whelan stores) will start a new series Jan. 5 on MBS, Sundays, 6-6:30 p. m. The contract is for 26 weeks. Talent will include Isham Jones orchestra now playing for the sponsors series on two MBS stations, WOR and WGN, also a 39-week series. On the Sunday series WFIL, Philadelphia, and WOL, Washington, will be included. Young & Rubicam Inc., New York, is the agency.

Hoffman Grants Changed

WITHOUT disclosing the reason, the FCC Broadcast Division Dec. 17 reconsidered and set aside its action of Dec. 3 granting the application of Edward Hoffman, furniture merchant, for a new 100 watt station on 1370 kc. with full time, in St. Paul, Minn. There were several other applicants for the same facilities. It was indicated that "new information" caused the reconsideration.

Place YOUR Program In This ALL-STAR Array of Feature Programs . . .

★ Jack Benny
★ Helen Hayes
★ Walter Winchell
★ Ben Bernie
★ Ripley
★ Ozzie Nelson
★ Walter Damrosch
★ Lowell Thomas
★ Lone Ranger
★ Seth Parker
★ Today's Children

Continuing WXYZ SUCCESSFUL MERCHANDISING SERVICE
This service has proven of invaluable aid to manufacturers seeking sales outlets and distributors in the great rich Michigan Market.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING.. DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

SOUND

AT ITS BEST . . . OVER WIRES OR ON THE AIR

FOUNDED in 1869, Western Electric has been manufacturing sound equipment ever since the invention of the telephone in 1876. Its product kept pace with the rapid progress of the telephone industry—helped largely to make possible the kind of telephone service America now enjoys.

When radio broadcasting was born, Western Electric branched quite naturally from leadership in one field of sound to another. Today, it not only manufactures all manner of telephone devices . . . including the special repeaters, loading coils, switches, etc., used in forming great radio networks of wire . . . but also microphones, tubes, transmitters, amplifiers and everything else involved in putting radio programs on the air *at their best.*

Because Western Electric equipment embodies more than a half-century of experience in Sound—because it is made to the most exacting standards—your station can depend upon it.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

FLING OUT THE OLD

BRING IN THE NEW . . .



The 1936 YEAR BOOK will be published as early in February as production facilities will permit.

The numerous radio questions arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with the business of broadcasting, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

**Ed's Note:*
Due to the deluge of complaints about finger-prints on the 1935 issue, we are doing our best to procure a "finger-print resisting" paper.

Copies of the
1936 YEAR BOOK
will be sent without added cost to all subscribers.

Your subscription entered now will include the 1936 Year Book. Annual subscription, $3.00.

BROADCASTING
combined with
Broadcast Advertising
NATIONAL PRESS BLDG • WASHINGTON, D.C.

Feature Syndicates Enter Radio Field

(*Continued from page 8*)

Little Annie Rooney, a strip character now appearing in 200 newspapers throughout the country; *Popeye the Sailor*, which is now on the air under the sponsorship of Wheatena, placed by McKee & Albright, Philadelphia; *Blondie*, another strip, which appears in many papers; *Mandrake the Magician*, which has been assigned to Cleveland B. Chase & Co. to sell to a radio advertiser, the script being written by Joe Cross, a member of the Chase firm and formerly with N. W. Ayer & Son.

The cast for the *Mandrake the Magician* show has been selected and the program is now in rehearsal. The production firm reports that it has several agencies interested in the script which will be a quarter-hour program to be broadcast three to five times a week in serial form. Transcriptions are also to be made.

Just Kids is another King Feature comic strip ready for radio, as are *Inspector Wade, Barney Google, Pussy Cat Princess, Beatrice Fairfax, Bringing Up Father, Little Jimmy* and *Tilly the Toiler*.

For some time radio advertisers have tried to get Damon Runyon signed to a radio contract, but none of these negotiations ever resulted in Runyon's appearance before a microphone. Now he is working on a radio script with Irving Caesar, song writer, to be presented to several agencies in the field for Runyon's services. Prunella Wood is still another King writer being offered for radio engagements.

A *Comic Page of the Air* is a new radio idea that has been worked up by Fred Smith for radio advertisers. It will be a 15-minute program using three comic strips, each four minutes in length. This idea can either be adapted for transcriptions or live broadcast, and for joint or separate sponsorship.

A cooperative plan is being worked out between the radio division of King Features and the International News Service and Universal Service for the development of a new type of news broadcast.

Must Be Approved

ALL RADIO comic strips that are adapted to radio must meet with the approval of King Features. No radio show can follow the same continuity that is being used in newspapers. Sponsors of these features may use the name of the character in promotional matter relating directly to the radio program, but it must not be used in any other printed advertising.

Flash Gordon, another King feature, is now on the air under the sponsorship of Grove's Nose Drops. *Popeye* and *Flash Gordon* radio rights were arranged prior to the forming of this new radio department through special negotiations with the agencies concerned.

The average royalties for radio rights to King Features material will run in the neighborhood of from $500 to $1,000 a week. The script is to be written by the licensee.

Neither King Features nor United Features intends to use any special promotional efforts to get their features on the air. Both organizations are in the newspaper field and they intend to make that field their primary business. Special precautions will be taken to see that no radio adaptation of a newspaper strip harms the popularity of the strip in the eye of the newspaper reader.

Monte Bourjaily, general manager of United Features, said that United has also received many inquiries from all sources regarding radio rights to its features. In confirming the reports that United was in the field for radio business, Mr. Bourjaily said that two years ago such an idea would have been out of the question. But today, with so many newspapers owning radio stations, the newspapers are not so "stiff-necked" against radio, it was said.

There is no direct connection between King Features and INS or between United Features and UP, nor is there any connection between King Features and the radio station representative, Hearst Radio Inc., it was asserted.

Both Mr. Smith and Mr. Bourjaily said they had no definite future plans to announce. They are in the market to sell whatever features radio advertisers wish to acquire, but for the time being will "build their bridges as they come to the rivers."

Other Syndicates

IN ADDITION to the foregoing feature services the *New York Herald-Tribune* Syndicate, the *Chicago Tribune-New York News* Syndicate Inc., and the McNaught Syndicate Inc., are in the field for radio business that can be satisfactorily arranged.

The *Chicago Tribune* syndicate pioneered in the art of adapting comic strips to radio with experimental broadcasts over the *Chicago Tribune* station, WGN, in 1930. The first two strips used were *Gasoline Alley* and *Harold Teen*. Afterwards *Harold Teen* was sponsored on the air for two years and *Gasoline Alley* for a year. These tests proved to the owners of the *Tribune* that radio exploitation of a comic strip does not harm the popularity of the strip in the newspaper. Another feature owned by this syndicate is *Orphan Annie*, which has been sponsored on the air for the past five years in the interest of Ovaltine.

Both the McNaught and *New York Herald-Tribune* said they would entertain any offers received regarding radio rights for any of their features, but that they did not have any set procedure to handle such inquiries.

New Babbitt Series

B. T. BABBITT Inc., New York (Bab-O cleanser) will inaugurate a new series of morning dramatic shows over an NBC-WJZ basic network Jan. 27, 10:45-11 a. m., Mondays through Fridays. The show is expected to consist of a radio version of *David Harum*, but the sponsor has not yet arranged for radio rights to the feature. Program is scheduled for 17 weeks. Blackett-Sample-Hummert Inc. New York, is the agency.

COMPLETE COVERAGE?

SURE, any of the four major stations will do a wonderful job for you here in New York, but why not supplement your show with WINS to get that added coverage you're missing out on reaching?

TWO CASE HISTORIES AND ONE FACT—ADD UP TO THREE POSITIVES . . .

Case 1: Three one-minute announcements over WINS produced over 10,000 returns—AND NO FREE OFFER WAS MADE to get this splendid response.

Case 2: WINS produced the lowest-cost-per-inquiry, on a test check made between three stations, two whose power were 50,000 watts.

WINS HAS COVERAGE, LISTENER LOYALTY and PROGRAM PRESTIGE . . . and our rates are extremely low.

It isn't our intention of taking the wind out of the other station's sails—BUT

FACT 3: You're sure to get dollar sales with



WINS
New York
National Representative
Hearst Radio
New York
Chicago
San Francisco

WHK

Sells 65 Tons of Coal with 2 Spot Announcements

A mild autumn had Cleveland's coal companies in the doldrums. People just weren't buying coal. The Ford Coal Company refused to sit back and wait for cold weather to sell coal. They bought just 2 spot announcements on W H K—no other advertising had been used this season. The results were immediate. In a few days they had delivered 65 tons to *new* customers—results which they attribute to their W H K announcements.

The record of W H K is filled with many similar success stories. Advertisers large and small, local and national have found that their best buy in Cleveland is W H K and prove it by spending more dollars on W H K than any other Cleveland Station.

WHK - First In Radio Showmanship

The Variety Annual Community Showmanship Survey again placed W H K FIRST in Cleveland. In fact, so successful has W H K been in entertaining Cleveland that 12 of W H K's own sustaining programs are being fed weekly to the Columbia Network of which W H K is a basic outlet. These and other popular programs are available to national advertisers. A wire or letter will bring you proof of W H K's leadership and suggestions on how to use it to increase your sales in the Northern Ohio Market.

WHK
CLEVELAND

Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

NBC Copyright Letter

(Continued from page 7)

lishers notified the Society and us that they were resigning as of December 31, 1935, as members of the Society and that on and after January 1, 1936, musical compositions owned or controlled by them could not be publicly performed without an additional license from them. They further stated that any violation of their rights would subject all parties sponsoring, assisting, or engaging in the performances to actions for injunction and damages under the Copyright Law. (Two of the publishers—Victoria Publishing Company and Shubert Music Publishing Company have not advised us officially of their resignation although we understand they have notified the Society.)

(3) The Society maintains that we will be entitled to broadcast on and after January 1, 1936, the compositions copyrighted by the Warner publishers. The Society contends that the composers and authors of the musical compositions copyrighted by the Warner publishers control the public performing rights of these compositions and furthermore, that the Warner publishers being members of the Society at the time the renewal agreements were made are bound by the terms of said renewal contracts.

(4) The Warner publishers vigorously dispute the claims of the Society and contend that the composers and authors of the musical compositions do not have the public performing rights and that the Warner publishers are not bound by the renewal contracts beyond December 31, 1935.

(5) Under the Copyright Law the damages that might be assessed against the advertisers, advertising agencies and radio stations for copyright infringement would not necessarily be limited to actual damages and profit but in any event the court is required to assess "statutory damages" of not less than $250 nor more than $5,000 for any single violation. In addition, the courts are empowered to grant injunctions and to award attorneys' fees to the successful party in an infringement action. Should the Warner copyrights be valid and the contentions of the Society are not upheld by the courts statutory damages in vast sums might be assessed.

(6) Since NBC has entered into an agreement as of June 5, 1935, with the Society for the public performing rights under all the catalogs of the Society, including the Warner publishers' catalogs, we, of course, cannot recognize the claims of the Warner publishers.

We hope to be able to announce to you from time to time hereafter the titles of certain compositions that are unquestionably beyond the control of the Warner publishers due to the terms of various contracts and other documents of the composers and publishers and the Society.

Our music rights department in New York will cooperate with you in every way possible in clearing programs for broadcasting after December 31, 1935. It is necessary that programs already submitted by you for broadcasting after December 31, 1935, be reviewed by you and if they contain musical compositions copyrighted by the Warner publishers, that they be resubmitted with substituted numbers at once.

Local advertisers should bear in mind that this procedure must be followed on recorded programs as well as programs using live talent.

It is imperative that all program schedules be in our hands at least one week in advance of broadcast because of the added burden of checking the copyrights due to the present emergency. We will appreciate your cooperation as long as this emergency exists since this cooperation will safeguard our respective interests.

PHIL COOK, "man of many voices", has been signed by Columbia Artists Bureau and will be heard in a CBS series.

CBS Copyright Letter

(Continued from page 7)

at the time that the contract was signed and are bound thereby; and second, that the composers and authors, who create the compositions published by the Warner Group, have unanimously retained their membership in the Society, and that such composers and authors share equally with the publishers the privilege of licensing performances of the works produced by them. We believe that the position of the Society is legally and ethically correct.

The Warner Group dispute both of these contentions. They assert that they are not bound by the contract made while they were members and that they have the sole right to license the works which they publish. For the right to perform the numbers in their catalogues, the Warner Group have suggested to the broadcasting industry a variety of bases of payment, all of which result in demands for sums which we consider unbearably burdensome to us and to the industry.

We have endeavored to persuade the Warner Group to cooperate in determining in some orderly manner the issues disputed between them and the Society which involve us, so that we will be enabled to continue performing these works pending the decision of a test case. We have further requested the Warner Group to inform us which compositions published by them they claim solely to control. The Warner Group have refused both of these requests and have stated to us that, unless we make a separate contract with them, we must either cease using the works in their catalogues or continue to perform them at our peril, and they have indicated that they will bring suits at such times and places as the Warner Group shall determine.

In spite of our belief in the correctness of the position of the Society, continued performance of numbers in the Warner catalogues might involve heavy statutory penalties as provided by the Copyright Act, if it is ultimately determined in the courts that the Society is wrong in its position and that we are not entitled to play these compositions. In the event of such a decision, the penalties that could be assessed might reach huge sums.

The only course, therefore, which we have open to us is to cease the performance of all music copyrighted by any member of the Warner Group on and after midnight of December 31, 1935, and we must therefore advise you that no such compositions will be broadcast in whole or in part over our network from that date, until further notice. At the same time, we are glad to advise you that certain legal actions which we and others purpose to bring should result in a prompt determination of the legal rights in dispute or in some other satisfactory termination of the controversy.

We are further endeavoring to obtain from a number of sources the various contracts between composers and members of the Warner Group, to which contracts the Warner representatives have denied us access, and we believe that examination of these contracts will result in a speedy determination that, under their terms, the works of some of the more important composers may safely be performed even while such legal actions are pending. We shall advise you of the release of the works of such composers from the foregoing restriction from time to time as the opinion of counsel is made available to us.

We have augmented our music clearing force, and have made every possible preparation to assist you in clearing your programs as rapidly as possible. It will of course be necessary for you to reexamine all programs to be broadcast after December 31, 1935, and to eliminate therefrom the compositions published or copyrighted by any of the Warner Group. Our organization is ready to serve you in furnishing you information and aid in connection with this situation.

We assure you that this letter comes to you only after we have exhausted every reasonable means of trying to resolve the situation before January 1st. We are satisfied that we are taking the only possible course in view of the multiplicity of suits threatened against our advertisers and ourselves, and in view of the fact that we cannot condone what appears to be an attempt by the Warner Group to repudiate a contract made by an organization of which they were active members. Such course will, we are convinced, prove to be in the interest of every broadcaster and every broadcast advertiser and we hope for your complete cooperation in making it effective.

WLS Distributed Songs

AN ILLUSTRATED volume *100 WLS Barn Dance Favorites*, containing songs popular with listeners to this feature on WLS, Chicago, is being distributed by the station. It was compiled by John Lair, of the WLS music department. During the Christmas season some 16,000 members of the WLS Christmas Neighbors Club played Santa to underprivileged children, contributing more than $3,400 to purchase 110 radios for orphanages, children's hospital wards and crippled children's homes. Six thousand toys and items of food were received and distributed by the Salvation Farmer.

PERSONAL SERVICE . . .

means just that at the studios of the Radio Transcription Company of America. With the removal of the organization's main office to Hollywood several months ago, C. C. Pyle, president, set up an organization wherein he personally takes charge of production activities.

Throughout the entire organization, Transco executives minutely attend to every detail. In the office the clerical routine is handled by long-time employees. The production staff is manned by pioneers in this field. The technical force and Transco studios are the latest word in scientific circles.

You don't have to guess when you buy Transco transcriptions. Every one is a "sure bet". Every single program is an audience builder. Get the new 1936 catalog. It is complete, informative and concise.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & SLEININGER, Inc.

National Representatives

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

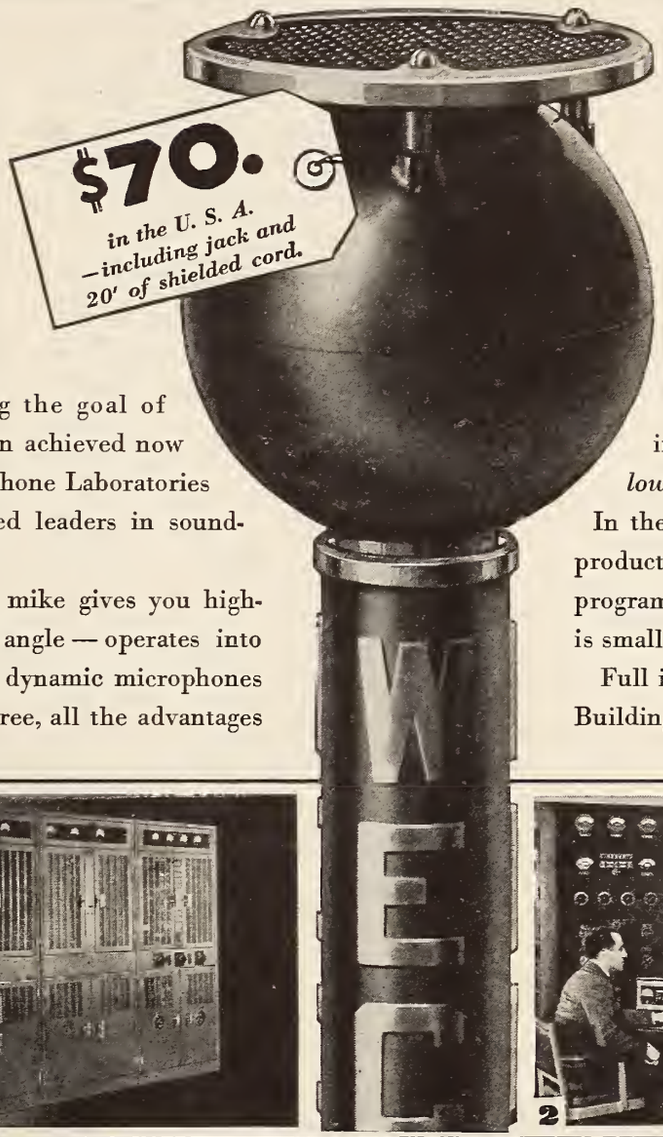
MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

For better broadcasts in '36!

Non-Directional Mike...latest proof that Western Electric is the leader



ACTUAL SIZE

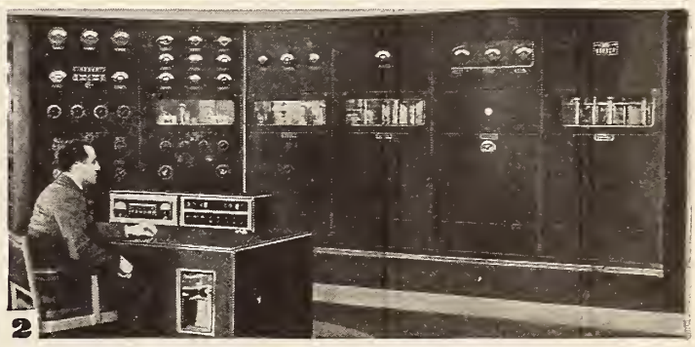
Non-directional pick-up—long the goal of microphone designers—has been achieved now through the efforts of Bell Telephone Laboratories and Western Electric: recognized leaders in sound-transmission apparatus.

The non-directional dynamic mike gives you highest grade pick-up from every angle—operates into present equipment designed for dynamic microphones—gives you, in even greater degree, all the advantages of former Western Electric dynamic mikes, plus increased flexibility and performance. And at *lower price!*

In the large family of Western Electric broadcasting products, you'll find everything you need to put your programs on the air at their best. Whether your station is small or large, rely on Western Electric!

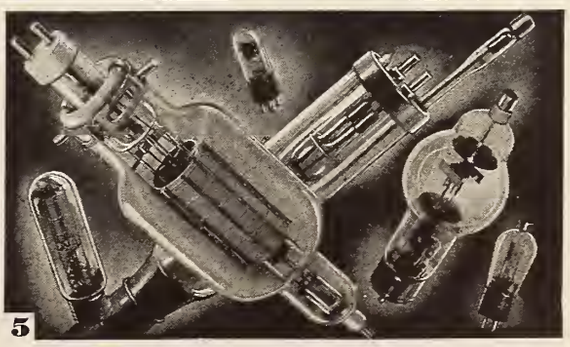
Full information from Graybar Electric Co., Graybar Building, New York.

1


2


3


4


5


6


7

1. *5 KW Transmitter.* **2.** *50 KW Transmitter and control desk.* **3.** *Studio Speech Input Equipment.* **4.** *Station Speech Input Equipment.* **5.** *Tubes for every broadcasting need.* **6.** *All AC operated high-fidelity audio amplifiers.* **7.** *Synchronizing Systems for common frequency broadcasting.*

Western Electric

Distributed by GRAYBAR *Electric Company. In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

A SWEET SPOT FOR YOU!

Whatever other stations are on your list, you're not getting over 10% of the Louisville radio audience unless you use *a Louisville station* . . . Station WAVE will give you from 40% to 50% of the local audience, at a cost of $75.00 per quarter hour (6 to 10 P. M.), or as low as $18.75 during the day! . . . Let us tell you how WAVE advertisers are *pulling* on this favorite N. B. C. station.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Ethiopian Broadcast

(*Continued from page 18*)

off the scales on the transmitter panel. The program was over.

But not so the performers. They were just warming up. Leading their way into the more spacious transmitter room next door, and against an incongruous background of motor generators, shining dials and controls, they continued the entertainment. The women performed intricate muscle dances, the men led by the blind fiddler sawed viciously at their monochords and howled of the valor of Haile Selassie and its relation to the bravery of the sainted ancients. Then the three flutists got under way, best of all the performers at spontaneous fun. Blowing energetically into their three-foot bamboo instruments they started, first a cantering dance step not unlike that of the Cossacks. A few moments of this cavorting and they began to perform acrobatic pyramids, adagio dance evolutions, wilder and wilder convolutions as the onlookers cheered them on. Finally the exertions of their acrobatics combined with lung exhaustion from continual flute playing and the show was finished. The participants in this marriage of the ancient Ethiopian rites of entertainment with the modern ones of radio took themselves back to the motor cavalcade and through the deserted streets of Addis Ababa, past startled sentries and packs of roaming dogs to belated beds. In New York the evening programs were scarce beginning. In Addis there were only the tremendously brilliant stars of the high equator—and silence.

IN TOLEDO AND NORTHWESTERN OHIO

IT'S

WSPD

A sure-fire method of reaching 1,300,000 prospects at the lowest possible cost.



You may use the largest radio station in the country, but unless you dominate the territory — you're pouring water through a sieve.

WSPD is the ONLY radio station in northwestern Ohio and there's nothing "porous" about our coverage. . . .

Represented By:
John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

Address:
Commodore Perry Hotel,
Toledo, Ohio
Transmitter: Perrysburg, Ohio

Realistic Billiards

EWART PHAIR, NBC sound effects man in San Francisco, spent some earnest minutes experimenting with almost every device in his cabinet to obtain the sound of clicking billiard balls for a recent episode of *One Man's Family*, sponsored by Standard Brands Inc. When everything failed, he finally went out and bought a billiard table top, cues and balls. As the action of the game progressed, Bill Andrews, announcer, placed the balls in positions indicated at various stages, and Ewart made the shots. Result — such a perperfect auditory picture of a billiard game that several enthusiasts of the sport phoned NBC to offer congratulations.

Richards and Fitzpatrick Acquire Option on KMPC

AN OPTION to purchase KMPC, Beverly Hills, Cal., has been acquired by George A. Richards and Leo J. Fitzpatrick, principal owners of WJR, Detroit and WGAR, Cleveland, it was declared Dec. 26 by Mr. Fitzpatrick. The option runs until next July, and has not yet been exercised. KMPC operates on 710 kc with 500 watts.

Mr. Richards resides in California during a substantial portion of the year. Because of this, it is indicated, he is anxious to acquire a broadcasting interest on the Coast. The option was procured last summer by Louis Allen Weiss, assistant general manager of WJR, and former general manager of the Don Lee Broadcasting System. Reports that the station was purchased by the Richards-Fitzpatrick group jointly with CBS were denied officially by both parties. Also denied was the report that the station was slated to become the CBS Los Angeles outlet next year.

Rieser Appeal Lost

THE Maryland Court of Appeals has decided in an opinion handed down recently, in favor of WFBR, Baltimore, in a suit filed more than a year ago by Rieser Co., New York (Venida cosmetics), and Lawrence C. Gumbinner Adv. Agency, New York, for recovery of sums paid the station on an account contract involving a per inquiry arrangement several years ago. The court ruled that the per inquiry clause, not in the original contract, was too vague, sustaining the lower court.

KPJM, Prescott, Ariz. having been eliminated from the roster W. P. Stuart, editor of the *Prescott Courier*, a weekly, has applied for its facilities, 100 watts on 1500 kc.

KNX, Hollywood, broadcasts a weekly KNX *Show Window* with talent consisting of radio professionals selected from auditions.

As Up - To - Date
as the New Year
KGVO
MISSOULA MONTANA

CBS AIDS SCHOLARS IN STUDY OF RADIO

THREE Fellows of the General Education Board, founded by John D. Rockefeller in 1902, will be given the use of CBS facilities beginning Jan. 6 to study methods of planning and producing radio programs. This experiment, designed to aid in the further development of the educational potentialities of broadcasting, will be carried on for three months.

With the assistance of a Columbia program committee headed by Dwight Cooke, producer of *America's Hour* and *To Arms for Peace*; Max Wylie of the program department, and Davidson Taylor, well known in connection with his work on the Philharmonic - Symphony Orchestra broadcasts, it is planned to introduce the Fellowship holders behind the scenes of radio, to let them observe broadcasting network operation, and to help them in writing programs of their own. It is the hope that after this course in first hand observation the trio will go back to the areas from which they were selected and will apply what they have learned to increasing the educational possibilities of radio.

The three Fellows chosen by the General Education Board are Arthur W. Colley, producer now affiliated with the University Broadcasting Council of Chicago; Luke L. Roberts, manager of KOAC, Corvallis, Ore., operated by the Oregon State College of Agriculture, and Stanley P. Young, author, dramatist and critic, of Westport, Conn. They will spend three months at CBS, during which time they will be assigned work on two programs each as assistant production men. They also will write script continuities, observe the way in which programs are actually put on the air and, if possible, work out complete sets of programs of their own initiative.

Every Seventh Home Got New Radio Set in 1935

EVERY seventh home got a new radio set during 1935, declared Dr. Orestes H. Caldwell, editor of *Radio Today* and former Radio Commissioner, addressing the West Side YMCA audience in New York Dec. 27. In all, 5,600,000 sets were made and sold in 1935, the all-time record. Some 1,100,000 of these were automobile sets, 600,000 were exported abroad, and 550,000 were battery sets sold to farmers, leaving 3,300,000 sets to be sold to city homes having electric service, he said. Dividing this remainder into the 21,000,000 homes makes about one in seven to be equipped with a new set during 1935.

Most of these new sets went into homes that already possessed a radio, so that either the old or the new set could be used as a "second set"—for upstairs, for the kitchen, for the nursery, for the workshop or the maid's room, according to Mr. Caldwell. These "extra radios" have solved the employment problem in many homes. Children also enjoy their own sets, he remarked. Some toddlers, too young even to read dial figures, he found, have marked their dials with colored pencils to designate their favorite stations.

Insull Is Reported Planning Network In Midwest in Association With Ota Gygi

SAMUEL INSULL, former head of a vast network of public utility companies throughout the Midwest, has turned to radio to recoup his lost fortunes, and will soon again be active head of a Midwest network, this time a broadcasting network, comprising some 25 stations located in Indiana, Illinois and Wisconsin, which he hopes to have on the air early in the spring.

Financial backing for the new venture is said to have been raised by friends and former business associates of Mr. Insull, who still have faith in his ability to make a new start despite his 76 years. Closely associated with Mr. Insull in organizing the new chain is Ota Gygi, a musician, who was one of the officers of Ed Wynn's ill-fated Amalgamated Broadcasting System, and who is said to be largely responsible for Mr. Insull's decision to select the broadcasting field for his comeback.

Mr. Insull refused to be interviewed, saying that plans are still "up in the air". BROADCASTING has learned from confidential sources, however, that a meeting of the owners of interested stations with Mr. Insull and his associates had been scheduled for Monday, Dec. 30, at which time the details of the new network were to be finally decided. The fact was emphasized that the company will be a closed corporation and that stock will not be offered to the public. The letters ABC have been chosen by the network; BC standing for Broadcasting Company; the A to signify either Affiliated, Amalgamated, Allied or Associated. Attorneys in Washington are now investigating the copyright records to make sure that the name finally selected has not already been appropriated elsewhere.

Some 25 stations, principally low-powered ones, may be included in the hook-up, although none of the stations has yet reported any decision to join the venture. Among those under Insull's consideration are: Indiana: WGL, Fort Wayne; WWAE, Hammond; WBOW, Terre Haute; WGBF, Evansville; WHBU, Anderson; and WLBC, Muncie. Illinois: WTAX, Springfield; WHBF, Rock Island; WROK, Rockford; WCLS, Joliet; WTAD, Quincy; and WDZ, Tuscola. Wisconsin: WRJN, Racine; WHBL, Sheboygan; WOMT, Manitowoc; WTAQ, Green Bay; WFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette; WKBH, La Crosse; WEMP, Milwaukee; and WHBY, Eau Claire. Choice of a key station is said to rest between WAAF, Chicago, and WIND, Gary, with the latter more probable as it has full time on the air while WAAF goes off at local sunset.

It is understood that the chain proposes to ask advertisers to buy time on either the entire network or any state or combination of states, but split networks within in single state will not be sold. While limiting itself to three states at the outset, it is expected that ABC will later expand to include a larger territory. possibly tieing up with the existing networks in Michigan and Iowa and forming similar hookups in other adjacent states.

Headquarters of ABC will be located in Chicago's Civic Opera Building, from which not so long ago Mr. Insull directed the activities of his public utility empire, on the 42d floor, former home of WENR, once owned by Insull interests but later acquired by NBC and moved to the NBC headquarters in the Merchandise Mart. Nine studios are ready for use at any time, and carpenters are already at work constructing offices for the new network's personnel.

With the exception of Mr. Insull as active head of ABC, and Mr. Gygi, who will act as Mr. Insull's assistant, no appointments have been made, but it is expected that George Roesler will be named as national sales representative. The physical work of hooking up the stations by wire, it was indicated, will be started immediately and the new network hopes to be able to present its first program early in March.

Happy Christmas

(*Continued from page 13*)

six broadcasts a week, Monday through Saturday, fifteen minutes, at 5:30, from November 25th through Christmas Eve, based on the 1934 show. A parade was highly successful — full police escort, Santa in a sleigh mounted on a motor truck, followed by a large number of cars filled with children — all tooting horns, blowing whistles, etc. Each day the program held a suspense angle, such as trips to the out-of-town Bill's stores—Santa and the studio children in the big sleigh dramatized with suitable sound effects—trips back to the North Pole to inspect work shops with very realistic sound effects, and so on. The program was in dialogue between characters, and the commercial copy was also handled by the children in dialogue, describing what they've seen at Bill's.

The mail feature in this prize contest: Listeners go to Bill's, see what they want, then write Santa a letter on official Santa stationery, with space at the bottom for name, address, age and school grade, saying what they want most, and why they want it to come from Bill's. The reason for this special writing paper, a new feature this year, to restrict letters to the territory served by Bill's stores. The children had to go to Bill's store for the paper, and only letters written on the stationery were eligible to the contest. In telling about the contest, sample letters were read giving an added marchandise plug.

There were 16 prizes. One for a boy and one for a girl in each school grade, and letters were judged by grades thus giving all a fair chance. The boy and the girl in each grade writing the best letter received as a prize the thing asked for in the letter to Santa, and which was, of course, in Bill's stock.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

KJR

Joins BLUE Pacific Coast NBC Network January 1st

5000 Watts - Cleared Channel

Complete Daily 17 Hour Schedule of Commercial and Sustaining Programs

Seattle's *Pioneer Stations* KOMO -- KJR NOW Definitely are the LEADERS

KJR-NBC Blue Affiliate • KOMO-NBC Red Affiliate

National Representatives

EDWARD PETRY & COMPANY

BULLETIN

ASCAP, over the signature of Gene Buck, president, wired all stations not signed on Dec. 30 that it will renew present contracts for five years under existing terms, except that the rights will be limited to compositions in its catalog as of Jan. 1. Mr. Buck challenged the claims of "others" to ownership in various compositions, obviously striking at Warner. He added the ASCAP fee would not be reduced and the formula not altered.

Meanwhile, network representatives were meeting late into the night of Dec. 30 in an effort to adjust their situation in respect to the new conditions. Following the meeting N A B President Fitzpatrick stated the session was in the nature of a "general discussion" in an effort to compose differences between networks and stations. NAB Managing Director Baldwin was also at the meeting.

Up to press time, some 150 stations had notified Mr. Baldwin they would accept the Warner offer. Some 50 wired they would not.

Copyright Dissension: An Editorial

BY A HAIR'S BREADTH, the broadcasting industry has skirted a major calamity on copyright. There is a breathing spell now, at least insofar as ASCAP music is concerned, but the situation is still serious — more serious than most elements in the industry appreciate.

It does not matter now who was to blame for what has developed. It is time to stop calling names within the industry. Certainly no broadcasting interest has won anything in the current difficulty, because all are paying as much as in the past for less music. The networks are not performing Warner music, and that represents an admitted loss in program diversity at this time, in any event.

There is talk of the networks walking out of NAB because of the impasse. That, we think, would be making a bad situation worse. Networks cannot operate without affiliated stations, and individual stations, for the most part, cannot get along without networks. The newspaper analogy fits: A press association cannot survive without newspaper clients and the newspaper cannot publish without national and international news delivered by the press association.

No one should question the good faith of the groups in broadcasting that have acted divergently. Factional and personal feelings should not be engendered. It is true that broadcasters have been able to stick together on about everything of importance except copyright. There are other big problems that should not be obscured in the blind frenzy that has grown out of copyright. Broadcasters operate by sufferance of a government franchise. It takes unified action to keep those franchises. There has been unity on that in the past. Weakening of the NAB, the only common meeting place of the industry, might seriously impair that unity.

Under the temporary extensions with ASCAP, the way is opened for a general meeting of the broadcasting minds with ASCAP to work out a permanent solution. Certainly there is a point where networks and individual stations can agree, and negotiate as a group, unitedly, with ASCAP or any other group. It is far better for each to sacrifice something now than attempt to go it alone on all in the battles that are inevitable in the future to safeguard broadcasting as a free, open, competitive industry.

ASCAP Extends Licenses; Warner Offers Flat Basis

(*Continued from page 7*)

three NAB conventions which adopted resolutions supporting it. By introducing per-piece, moreover, it is contended that the way is opened for passing of the copyright costs to the advertisers.

In the revised Warner contract, definite commitments are made on the negotiation of per-piece. How much revenue the measured service arrangement will yield to Warner is doubtful. Roughly, on a yearly basis, it would mean approximately $800,000 a year, based on the highest quarter-hour rates of stations and assuming all stations accepted Warner contracts. This compares to approximately $320,000 received by Warner houses from ASCAP this year, and a like amount paid to its composer members, or a total of some $640,000.

ASCAP Letter, Warner Proffer

FOLLOWING is the letter given to Mr. Baldwin from ASCAP, bearing the signature of Gene Buck, ASCAP president, and Mr. Baldwin's approval: "This is to inform you that such of your member stations and such stations, in respect to which your Mr. James W. Baldwin holds power of attorney to act for them, as do not have licenses from the American Society of Composers, Authors and Publishers (for brevity called 'Society'), from and after Jan. 1, 1936, may continue to broadcast and to publicly perform for profit the compositions in the repertory of the society, as of Jan. 1, 1936, without any interruption on and after Jan. 1, 1936, until further notice from the society, such notice to be not less than two (2) days. It is understood of course, that we are not releasing these stations (those which are represented by Mr. Baldwin by virtue of powers of attorney) of the obligation to pay the society performing fees in accordance with the existing contracts."

Following is the telegram sent by Mr. Baldwin Dec. 30 to all stations, covering the Warner revision: "Disregard Warner contract sent you this last week. Warner Brothers now offering revised three months contract which will remedy many of objections pointed out by us and which in opinion of committee and myself will be substantially more favorable. Basis for compensation for full time station for all non-network programs is to be monthly payment of four times your highest quarter-hour rate. Other stations proportionally. Stations where highest quarter-hour rate less than $18 basis of compensation not to exceed twice highest quarter-hour rate. Networks to have responsibility for clearing copyright on all network programs over their own stations and over affiliate stations. Warner agrees to attempt to work out per-piece plan during contract period and to furnish complete catalogue by Feb. 1. Several other improvements in contract agreed to by Warner. Printed revised contract cannot be delivered to you for a day or two. If you desire to use Warner music after Dec. 31 Warner assures me you can gain rights given by this contract by instructing me to accept in your behalf. Please wire immediately."

The Warner contract specifies that full time stations shall pay four times the highest quarter-hour rate per month. If the station divides time, then the license fee will be a sum bearing such proportion as that specified for full-time stations as its hours of operation bear to the total hours of operation of the station dividing time. In the case of all other stations, each month's license fee will be calculated on the same principle with due regard for the highest quarter-hour rate and the proportion of the station's hours to the total hours of the broadcast day, and other equitable considerations.

Apropos of networks, which Warner specifies as including only NBC and CBS and their subsidiaries, the contract provides that the station will not carry any network program containing any musical composition copyrighted by Warner houses unless the network has first obtained a license from Warners. Further, the station is required not to permit to be broadcast any program originating in any station in this country containing any musical composition copyrighted by Warner unless the station has a Warner license. In another clause, the Warner contract states that Warner will look exclusively to the two networks and their subsidiaries for the securing of licenses and the payment of license fees for broadcasting of network programs containing any Warner numbers over all stations, and that in no event will it require the station to secure any license or to pay any license with respect to such programs.

This provision, it was pointed out, places the networks in a position far different from their ASCAP licenses. Should they broadcast Warner music, stations also are required to keep an accurate record of all numbers performed whether or not Warner compositions, and submit such records on a weekly basis. This condition was far different than in the original contract offered by Warner, which Mr. Baldwin held unworkable. The contract provides that stations will not be required to pay Warner any additional fee or charge where the works of Warner houses are broadcast from electrical transcriptions or records.

Warner Hits Networks

Warner Brothers, in a formal statement issued Dec. 30, declared it had no disposition to take any technical advantage over any station. Consequently, stations east of Chicago which by Jan. 5 have signed and mailed their contracts and stations west of Chicago which have done so by Jan. 10, will be considered as being licensed retroactively as of Jan. 1.

Small stations, under the revised contract, will pay 50% of the established rate for the larger full-time stations, or the equivalent of twice their highest quarter-hour rate per month. Warner estimated that approximately 35% of all stations fall in the small-station category. The Warner statement was particularly bitter toward the networks, declaring:

"The revised contract applies only to individual stations. No provision is made for the large networks which have shown no tendency to negotiate with us, and therefore this music will not be available for their use. It is a fact unknown to the public heretofore that under the ASCAP contract networks as networks have paid nothing for the use of music. Payments received by ASCAP have been based on a percentage of what each station received for its time.

"Of the amounts received from sponsors, the networks allowed individual stations only approximately 20% of the sums received by the networks, and the fee to ASCAP was 5% of that proportion. Thus nothing whatever was paid on the 80% retained by the networks."

Klauber-Ashby Act

FOUR DAYS prior to the individual station extensions, Edward Klauber, CBS first vice president and A. L. Ashby, NBC vice president and general counsel, as copyright negotiators for the networks, had obtained from ASCAP an extension arrangement for their affiliated stations. The effect of this was to clear their stations for network programs using ASCAP. Affiliates of NBC and CBS were notified telegraphically immediately following this arrangement on Dec. 27 that Mr. Burkan had assured the networks that a special meeting of the ASCAP board would be held to authorize contracts to be offered to stations not now licensed for 1936. Quoted was a letter from Mr. Burkan, reading:

"Confirming our conversation today, this is to inform you that from and after Jan. 1, 1936 you may continue to broadcast and to publicly perform for profit the compositions in the repertory of the American Society of Composers, Authors & Publishers as of Jan. 1, 1936, under your network system without any interruption on and after Jan. 1, 1936, until further notice from the American

(*Continued on page 58*)

NETWORK ACCOUNTS

New Business

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) on Jan. 7 starts adventure program on 2 MBS stations, Tuesdays, 11-11:30 p. m. Agency: Kenyon & Eckhardt Inc., N. Y.

WILDROOT Co. Inc., Buffalo (cosmetics) on Jan. 6 starts *Ted Husing and Charioteers* on 26 CBS stations, Mondays, 7:15-7:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

FATHER FLANNAGAN'S BOYS HOME, Omaha, Neb. (home for boys) on Nov. 30 started for 26 weeks in *The Barn Dance* on Western Network, Saturdays, 9:45-10 p. m. (PST). Agency: Bozell & Jacobs Inc., Omaha.

JELL-WELL DESSERT Co., Los Angeles (dessert) on Jan. 9 starts for 13 weeks in *Woman's Magazine of the Air* on 6 NBC-KPO stations, Thursdays, 3:15-3:30 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

MOLLE Co., Bedford, O. (shaving cream) on Dec. 28 started *Vox Pop* on 24 NBC-WEAF stations, Tuesdays, 9-9:30 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

JOHNS-MANVILLE Corp., New York (building supplies) on Jan. 13 starts program on 56 NBC-WEAF stations, Mondays, 11-12 noon. Agency: J. Walter Thompson Co., N. Y.

FORD MOTOR Co., Detroit (autos), on Jan. 17 starts *Fred Waring and His Pennsylvanians* on NBC-WJZ network, Fridays, 9:30-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

CREAM of WHEAT Corp., Minneapolis (cereal), on Dec. 30 started *Buck Rogers in 25th Century* on 30 CBS stations, Mon., Wed., Fri., 6-6:15 p. m., repeat at 7 p. m. Agency: J. Walter Thompson Co., Chicago.

G. KRUEGER BREWING Co., Newark, on Jan. 21 starts *Krueger Musical Toast* on 28 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Biow Co. Inc., N. Y.

NATIONAL ICE ADVERTISING Inc., Chicago (ice association) on Feb. 5 starts *Mary Pickford's House Party* on 50 NBC-WEAF stations, Wednesdays, 10-10:30 p. m. Agency: Donahue & Coe Inc., N. Y.

Renewal Contracts

WANDER Co., Chicago (Ovaltine) on Jan. 1 renews *Little Orphan Annie* on 23 NBC-WJZ stations, Mon. thru Fri., 5:45-6 p. m., repeat at 6:45. Agency: Blackett-Sample-Hummert Inc., Chicago.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) on Feb. 7 renews *Waltz Time* on 18 NBC-WEAF stations, Fridays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STANDARD BRANDS Inc., New York (Royal Gelatine) on Jan. 1 renews *One Man's Family* on 54 NBC-WEAF stations, Wednesdays, 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpowder, Bayer aspirin) on Feb. 9 renews *Manhattan Merry-Go-Round* and *American Album of Familiar Music* on 57 NBC-WEAF stations, Sundays, 9-9:30 and 9:30-10 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

PEPSODENT Co., Chicago (toothpaste) on Jan. 1 renews *Amos 'n' Andy* on 37 NBC-WEAF stations, Mon. thru Fri., 7-7:15 p. m., repeat at 11 p. m. Agency: Lord & Thomas, Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) on Jan. 5 renews *Major Bowe's Amateur Hour* on 58 NBC-WEAF stations, Sundays, 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

FORD MOTOR Co., Detroit (autos) on Dec. 29 renewed *Ford Sunday Evening Hour* on 92 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

STEWART WARNER Corp., Chicago (Alemite) on Jan. 2 renews *Alemite Half Hour With Heidt's Brigadiers* on 44 CBS stations, Thursdays, 10-10:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

CARDINET CANDY Co. Inc., Oakland, Cal. (candy), on Dec. 31 renewed for 13 weeks in *Night Editor* on NBC-KPO network Tuesdays, 7:30-7:45 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

Network Changes

LEHN & FINK PRODUCTS Co., New York shifts *Eddie Cantor* to 7-7:30 p. m. Sundays and *Leslie Howard* to 2-2:30 p. m. Sundays, repeat at 12 midnight.

November Volume 13.6% Above 1934

Eleven-month Income Is Found Almost 79 Million Dollars

BROADCAST advertising during the first 11 months of 1935 amounted to $78,837,579, an increase of 19.8% over the corresponding period of last year. November volume amounted to $8,211,349, a rise of 13.6% as against the same months of 1934.

On the basis of these returns, total broadcast advertising volume for 1935, it is estimated, will amount to somewhat in excess of $87,000,000.

National network advertising during November was 3.8% above the level of the same month of last year. Regional network volume exceeded November, 1934, by 20.5%, national non-network advertising by 27% and local broadcast advertising by 30%.

National network advertising during the first 11 months of 1935 was 18.1% above the previous year's level. Increases in other fields were as follows: Regional networks, 50%, national non-network advertising, 24.8%, and local broadcast advertising, 18.6%.

Local Stations Active

IN THE non-network field, local station volume still continues to show the greatest relative increase as compared to the preceding year. Local station advertising during the first 11 months of 1935 rose 31.6% as against the same months of 1934. Live talent programs continue to show the greatest strength in the national non-network field, while the recent increased use of transcriptions in local broadcast advertising also continues.

National and local non-network automotive advertising, national non-network cosmetics, food, radio set and tobacco volume, local clothing, housefurnishings and financial advertising, regional network pharmaceutical and clothing volume and national network radio set advertising, were among the fields to show the greatest increase in volume as compared to November, 1934.

Broadcast advertising during November was as follows:

	November	*January-November Cumulative*
National networks	$4,533,774	$45,123,341
Regional networks	128,715	983,565
National non-network	1,652,680	15,356,638
Local	1,896,180	17,374,135
Total	$8,211,349	$78,837,579

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

BBC Contact Man



Mr. Greene

MAKING his headquarters temporarily at the St. Regis Hotel, New York City, Felix Greene, recently appointed representative of the British Broadcasting Corp. in the United States and Canada, who arrived early in December, has been spending the last month making American and Canadian contacts. He has visited network officials and was officially received in Ottawa by John Buchan (Lord Tweedsmuir), the Governor General. He will establish New York offices, handling special relay programs to the BBC in much the same manner that Fred Bate at London and Dr. Max Jordan at Basle, Switzerland, for NBC, and Cesar Saerchinger at London, for CBS, handle European relays to this country.

WJAY

CLEVELAND, OHIO

WE DIDN'T SAY IT! CLEVELAND AD CLUB said it!

"In analyzing our contest results WJAY has complete coverage of Cleveland—a very complete coverage of the entire state of Ohio—especially in rural sections. A goodly portion outside the state and pulling power even in Canada."

THANKS, C. A. C.
YOU said it!

EDYTHE F. MELROSE
General Manager

OUR SHOWS FOR KIDS RING THE BELL---
with renewals!

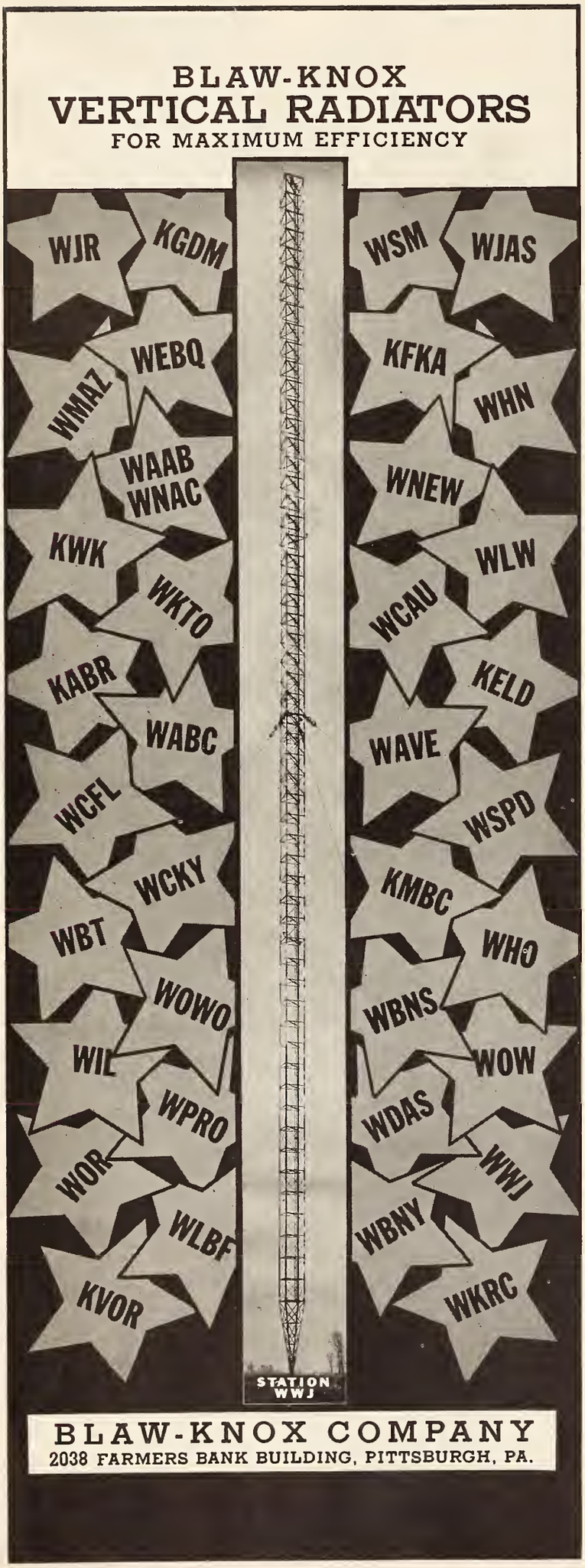


Uncle Dutch Schmidt, master of ceremonies for Younkers Junior Broadcasters, conducts a broadcast of this popular feature, now in its third year under the same sponsor.

The proof of the "show" is in the record of renewals. Younkers, Iowa's largest department store, is sponsoring the Junior Broadcasters for a third year. Colonial Bread presents "the funnies" for a second year. In addition we have numerous shows, such as Station KIDD and the Teen Age Frolic, which are just winning their spurs. Our children's features hold their own against the best of similar shows sent us by NBC and CBS. Right now we have a couple of periods open in late afternoon alongside of some of our most popular children's features. And we have some ideas for kid shows that will do a job for you. Drop us a line or call the local offices of our representatives, John Blair & Co.

THE IOWA NETWORK

KRNT CBS BASIC Des Moines | WMT NBC BASIC BLUE Cedar Rapids-Waterloo | KSO NBC BASIC BLUE Des Moines



Pirating of Press News Held Unfair

(*Continued from page 12*)

it combined with the advertising, seeking the profit both from the advertising service and from the subscriptions of its readers. The papers are unconscionably injured in performing a public function as well as in conducting a legitimate business.

KVOS lays great stress on the public interest in the news gathering and distribution and the public obligation of the gatherer and distributor, as likewise does the Associated Press. We believe these considerations have been properly pressed upon us. The First Amendment to the Federal Constitution has recognized this public function of the press in the provision for its freedom. While no constitutional right is here involved, this constitutional recognition emphasizes the exceptional character of the right which is sought to be protected in a federal court sitting in equity. When the Constitution speaks of the freedom of the press it refers to the freedom of private and non-governmental persons or bodies, engaged in news gathering and dissemination, from interference by governmental agencies. That is to say, that the public function in the gathering and dissemination of news is presumed by the Constitution to be in private hands.

Under our capitalistic system this means that news distribution as a public function will be in large part by business men acting under the inducement of the profit motive. The public therefore has an interest in protecting the business of news gathering and disseminating agencies against the impairment of their efficiency, by the inevitable reduction of their business income through the misappropriating of news prior to the expiration of the time during which the Supreme Court has held that there exists in it a "quasi property" interest. It is therefore proper to say that the Associated Press is here seeking protection not only of its legitimate business but also, as both parties assert, in its discharge of a public function of fundamental value and importance.

The radio performs a function in the publication of news similar to that of the press. It has the advantage of greater speed and the disadvantage of the absence of a printed record for more deliberate absorption. If radio communication had been discovered in the Eighteenth Century it is arguable that the businessman and others utilizing its process would have received in the First Amendment of the Constiution a recognition like that accorded the owners of newspapers. Congress has appreciated radio's importance and sought to make it effective against the confusion of distribution in the peculiar and little understood medium through which it passes, by regulation of the use of wave lengths.

Speed of Distribution

WHILE this court takes judicial notice of radio's enormous business expansion, we cannot assume that its resources from its advertising income are not sufficient to support its own news gathering agency, the "Radio News Association of New York". Even ignoring the question of good conscience in an equity tribunal, we can find nothing in the bill to warrant our holding that radio will fail in its public function of news distribution, if it is not permitted to misappropriate the material gathered by an agency of the press.

So far as concerns the case against piracy presented by the bill, the speed of the radio's distribution of news makes the injury done the press in the performance of its business and civic activities the more effective and certain. Not only its speed but its necessarily free publication, actually or potentially to every user of a radio set, make the more deadly its competition for the circulation of its advertising.

KVOS' motion to dismiss admits the pirated appropriation of the news, its circulation and its destructive effect on the press. Its excuse is that it gives the material so obtained as a benefaction to its audiences, and that both the taking and circulation are so completely eleemosynary that this court *must* find, against the allegations of the bill, that the purloined news is in no way the defendant's weapon in its competition with the press for the patronage of advertising merchants.

Despite the ability with which counsel presented this argument, we are not persuaded that it has merit. Common sense compels us to agree with the complainant that the purloining of complainant's fresh news and its circulation in KVOS' *Newspaper of the Air* are both elements of a business of publication for profit. This profit is to be gained through widening its circulation at the expense of the circulation of the Associated papers. Complainant's news is not only made stale to those of their readers who first have access to the *Newspaper of the Air*, but also is made free, while still hot, to their readers who pay a usual subscription price for their papers. The obvious tendency of these factors is to cause complainant's papers to lose circulation and with it the advertising income which is based on circulation. We are unable to see any theory under which such a diversion of advertising income from the Associated papers to KVOS, with its incidental destruction of subscriber income, can be called anything but "unfair competition".

The opinion called attention to the uncontradicted affidavit in the record that KVOS had filed with the proper authorities in Washington, D. C., its schedule of advertising rates, which purported to show that it charged more to advertisers during the time when news broadcasts are given than at other times.

"There can be but one conclusion from these uncontradicted facts," the court said. "KVOS is competing with the press in its *Newspaper of the Air* and the purpose of this competition is to procure the patronage of advertisers who will pay more for its circulation of advertising if it is intermingled with the articles of its *Newspaper of the Air* broadcasts.

"Properly conducted, this is a description of a fair competition for advertising patronage, but as we have before suggested, it affronts common sense to claim that KVOS pays the salaries of its own local reporters and the considerable charge shown for the news supplied by its radio news gathering association, so yielding a higher price for the intermingled advertising, and that, despite this, the circulation of such news is a mere gift of an educational public service and not for the profit arising from the higher advertising rates."

Taking up the denial of KVOS that it had pirated AP news, the court said that 180 "piratings" occupy 385 pages of the printed record in the case. "A careful study," Judge Denman added, "shows that 153 of the appropriations are verbatim broadcasts of such substantial portions of the articles that, under no theory could any have been composed by KVOS or its own news association. Eighty are from the *Seattle Times*, 62 from the *Post-Intelligencer*, and 12 from the *Bellingham Herald*."



You wouldn't drive far on three tires!

you've simply gotta have

Balanced Coverage

Get it in the West on the WESTERN NETWORK and in Northern California on

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

● Let your John Blair man tell you how KSFO's mail is in direct ratio with the population distribution in Northern California's prosperous counties. Note the swell frequency.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

"Plug" Kendrick says:



"ORDERS? We've enough now to be able to refuse any programs that can't click over.. WIRE"

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

NBC's New President

(*Continued from page 9*)

of both Maj. Lohr and Mr. Kennedy. The luncheon, it was said, was at the President's invitation and had no special significance.

Mr. Kennedy attended the RCA board meeting Dec. 27, discussing various proposed recapitalization plans with the board members, but immediately thereafter he left for his winter home in Florida. His task involves working out a plan for elimination of arrears of dividends on the Class B preferred stock of RCA, which will amount to $21.25 a share on Jan. 1, 1936.

Because RCA's cash position has been considerably improved in recent months, due partially to its recent RKO stock sale to Lehman Brothers and the Atlas Corp., and also to the sale of its holdings in Electrical & Music Industries Ltd., of England, it has been proposed that the arrears of about $14,300,000 be paid in cash. Another proposal is that the 495,597 shares of Class A preferred stock should be retired first, which would require $27,257,857, and then followed by a refunding of Class B arrears through a readjustment of capital.

According to the *New York Times*, RCA has at least $30,000,000 in cash and stands to receive $6,000,000 more when the remainder of its RKO stock is acquired by the Lehman-Atlas group.

"It is held," stated the *Times*, "that either plan would be feasible —provided sufficient funds are transferred to surplus, which was $10,506,487 on Sept. 30. Maintenance of dividends at the rates provided by the existing issues would require $1,735,000 annually on the Class A preferred shares and $3,836,375 on the Class B preferred. Net income for nine months this year [1935] available for such dividends was $2,801,123. The fourth quarter normally is far better in financial results than the others. Thus the ability to maintain dividends is another element to be weighed in formulating any plan."

Aylesworth's Loss Regretted

MR. AYLESWORTH's withdrawal from the radio scene, though NBC will still have his advisory services, will be genuinely regretted by everyone in the broadcasting industry. Called in 1926 by Owen D. Young to organize the NBC for General Electric Co. and Westinghouse, then the parent companies of RCA, his career has been brilliant and his sense of public relations has been particularly remarkable. Several years ago he was assigned to help iron out the problems of RKO, being named its president. These duties became greater than anticipated—so great that he virtually had to abandon his NBC duties, although retaining the NBC presidency and spending several hours a day at his network office.

When the RCA deal for the sale of half of RKO stock was announced, it was also announced that Mr. Aylesworth would be retained by the new management as RKO chairman. For the several years that he served with RKO while it was still an RCA subsidiary he received no salary other than his NBC salary of $50,000, which was reduced to $45,000 during the depression.



EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

NORFOLK, VIRGINIA
WTAR
COMPLETE NBC SERVICE
EDWARD PETRY & CO.
National Representatives

ASCAP Extends; Warner Makes Offer

(Continued from page 54)

Society of Composers, Authors & Publishers, such notice to be not less than two-day period. It is understood, of course, that we are not relieving these affiliates of the obligation to pay to us performing fees in accordance with existing contracts".

The networks informed their affiliates, further, that while the Burkan letter refers specifically to chain broadcasting, the ASCAP general counsel had assured them that the same applies also to local programs.

Baldwin's Next Move

ON THE following morning—Saturday, Dec. 28—Mr. Baldwin conferred at length with Mr. Burkan, and reached the understanding on extensions covering individual stations. The arrangement was not consummated then, however. It was approved the following Monday, after which stations were so notified by Mr. Baldwin. Immediately following the Saturday session, at which the accord was reached, Mr. Baldwin telegraphed all stations as follows:

"Am assured by ASCAP general counsel that temporary extensions all ASCAP licenses will be granted by letter to me at present rates and without signing contracts, stations and ASCAP each to have right to cancel on two days notice with understanding joint committee all interested elements meeting shortly after Jan. 1 to arrive definite permanent solution. On Monday expect to ask and obtain six month extension on this basis. Advise whether I may use if necessary your power attorney on this basis with ASCAP. Negotiations with Warner proceeding today. Langlois & Wentworth, New York City, can furnish 60 fifteen-minute programs public domain music. Transcontinental Broadcasting Co., Los Angeles, can furnish 200 musical selections which can be performed without copyright license cost 60 cents per selection. Both copyright libraries should offer opportunity to avoid Warner music pending adjustment their proposed contract".

Meanwhile, work still progressed with the Warner organization for alteration of the contract it sent to stations on Dec. 27, asking 40% of the ASCAP sustaining fee, plus 2% of station gross receipts. Roughly, this figured on procurement by Warner of about $1,200,000 from broadcasting, with stations asked to pay on network rates for their facilities. The contract offer was for three months only.

Conference With Starr

VIEWED by Mr. Baldwin and the group of advisors he called to New York on Friday, Dec. 27, as not only unacceptable but impossible to comply with under its original terms, a series of conferences were begun with Herman Starr, Warner executive and president of Music Publishers Holding Corp., embracing the Warner houses which defected from ASCAP. At a night conference on Dec. 27, Mr. Starr agreed that some of the provisions were inequitable. The following morning, an NAB committee comprising Philip G. Loucks, former managing director, and Louis G. Caldwell, Washington attorney, who represent the so-called clear channel group of stations, and Walter J. Damm, WTMJ, manager, conferred with Mr. Starr and his attorney, A. M. Wattenburg, in an endeavor to adjust these conflicts.

World Broadcasting System, largest of the transcription companies, likewise facing a crisis, procured from Mr. Starr full permission to perform Warner numbers contained in WBS commercial programs produced before the ASCAP - Warner separation, over independent stations, irrespective of whether the stations had Warner licenses. Percy L. Deutsch, WBS president, so notified his stations Dec. 27. At the same time he sent his transcription library subscribers complete information on what numbers to eliminate from their libraries as being Warner compositions, so as to avoid infringement.

Other transcription companies, it was learned, had taken similar steps to identify the Warner numbers in their libraries and to notify client stations.

Complete listings of the Warner compositions (published by Harms, Inc., New World Music Corp., Shubert Music Publishing Co., M. Witmark & Sons, T. B. Harms Co., Victoria Publishing Co. and Remick Music Corp.) were being made jointly by NBC and CBS for distribution to their stations, and possibly to all others. The catalogs, including all numbers in doubt, up to 1932, had been delivered by ASCAP to both Mr. Baldwin of the NAB and to the networks. On Dec. 30 or 31, ASCAP had promised to deliver the balance of the catalogs, up to date. With greatest possible dispatch, these were to be delivered to stations, and to advertisers and agencies to assist them in arranging the musical portions of their programs.

Advice to Stations

THE GENERAL advice was that stations should not perform phonograph records unless they were certain, after checking, that the numbers are not Warner controlled. Otherwise, there would be danger of infringement, since most phonograph records do not carry the name of the publishing house. Under law, any copyright owner can sue any station for infringement, at $250 each, for performances without a license, and that is the grave danger facing stations not having Warner licenses.

Rather than run the risk of performing a number that is not checked, the consensus of expert advice in New York was that stations should fill in with other program material. Many stations were resorting to the purchase of the Transcontinental transcription offer (which should not be confused with its station time-selling project) as a protective means. Langlois & Wentworth announced it was being besieged with telegrams from stations as to the availability and price of their public domain transcription offering.

Mention by Mr. Baldwin in his telegram of the availability of Transcontinental and Langlois & Wentworth transcriptions, drew a sharp protest from Gerald King, manager of KFWB, Los Angeles, and the executive head of Standard Radio Inc., transcription company. Branding it as "recommendation" that stations buy these products, he said no other transcription companies had been queried as to whether they had public domain or guaranteed productions available which would obviate either Warner or ASCAP performance rights. Moreover, he contended there was some question about the quality of the transcriptions, since they are new companies in the field.

Steps leading to the negotiation of the ASCAP extension evoked bitter differences. A cleavage between networks and the independent stations developed. Actually, 55 stations, including the 21 network owned and operated units, have five-year ASCAP extensions under their present terms, whereas up to Dec. 30 the remaining independent stations, totalling more than 550, had no extensions whatever.

The networks, on Dec. 24, had already notified all of their advertisers and advertising agencies placing accounts on their systems, as well as the clients and agencies serving their owned and operated stations, that effective Dec. 31 and until further notice, Warner music would not be performed. They were prepared to go ahead with ASCAP music alone.

The breach was widened as days passed and individual stations, through the NAB, declined

THE GOLDEN RULE *of* TRAVEL

Convenient Departure
Dependable Schedule
Genuine Air-Conditioning
Observation Lounge Car
Library Lounge Car
Radio Entertainment
Tavern Diner
Exemplary Service
Sleep like A Kitten
Arrive Fresh As a Daisy

THE GEORGE WASHINGTON
THE SPORTSMAN • THE F. F. V.
The ticket agent of any railroad can route you on the finest fleet of genuinely air-conditioned trains in the world. Insist upon it.



George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

• • Exclusive • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

to deal with E. C. Mills, ASCAP general manager, on the basis of the five-year extensions of present contracts, from Jan. 1, whereby they would pay the same sum (aggregating about $3,000,000 for the industry) to ASCAP for its Warner-less catalog. Mr. Mills had contended that his board would not accept a measured service arrangement which would have been something tantamount to the so-called newspaper contract, and that "per-piece" was premature and unworkable at this time. Moreover, he had contended that investigations indicated that the Warner houses had substantially less music titles than originally thought, because of the ASCAP rights from composers that clouded the Warner rights to perform them. It is variously estimated that Warner houses have between 25 and 40% of the ASCAP repertory.

Before making the five-year extension offer, ASCAP had renewed its licensing contracts with all composer and publisher members of ASCAP for a like period, leaving only the Warner houses outside the ASCAP pale. Mr. Baldwin, armed with the powers of attorney from stations, which constituted stations which pay to ASCAP upwards of half of its $3,000,000 radio jackpot, consistently declined to deal on any such basis, but worked for per piece or measured service. Instead of arbitrary sustaining fees, plus 5% of net receipts of stations, he desired some such arrangement as the newspaper contracts. Mr. Baldwin had in mind a sustaining fee, monthly, amounting to perhaps the quarter-hour night rate of stations, and payment to ASCAP of 5% of receipts on programs in which ASCAP music is used. This was rejected.

Special Committee Summoned

ANTICIPATING an eleventh-hour verdict, Mr. Baldwin, on Dec. 24 wired a group of broadcasters to meet him in New York to work as a committee on the whole copyright situation. The date of the meeting was Dec. 27. On hand were Messrs. Caldwell, Loucks, Damm; H. K. Carpenter, WHK, Cleveland; John L. Clark, WLW, Cincinnati; H. Dean Fitzer, WDAF, Kansas City. Midnight oil was burned in an effort to work out something. The situation seemed to change almost hourly until the Burkan notice, first to the networks and then to Mr. Baldwin, came on the blanket extension.

Meanwhile, rumors spread thick and fast that both NBC and CBS would withdraw from the NAB because of the copyright predicament. This was denied. The feeling was harbored that the interests of the networks and of individual stations in the copyright negotiations have proved incompatible. There still existed the possibility, it was admitted in network sources, that one or both of the major chains might eventually change their status in the NAB. The feeling among individual stations, as expressed during the heated negotiations, was that the networks have not "dominated" the NAB in the current negotiations. The network attitude, on the other hand, was that politics have become rife in the trade association with the copyright crisis the resultant.

Make Advertisers Pay?

THROUGHOUT the conversations there permeated the talk of having the copyright fee passed along by the station to the advertiser. The networks are opposed to this. The copyright owners, including ASCAP as well as Warner, appear to favor it. The argument of proponents was that there is precedent in other media. In newspapers and magazines, the advertisers buy only the white space, paying for art work and other material that might be classified as the equivalent of the "talent" in radio. In radio, however, the stations and networks, with a few exceptions, have absorbed the music charges.

The network attitude, as expressed by Mr. Klauber, however, is that this would be unsatisfactory from several angles. First, the radio medium has established as a trade practice the absorption of the music cost. Moreover, he feels that it would mean a "per piece" method, which in turn would result in vastly increased payments to ASCAP. The tendency, in his opinion, then would be to perform "cheap" music, which would be that of an inferior type or quality, and result in depreciated program standards. Finally, he said, the competitive situation in radio is such that it would increase the hardship of selling radio time if the advertiser were asked to absorb these additional costs—to the detriment of the whole industry and medium.

Warner Remains Adamant

AFTER the first Warner contract was mailed to stations Dec. 27, Mr. Baldwin notified all stations that, following an examination by his committee, it was construed as "wholly unacceptable". Negotiations for modification were begun immediately, with Mr. Starr expressing a willingness to modify it in every way consistent with the policy his organization had established. He declined, however, to recede from the royalty basis of 40% of the ASCAP sustaining fee, plus 2% of "net receipts".

Aside from the objection to the basis of royalty payment, the NAB committee held it was impossible to comply with the Warner demand that stations keep a list of all numbers performed, irrespective of source, and supply it to Warner periodically. The futility of this was explained, and steps were taken to adjust it. Mr. Starr explained that his reason for asking this was because his companies intended to compensate composers on a "per use" basis. If a number were performed over a network of 40 stations, for example, that would constitute 40 "uses".

Throughout the conversations, Mr. Starr emphasized that if stations could not agree to pay the Warner figure, then his company was willing to forget radio use of its music. The view of the negotiating committee was that Mr. Starr had lacked an understanding of the problems inherent in radio music performance, although he seemed disposed to attempt to work out an arrangement.

The license offered by Music Publishers Holding Corp. on Dec. 26 provided that the stipulated sustaining fee and percentage rate would apply except in the case of stations with a rate of less than $50 per hour and charitable, religious or educational non-profit stations, for which other arrangements, on a flat rate basis, would be made. A "favored nation clause" was included to the effect that no station would be given more favorable terms, except that a discount not exceeding 15% may be allowed to a chain proprietor, because of bulk purchase.

The NAB committee after perusing the original Warner offer, maintained among other things, that the royalty demands were high. First, it was held that the sustaining fee of 40% of the ASCAP fee was out of proportion because experience of stations shows that, of all musical compositions performed, not more than about 20% are covered by Warner music. The percentage basis, it added, should be 1 not 2% of gross.

On the definition of net receipts, it was argued that the term should apply only to that revenue derived from the sale of time using Warner music and to no other.

Won't Drop Government Suit

THE STATUS of the government suit against ASCAP, alleging violation of the Sherman anti-trust act, hangs in the balance at this time. Tentatively docketed for resumption on Jan. 6, the case has not been given a regular place on the schedule of the Federal District Court in New York. The calendar of the court is exceedingly congested, and when the suit was postponed last summer there was no definite assurance that it would resume on the date then docketed. At the Department of Justice it is emphatically stated that the suit has not been dropped.

Washington Situation Anomalous

IN THE ASCAP situation in Washington State, an extraordinary situation has developed. Following the decision Dec. 12 by the U. S. District Court in Seattle, refusing to interfere in any way on the ASCAP motion that the case be removed from state jurisdiction to the Federal courts, the state court to which it was remanded issued an order giving notice that title to all copyrights of all ASCAP members, including Warner, is vested in the ASCAP receiver, Tracy Griffin, of Seattle. ASCAP previously had been adjudged by the court as an illegal combine under the Washington State constitution, and the receiver had been named.

According to Former Senator C. C. Dill, of Washington, who was retained by the State to file with the Registrar of Copyrights in Washington a copy of the supplemental order, the decision has the effect of "clouding" all ASCAP and Warner Bros. titles. It is his view that the copyright pools, being unable to procure clear title, cannot effectively sue for infringements.

Under the court order, the ASCAP receiver has authority to dispose of the ASCAP catalogs for use in performance in any manner he construes reasonable, during the pendency of the litigation.

KSTP DELIVERS

THE AUDIENCE

And The

ADVERTISER DELIVERS MORE GOODS

In The

8th U.S. RETAIL MARKET

. . . where KSTP dominates with a listener preference of more than 50% —according to every survey since 1928!

. . . where 74.3 cents out of every retail dollar in Minnesota are spent!

. . . where KSTP alone—in the State of Minnesota—presents the Star Programs of NBC's Red and Blue Networks!

For reliable market data, consult:

KSTP, MINNEAPOLIS - ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Company.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 8th U. S. RETAIL MARKET

RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

DECEMBER 15 TO DECEMBER 31, INCLUSIVE

Decisions . . .

DECEMBER 17

APPLICATIONS GRANTED:

KCMC, Texarkana, Ark.—CP change equip.

WRR, Dallas—CP new equip., move trans. to Centennial Grounds.

WMFF, Plattsburg, N. Y.—License for CP 1310 kc 250 w D.

KQV, Pittsburgh — License for CP change equip., move trans. locally.

KHJ, Los Angeles—Antenna input measurement.

WGCM, Gulfort, Miss.—Consent transfer control to Sam Gates.

WOC, Davenport, Ia.—Consent vol. assign. license to Tri-City Brdcstg. Co.

WSCN, Birmingham — Consent assign license to R. B. Broyles.

WAML, Laurel, Miss.; KREG, Santa Ana, Cal; KUJ, Walla Walla, Wash.; WIL, St. Louis; WABY, Albany, N. Y.—Extension license 90 days.

WJMS, Ironwood, Mich.; KGB, San Diego; WBAX, Wilkes-Barre, Pa.; KGER, Long Beach, Cal.; KROW, Oakland, Cal.—Renewal license.

WBEN, Buffalo—CP in docket amended and granted, move trans., change equip., increase to 5 kw D, install vertical radiator and ground system.

NEW, WTAR Radio Corp., Norfolk, Va.—CP exp. 50 w unltd.

KNEL, Brady, Tex.—License CP as modif.

WDEV, Waterbury, Vt.—Invol. assign. license to Mary M. Whitehill.

WJAX, Jacksonville, Fla.—Antenna input measurement.

WSAJ, Grove City, Pa.—60-day extension license.

NEW, Baltimore Radio Show Inc.—CP gen exp. 100 w unltd.

SPECIAL AUTHORIZATIONS—WSYR, Syracuse, N. Y., KWJJ, Portland, Ore., granted temp. auth. portable trans. to test sites; WHBB, Selma, Ala., extension temp. auth. program tests, change equip.; WFIL, Philadelphia, extension temp. auth. 360 kc 1 kw N for January; WMFN, Clarksdale, Miss., granted temp. auth. remain silent 90 days to submit plans for renewed operation.

SET FOR HEARING—NEW, Northern Brdcstg. Corp., Watertown, N. Y., CP 1270 kc 250 w D; KSCJ, Sioux City, Ia., CP change equip., new antenna, move trans. site, increase to 5 kw D, hours to unltd.; WMFO, Decatur, Ala., modif. license from D to unltd. 100 w; KLO, Ogden, Utah, CP in docket amended to change equip., move trans. site, directional, increase to 1 kw D, extend completion; WJIM, Lansing, Mich., CP in docket amended to new equip. and antenna, 1010 kc 500 w 1 kw D; NEW, Albert E. Davis, Brownwood, Tex., CP in docket amended to 1420 kc 100 w D; KMMJ, Clay Center, Neb., CP in docket amended re equip., 2½ kw D; NEW, G. H. Adams, H. D. Bratter, St. Paul, CP 1370 kc 100 w unltd.; NEW, Navarro Brdcstg. Assn., Corsicanna, Tex., CP 1310 kc 100 w D; KSEI, Twin Falls, Id., renewal license.

MISCELLANEOUS — WSPA, Spartanburg, S. C., denied spec. auth. unltd. 250 w N; WTMJ, Milwaukee, denied temp. auth. 5 kw midnight to 6 a. m. Dec. 25; KABR, Aberdeen, S. D., modif. license from D to unltd. 100 w; NEW, Edward Hoffman, St. Paul (Ex. Rep. 1-76), reconsidered and set aside action 12-3-35 granting applic. CP new station 1370 kc 100 w unltd.; NEW, C. W. Snider, Wichita Falls, Tex., denied hearing at same time as hearing KGKO applic. move from Wichita Falls to Fort Worth; NEW, Sioux Falls Brdcstg. Assn. Inc., Sioux Falls, S. D., granted continuance hearing.

RATIFICATIONS:

WHDF, Calumet, Mich. — Temp. auth. special programs (12-12).

NEW, James McClatchy Co., portable—Granted CP temp. pickup service (12-13).

WGAR, Cleveland—Granted auth. temp. antenna one week (12-12).

KGMB, Honolulu — Granted extension equip. tests 10 days (12-12).

KHJ, Los Angeles; KFRC, San Francisco—Granted extension program tests.

Cal. Sales Contract Co. granted permission intervene applic. KLS, Oakland, change to 1280 kc 250 w unltd. (12-7).

Examiners' Reports . . .

NEW, Chicago Brdcstg. Assn., Chicago—Examiner Walker recommended (I-158) that applic. CP 1500 kc 100 w unltd. be denied.

NEW, Robert E. Cole, d/b Washington Brdcstg. Co., Washington, Pa.—Examiner Dalberg recommended (I-159) that applic. CP 1350 kc 250 w D be denied.

WADC, Tallmadge, O.—Examiner Dalberg recommended (I-160) that applic. CP change from 1 kw 2½ kw LS to 1 kw 5 kw LS be granted.

KFRO, Longview Tex.; NEW, Oil Capital Brdcstg. Assn., Kilgore, Tex.; International Brdcstg Co., KWEA, Shreveport, La.—Examiner Hill recommended (I-161) that applic KFRO CP change from 1370 kc to 100 w D to 1210 kc 100 w 250 w LS unltd., asks facilities KWEA, be denied; that Oil Capital Brdcstg. Assn. be granted CP 1210 kc 100 w unltd., asks facilities KWEA; that KWEA applic. for renewal license be denied, provided applic. Oil Capital Brdcstg. Assn. be granted, otherwise KWEA applic. renewal should be granted.

NEW, Bell Brdcstg. Co., Temple Tex.—Examiner Dalberg recommended (I-162) that applic. CP 1200 kc 100 w D be granted.

NEW, Paul R. Heitmeyer, Salt Lake City — Examiner Seward recommended (I-163) that applic. CP 1210 kc 100 w unltd. be denied if Commission approves recommendation in I-126 for new station at Salt Lake City; if it be denied, then this recommendation be granted.

KGCX, Wolf Point, Mont. — Examiner Bramhall recommended (I-164) that applic. CP change from 1310 kc 100 w 250 w LS spec. to 1450 kc 1 kw unltd. be granted.

NEW, Florida West Coast Brdcstg. Co. Inc., Tampa—Examiner Bramhall recommended (I-165) that applic. CP 1370 kc 100 w unltd. be denied.

WJJD, Chicago—Examiner Walker recommended (I-166) that protest of WCFL against move of WJJD transmitter to Des Plaines, Ill., previously granted by FCC, be dismissed at request of protestant.

KMED, Medford, Ore.—Examiner Arnold recommended (I-167) that applic. modif. license from 1310 kc 100 w 250 w LS unltd., to 1410 kc 250 w unltd. D, spec. N, be granted.

NEW, W. A. Patterson, Chattanooga—Examiner Hill recommended (I-168) that applic. CP 1420 kc 100 w D be granted if applic. Dudley J. Connolly & Co. be denied, otherwise denied.

WEDC, Chicago — Examiner Hyde recommended (I-169) that applic. renewal license 1210 kc 100 w spec. be granted.

NEW, Ralph Perez Perry, Santurce, P. R. — Examiner Walker recommended (I-170) that applic. CP 1340 kc 250 w unltd. be denied.

NEW, Herbert Lee Blye, Lima, O.—Examiner Dalberg recommended (I-171) that applic. CP 1210 kc 100 w D be granted.

NEW, Sam G. Weiss, d/b Eastern Utah Brdcstg. Co., Price, Utah—Examiner Seward recommended (I-172) that applic. CP 1420 kc 100 w unltd. be granted.

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; Wyoming Radio Educational Assn., Cheyenne—Examiner Seward recommended (I-173) that applic. Paul Heitmeyer for CP 1210 kc 100 w 250 w LS unltd. be granted; that Wyoming Radio Education Assn. applic. CP 630 kc 500 w 1 kw LS unltd. be denied.

Applications . . .

DECEMBER 16

W8XH, WBEN, Inc. Buffalo — License for CP 31600, 35600, 38600 kc.

NEW, Foreign Lands Corp., Honolulu, T. H.—CP 600 kc 1 kw unltd., amended re transmitter site.

WRVA, Richmond — CP change equip., increase from 5 to 50 kw, amended re transmitter site.

WHAT, Philadelphia—CP change equip., increase from 100 w to 1 kw, change from 1310 to 1220 kc, from Sh-WTEL to unltd., move transmitter.

WMBC, Detroit—CP change equip.

WKY, Oklahoma City—CP new equip., increase from 1 to 5 kw, move transmitter.

WJBR, Gastonia, N. C.—Modif. CP new station re equip., transmitter & studio 214 South St.

NEW, Guilford Brdcstg. Co., Fort Dodge, Ia.—CP 1210 kc 100 w D.

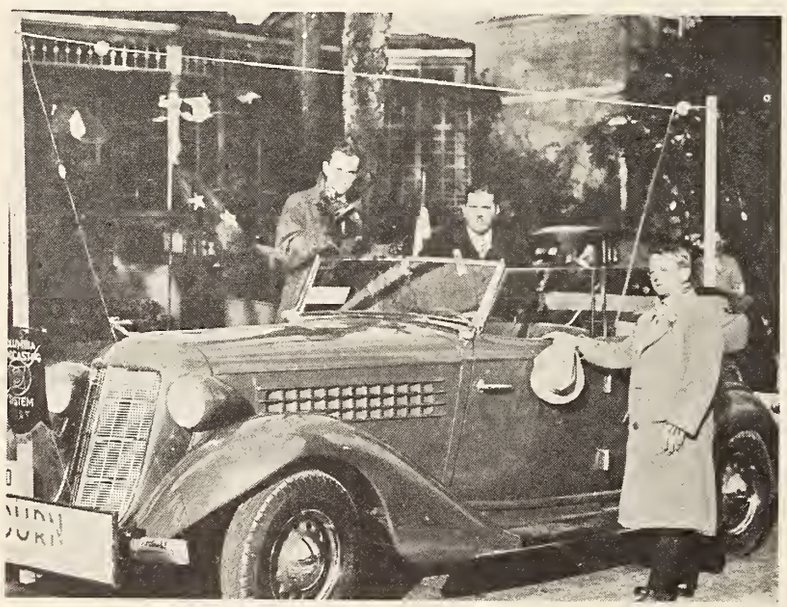
NEW, M. H. White, Winona, Minn.—CP 1200 kc 100 w unltd.

NEW, H. E. Studebaker, La Grande, Ore.—CP 1420 kc 100 w 250 w D unltd., under Rule 6 (g), contingent granting of KRLC applic. change frequency.

NEW, George Harm, Fresno, Cal.—CP 1310 kc 100 w unltd.

KREG, Santa Ana, Cal.—CP change antenna, move transmitter & studio to 2825 W. Fifth St.

NEW, Ben S. McGlashan, portable-mobile—Two CP gen. exp. 86000-400000 kc 100 w; aircraft gen. exp. 31100, 34600 37600, 40600 kc 10 w.



SHORT-WAVING ROOSEVELT—When President Roosevelt made his "home-coming" to Atlanta Nov. 29, short-wave radio was there to carry a block-by-block description of the parade. Here is the WGST mobile transmitter in a car which figured in the Presidential parade. The broadcast was put on loud speakers at Grand Field, where the President spoke, and the crowd kept informed as to the progress of the parade. Frank Gaither, WGST announcer, described the event. The mobile station, WQER, was installed by Ben Akerman, WGST chief engineer, and his assistants, Martial Honnell and Dan Buchanan.

DECEMBER 17

WPRP, Ponce, Puerto Rico—Modif. CP trans. site, extend completion, change spec. hours.

NEW, I. L. G. W. Radio Corp., New York—CP 970 kc 1 kw unltd.

WPEN, Philadelphia — Modif. license from 250 w 500 w D 1 kw D & N directional N.

NEW, Wilton Harvey Pollard, Huntsville, Ala. — CP, 1200 kc 100 w unltd. amended re trans. site, antenna (asks facilities WBHS).

WMAZ, Macon, Ga.—License for CP change equip.

WIEF, Miami—CP increase from 15 to 50 w, change equip.

NEW, Harry J. Grant, Milwaukee—CP 1010 kc 1 kw unltd.

NEW, Joliet Printing Co., Joliet, Ill.—CP 1500 kc 100 w 250 w D unltd.

WBBM, Chicago—Extension exp. auth. synchronize with KFAB LS-midnight to 8-1-36.

KFAB, Lincoln, Neb.—Extension exp. auth. synchronize with WBBM.

KWTO, Springfield, Mo.—Modif. CP change equip., increase power, to change completion.

NEW, Ellwood W. Lippincott, Pendleton, Ore.—CP 1500 kc 100 w D.

DECEMBER 19

WFVW, Brooklyn—CP change equip.

WRAX, Philadelphia — Modif. license from 250 w 500 w D to 1 kw D & N directional N.

NEW, W. P. Stuart, Prescott, Ariz.—CP 1500 kc 100 w unltd., asks facilities KPJM, amended re equip., studio and trans. sites Union & Cortez St.

KRNR, Eugene, Ore.—License for CP as modif. new station.

NEW, A. W. Mills, Gallup, N. M. CP 1500 kc 100 w D & ltd., amended to 1310 kc unltd.

NEW, Earle Yates, Las Cruces, N. M.—CP 930 kc 1 kw D.

WHO, Davenport, Ia.—CP new equip., increase from 50 to 500 kw.

APPLICATIONS RETURNED — NEW, First Baptist Church, Bluffton, Ind., CP 600 kc 1 kw D; NEW, Marshall News Messenger Pub. Co., Marshall, Tex., CP 1500 kc 100 w unltd.; Radio Producers Sales Co., Hollywood, auth. to sell transcriptions to Canadian stations; WCAZ, Carthage, Ill., CP change equip., hours from spec. to D; KMMJ, Clay Center, Neb., vol. assignment license to Nebraska Brdcstg. Co.

DECEMBER 20

WFIL, Philadelphia—License for WE trans. as aux.

WHIS, Bluefield, W. Va.—CP new equip., increase from 250 w 500 w D to 500 w 1 kw D, move trans. locally, amended to omit request for power increase.

NEW, WDOD, Chattanooga—CP gen exp. 100 w.

NEW, Bay Co. Publishers Inc., Panama City, Fla.—CP 1420 kc 100 w unltd.

NEW, Metropolis Co., Jacksonville, Fla.—CP 1200 kc 100 w unltd.

KSD, Pulitzer Pub. Co., St. Louis—License for CP new equip., increase power.

WHBF, Rock Island, Ill.—CP change equip., directional antenna, change from 1210 to 1450 kc, increase from 100 w 250 w D to 1 kw D & N, move trans.

W9XAL, Kansas City — Consent assign license to First National Television Inc.

NEW, Head of the Lakes Brdcstg. Co., Superior, Wis.—CP gen exp. 80 w., amended re freq.

APPLICATIONS RETURNED — NEW, Guilford Brdcstg. Co., Fort Dodge, Ia., CP 1210 kc 100 w D; WJAG, Norfolk, Neb., vol. assignment license to Nebraska Brdcstg. Co.; WTJS, Jackson, Tenn., CP new equip., increase from 100 w 250 w D to 250 w 500 w D, move transmitter locally.

DECEMBER 23

NEW, Sherman Brdcstg. Assn., J. B. Knight, pres., Sherman, Tex.—CP 1310 kc 100 w D.

WGCM, Mississippi City, Miss.—Modif. CP change freq., hours, increase power, to extend completion.

WRDW, August, Ga.—CP change equip., move trans. locally, change from 1500 to 1240 kc, increase from 100 w to 250 w 1 kw D, directional N if necessary.

WWSW, Pittsburgh—CP change equip., move trans. locally.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1200 kc 100 w unltd.



INTERNATIONAL PARTY — More than 150 broadcasters, advertising men and their ladies attended the International Radio Party at Miami and Havana Jan. 7-12 as guests of Jack Rice, head of the International Club, and Juan Sabates, chairman of the Cuban Tourist Commission. This photograph was made at Miami. The group elected Miss Sylvia Isenburg, entry of WIL, St. Louis, to be "Queen" of the party.

ONE HUNDRED and fifty strong, broadcasters and other radio personages attended the Sixth International Radio Party in Havana Dec. 9, 10 and 11, and, to quote some of the returning delegates "had the time of their lives." The delegates were the guests of the Cuban Tourist Commission and were feted in every way imaginable during their three day sojourn in Cuba. Each year the party has been productive of much good in "cementing the bonds of friendship between the nations of the Western hemisphere", the Club officially announced, "but never before has the membership experienced so warm-hearted a welcome, so magnificent a reception." Before the convention officially opened, the delegates were entertained in Miami for two days. Quartered at the Columbus Hotel, the members were guests of the *Miami Daily News* and WIOD at a dinner in the hotel. Dan J. Mahoney, executive of the newspaper, which operates the station, and Jesse Jay, station manager, were hosts. On Dec. 6, the delegates sailed for Havana aboard the P. & O. Steamship *Florida*. Their hosts were Juan Sabates, president of the Cuban Commission, and Jack Rice, president of the club. Accompanying the delegates were 24 winners of beauty contests. Miss Sylvia Isenburg, representing WIL, St. Louis, was selected as the Queen of the party. President Mendieta, who resigned his post Dec. 10, received the delegation the preceding day, despite the gravity of matters of state. The delegates, in the short span of three days, were whirled about the islands to take in every possible sight. High personages in Cuban political and social life entertained the delegation. The party was termed by Mr. Rice the most successful in six years.

WGES, Oak Leaves Brdcstg. Station Inc., Chicago—Modif. license from Sh-WSBT to unltd., reduce D power Sunday from 1 kw to 500 w, contingent granting of WSBT applic. change freq.

KABR, Aberdeen, S. D.—License for CP move trans. locally.

KIEV, Los Angeles—Modif. CP change equip., increase power, move trans., asking extension of completion.

KHQ, Spokane—Change equip.

KIDW, Lamar, Col.—Vol. assignment license to Southwest Brdcstg. Co.

APPLICATIONS RETURNED—WFBR, Baltimore, license for CP increase power aux. equip. 500 w; KFH, Wichita, Kan., modif. CP change equip., increase from 1 kw to 1 kw 5 kw D, extend completion; KTW, Seattle, auth. install automatic freq. control.

DECEMBER 26

NEW, Hyman Altman, Detroit — CP 1140 kc 250 w D, amended to 1120 kc.

WREC, Memphis — Modif. CP increase power, change equip., move trans., asking extension completion date.

NEW, Ruth W. Adcock & S. E. Adcock, d/b General Broadcasters, Rossville, Ga.—CP 580 kc 250 w D, amended to 1120 kc; Johnson City, Tenn., CP 600 kc 250 w D, amended to 880 kc.

NEW, Ted R. Woodard, Kingsport, Tenn.—CP 1210 kc 100 w D, amended re trans. site.

NEW, Peninsula Newspapers Inc., Palo Alto, Cal.—CP 1160 kc 250 w D, amended to omit name of Merced Star Pub. Co.

NEW, Struble, Strong & Fagan, The Dalles Ore.—CP 1200 kc 100 w unltd., amended re trans. site.

NEW, Southwest Broadcasting Co., Prescott, Ariz.—CP 1500 kc 100 w 250 w D unltd., amended re stockholder.

APPLICATIONS RETURNED — NEW, C. E. Wilkinson, Mason City, Ia., CP 1370 kc 100 w unltd.; KOIL, Council Bluffs, CP new equip., increase from 2½ to 5 kw D.

DECEMBER 28

NEW, Connecticut State College, Storrs, Conn.—License for CP gen. exp.

NEW, WBNS, Columbus—CP gen. exp. 1 kw.

WQAN, Scranton, Pa.—Vol. assignment license from E. J. Lynett, prop. Scranton Times, to Scranton Times, co-partnership.

NEW, Berks Brdcstg. Co., Pottsville, Pa.—CP 640 kc 250 w D.

KPDN, Pampa, Tex. — Modif. CP new station to change equip., trans. site near Pampa.

WPAX, Thomasville, Ga. — Modif. CP change equip., increase power, for change in trans. site, extend completion.

KTRH, Houston—License for CP change equip.; auth. antenna meas.

KLPM, Minot, N. D. — Modif. license spec. hours.

KVOR, Colorado Springs — License for CP move trans., change equip.

KABD, Los Angeles — License for CP pickup station.

March of Time Shift

TIME Inc., New York, has extended the five-weekly *March of Time* series on CBS to Jan. 3, with a two-week option beyond that date. The 30-minute weekly program was originally scheduled to begin Thursday, Jan. 2, 8:30-9 p. m. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

B-S-H Expands in Chicago

EXPANDING its radio department, the Chicago office of Blackett-Sample-Hummert Inc. has added three radio program directors to its staff: Earl Towner, recently with the Don Lee Broadcasting System; Alan Wallace, associated with the civic theatres of Duluth and Indianapolis as actor and director, and with Herman Shumlin and Porter & Haight, New York theatrical producers; and Kirby Hawkes, previously a continuity writer in the New York offices of CBS. Other additions to the Chicago force include: R. B. Alspaugh, formerly sales promotion manager of Armour & Co.. as merchandising and research director; and Oscar L. Coe, formerly with Hilmer V. Swenson Co. and B. W. Cooke Co.; J. C. Bridgewater, previously with Newell-Emmett Co.; and Ashley Belbin, who has been with J. Stirling Getchell and McCann-Erickson Inc., as copywriters.

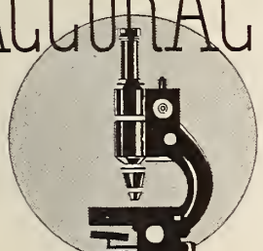
Father Flanagan's Spots

FATHER FLANAGAN'S School for Boys, Boys Town, Neb., is using two-minute announcements and quarter-hour programs on about 50 stations to sell subscriptions to *Father Flanagan's Boys' Own Magazine*. Each subscription entitles the subscriber to enter a $500 word building contest. Each contest lasts two weeks; then judges pick winners, after which the program is resumed and a new contest is launched. Agency: Bozell & Jacobs Inc., Chicago.

Ford Splits Networks

FORD MOTOR Co., Detroit, has renewed its *Ford Sunday Evening Hour*, 9-10 p. m., on 92 CBS stations but has split *Fred Waring's Pennsylvanians* to an NBC-WJZ network, Fridays, 9:30-10 p. m., continuing on CBS with a half-hour weekly program. The Waring program had been a full hour feature on CBS, Tuesdays, and probably will use the same network as the Sunday evening program. N. W. Ayer & Son Inc., New York, is the agency.

ACCURACY



Scientific Radio Service

. . . Crystals are ground to an accuracy of BETTER than .01% before leaving our laboratory.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals ... $90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-161

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS



UNIVERSAL
Model E
Condenser Type Microphone

Amazing quality at a sensationally low price. 90° Swivel Head with Automatic Barometric Adjustment—2-stage Amplifier—Non Microphonic Tubes—Solid Bar grating Diaphragm Protection — Polished Aluminum and Chrome Plated — Dealers Net Cash — $35.28.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

PORCELAIN
WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg.
WASHINGTON, D. C.
Tel. NAtional 4048

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

VAN NOSTRAND RADIO ENGINEERING SERVICE
Specializing in frequency measurement service. Field intensity surveys. COLLINS transmitters and speech equipment. TRUSCON radiators.
339 Leland Ter., N.E., Atlanta, Ga.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Two experienced radio salesmen for station in Middle West. Excellent opportunity. Commission of 30 per cent allowed good producer. Address Box 427, BROADCASTING.

Wanted Manager for regional station; middle west city under 50,000. State local national advertising knowledge. Give experience and references. An excellent opportunity for right man. Address Box 424, BROADCASTING.

Station WLBC, Muncie, Indiana, with construction permit for 250 Watts, desires an additional salesman. Must furnish photograph, record of achievements, and personal history. Our station employees know about this advertisement. Address W. F. Craig, Commercial Director.

Situations Wanted

Technical director—consulting engineer. wants position as chief engineer of a station that demands only finest engineering—up to FCC recommendations at all times. Have eight years' broadcast experience from 100 to 25,000 watts, in East and South. Can solve technical difficulties personally—eliminating "outside engineer" expense. Married, reliable, temperate, executive ability. Thorough background includes field strength surveys, design construction, repair, recording television, corrections for high fidelity, etc. Box 428, BROADCASTING.

ARE YOU DISSATISFIED WITH YOUR ORGANIZATION? Does it have the prestige it should have? Is it making the money it should make? Two men, with over five years' experience in radio advertising and management . . . and, prior to that, experienced in newspaper advertising and management, will take over your station, on percentage, lease, or will buy if price is right. Employed at present on station they have made one of the biggest money makers in the nation as well as one of the most respected. All correspondence confidential. Box 429, BROADCASTING.

Station, Program, or Production Executive with nine years experience from all angles in the field of radio, including production and announcing on some of the largest and most important network productions. College graduate, married, good habits and best of references. Now employed. Box 425, BROADCASTING.

A young resourceful executive, over ten years radio experience. Sucessful background salesman, sales-manager, manager. Married, temperate, reliable. Well recommended. Capable taking charge of sales and/or managing medium powered station. Available short notice. Box 432, BROADCASTING.

Production; Music. Assume full charge of programs; direct staff orchestra. Distinctive arrangements; modern choir, quartet, trio, orchestra. Produce real talent programs that will sell. Box 426, BROADCASTING.

Network experience, commercial, production, program, and announcing are my qualifications—now employed network but seeking eastern connection. Excellent references. Box 419, BROADCASTING.

Situations Wanted (cont'd.)

Announcer-operator; young; high and technical school graduate, two years experience, first class radiotelephone license. Available immediately; will go anywhere. Box 423, BROADCASTING.

Experienced Operator, and Advertising man; 1st class Radiotelephone license, seeks opportunity. Box 431, BROADCASTING.

Control operator, seven years experience, now employed, desires change. Box 421, BROADCASTING.

Operator Engineer desires position anywhere. 8 years radio experience. Box 422, BROADCASTING.

Writer-Editor, 1½ years with the Press Radio Bureau, Box 430, BROADCASTING.

Wanted Representative

Station WLBC, Muncie, Indiana, desires National Representative that can really produce.

For Sale—Equipment

One RCA 21-A field strength set. Newly overhauled and calibrated by the factory. Box 420, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted To Buy—Station

Successful Station Manager, Chief Engineer and Chief Announcer, wants station. Will buy outright, lease or operate on a percentage basis. Box 411, BROADCASTING.

Station Outright for cash. Box 412, BROADCASTING.

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Gas Fails on Christmas In Macon; WMAZ Praised For Warnings to Public

FAILURE of the Macon Gas Co.'s source of supply just as Christmas dinners were to go into ovens brought to WMAZ, Macon, Ga., its greatest Christmas present in the form of undivided listener attention and a 30-inch advertisement of appreciation from the gas company in local papers. At 10 Christmas morning a break in the natural gas line supplying Macon extinguished flames of heaters, stoves, linotype melting pots in newspapers, and sent officials of the gas company scurrying to WMAZ to warn patrons to cut off every gas jet while 300 men labored to repair the break.

Network shows and everything else was forgotten by Macon listeners, and so well did WMAZ do its job that only one slight burn had been reported the morning following the four-hour interruption. In addition to paying card rates for time used, the gas company inserted display advertising in Macon papers paying tribute to WMAZ.

ROUND-THE-WORLD FORECAST ON CBS

CBS on Jan. 4 will broadcast an international forecast for 1936, with the cooperation of International News Service, Universal Service and King Features Syndicate, all Hearst organizations. The program, to be broadcast 3:30 - 4:30 p. m., will present outstanding features in all branches of business, politics and sports, from points all over the world. No sponsor had been obtained as BROADCASTING went to press.

The program will begin with J. V. Connolly, president of the three services, who will introduce Barry Faris, editor of INS, and Seymour Berkson, managing editor of Universal. Next the program will shift to London to pick up William Hillman, Universal correspondent; to Hollywood for Louella Parsons, movie writer; to Tokyo, for James Young, INS correspondent; to Washington for William Hutchinson, chief of the INS bureau, and Senator Key Pittman, chairman of the Senate Foreign Relations Committee; to Chicago for Burns & Allen, and then back to New York.

Other speakers will be Prunella Wood, fashions; B. C. Forbes, financial; Lois Long, mistress of ceremonies; Jack Dempsey; Babe Ruth; David J. Walsh, INS sports writer; Ted Husing, announcer; H. V. Kaltenborn, radio commentator.

Arthur Brisbane, Hearst editorial writer, will sum up.

Silverware Campaign

D & M FINANCE Corp., Chicago, is using daily spot announcements on a dozen stations from Coast-to-Coast, weekly quarter-hour *Barn Dance* spots on KNX and KTHS, and a five-minute spot three times a week on WTIC to sell silverware direct to the public. Merchandise is sold on a basis of "send no money, just pay the postman", with returns so far — campaign started about Nov. 1—large enough so that more stations will probably be added early in 1936. Advertising is placed through First United Broadcasters, Chicago.

In WASHINGTON, during the month of November, *NINETEEN* Department and Clothing Stores  ...*SEVENTEEN* Automobile Dealers  .. *TEN* Food Products Merchants  . . and *FOUR* Retail Shoe Stores,  used the services of WRC and WMAL.

That the majority of Washington merchants prefer the service of either WRC or WMAL is reason enough why national spot broadcasters should choose likewise.

WRC • WMAL
WASHINGTON, D. C.

WRC and **WMAL** are two of NBC's managed and operated stations. Others are **WEAF**, **WJZ**, New York • **WBZ-WBZA**, Boston and Springfield, Mass. • **WGY**, Schenectady • **KDKA**, Pittsburgh **WTAM**, Cleveland • **WMAQ**, **WENR**, Chicago • **KOA**, Denver • **KGO**, **KPO**, San Francisco

HIGH FIDELITY on 100 watts at LOW Cost

Completely self-contained and AC operated for low installation and operating costs.



Here is an RCA Broadcast Transmitter that solves very simply and easily the usually difficult problem of reconciling the necessity for economy with the need for quality. RCA 100-E supplies 100 watts power, is low in first cost and in operating cost, yet provides a High Fidelity signal on the air.

Economy has been achieved by RCA engineers in this transmitter by introducing certain desirable simplifications, using inexpensive tubes, adopting new engineering developments, and designing a mechanical assembly honestly proportional to 100-watt needs.

Thus a transmitter was created that is startlingly simplified. Yet it yields not an inch, in convenience, reliability and performance, to the finest high-powered transmitters. It thus has everything the 100-watt station needs. Write for further details.

Get in touch with one of these offices: New York, 1270 Sixth Ave.; Chicago, 111 No. Canal St.; San Francisco, 170 Ninth St.; Dallas, Santa Fe Building; Atlanta, 144 Walton St., N.W.

Recently installed by KROC, Rochester, Minnesota.

TRANSMITTER SECTION

RCA Manufacturing Co., Inc., Camden, N. J., *a subsidiary of the*

RADIO CORPORATION OF AMERICA

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 10 No. 2

WASHINGTON, D. C.
JANUARY 15, 1936

Canada and Foreign
$4.00 the Year

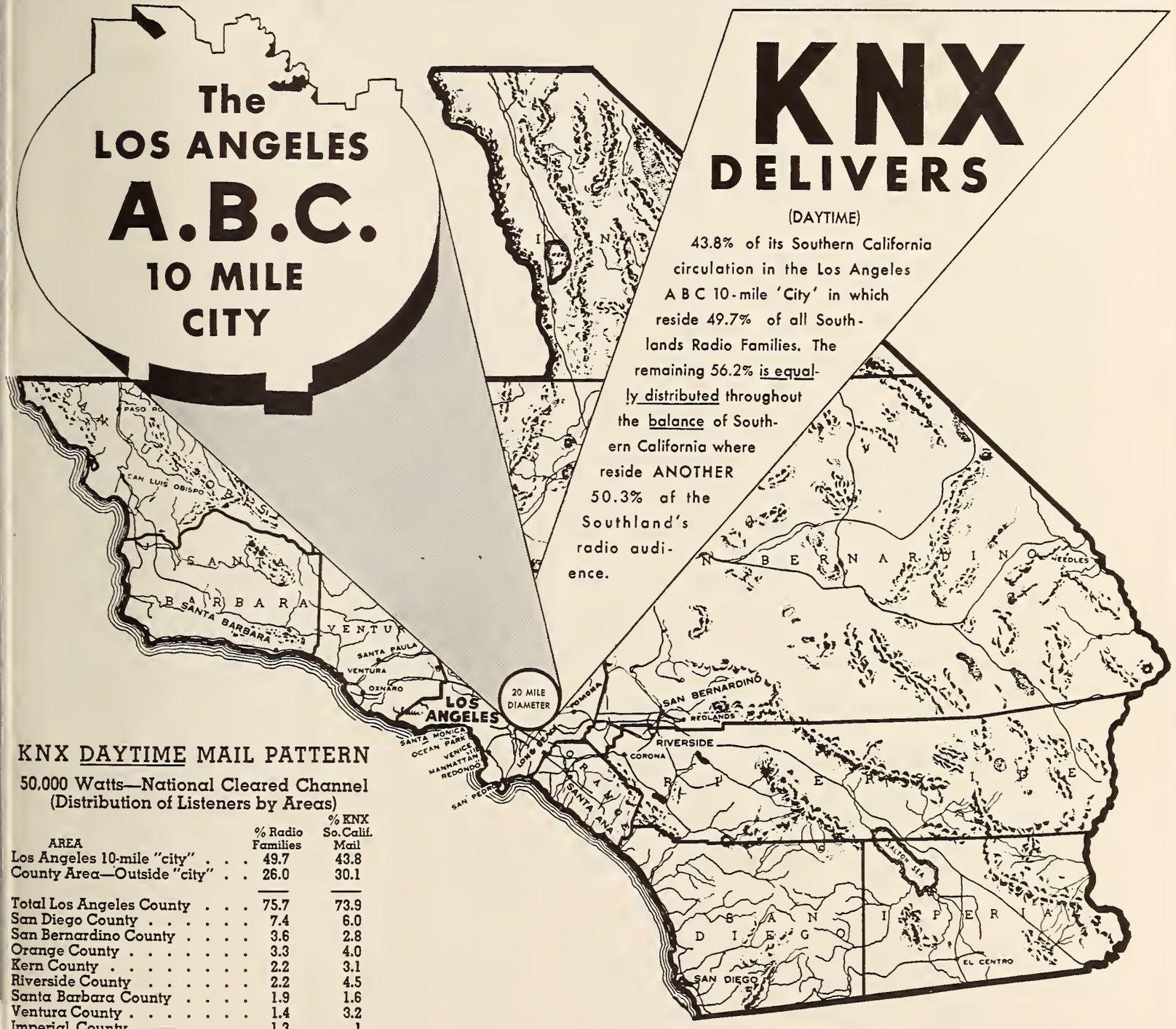
$3.00 the Year
15c the Copy

The LOS ANGELES A.B.C. 10 MILE CITY

KNX DELIVERS

(DAYTIME)

43.8% of its Southern California circulation in the Los Angeles A B C 10-mile 'City' in which reside 49.7% of all Southlands Radio Families. The remaining 56.2% is equally distributed throughout the balance of Southern California where reside ANOTHER 50.3% of the Southland's radio audience.



KNX DAYTIME MAIL PATTERN

50,000 Watts—National Cleared Channel
(Distribution of Listeners by Areas)

AREA	% Radio Families	% KNX So. Calif. Mail
Los Angeles 10-mile "city"	49.7	43.8
County Area—Outside "city"	26.0	30.1
Total Los Angeles County	75.7	73.9
San Diego County	7.4	6.0
San Bernardino County	3.6	2.8
Orange County	3.3	4.0
Kern County	2.2	3.1
Riverside County	2.2	4.5
Santa Barbara County	1.9	1.6
Ventura County	1.4	3.2
Imperial County	1.3	.1
San Luis Obispo County	.8	.7
Inyo County	.2	.1
Total Southern California	100%	100%

KNX THE VOICE OF HOLLYWOOD • Natl. Repr. JOHN BLAIR & CO.

(NOT TOO) TECHNICAL PAGE for A

More than half of the Columbia stations made *major* technical improvements in 1935, keeping up with (no, keeping *ahead* of) the 4,000,000 families who bought new radios in 1935. Columbia programs get the solid support of the best physical equipment in radio: engineers' contributions to advertising, installed as soon as the engineers make them available. For example—

44 CBS stations installed **new equipment**—high fidelity, vertical antennas, 100% modulation and/or other improvements too technical to detail.



The significance of these changes? They generally are the equivalent of a 20% to a 200% power increase! And they always result in clearer, more brilliant reception of CBS programs day and night.

18 CBS stations doubled (or better) their **day** power.

7 CBS stations have changed the **site** of their transmitters—to cover their markets more intensively.

5 CBS stations doubled their **day and night** power.

5 stations became members of the Columbia Network in 1935: WJR, Detroit; WWL, New Orleans; KRNT, Des Moines; WMMN, Fairmont, W. Va.; WSMK, Dayton.

2 CBS stations increased their **hours** of operation.

CITY	STATION	IMPROVEMENT
Akron	WADC	Increased day power to 2,500 watts (from 1,000); new transmitter and high fidelity equipment.
Albany	WOKO	New transmitter and vertical radiator antenna; a new transmitter site.
Bangor	WLBZ	Doubled day power to 1,000 watts.
Bridgeport	WICC	Doubled day power to 1,000 watts; new transmitter with high fidelity equipment.
Buffalo	WGR WKBW	New high fidelity equipment and 100% modulation.
Charlotte	WBT	100% modulation on 50,000 watt transmitter.
Chattanooga	WDOD	Doubled day power to 5,000 watts.
Chicago	WBBM	Doubled day and evening power to 50,000 watts.
Colo. Spgs.	KVOR	New vertical radiator antenna system and new transmitter site.
Columbus	WBNS	Major transmitter improvements.
Davenport	WOC	Increased day power to 250 watts (from 100 watts).
Dayton	WSMK	New station, 200 watts.
Des Moines	KRNT	New station: 1,000 watts day power and 500 watts night power.
Detroit	WJR	New station, operating on 50,000 watts (replaced CKLW, 5,000 watts).
Durham	WDNC	Major transmitter improvements.
Fairmont	WMMN	New station: 1,000 watts day, and 500 watts evening.
Fort Wayne	WOWO	New vertical radiator antenna system installed.
Fresno	KMJ	Doubled day power to 1,000 watts; major transmitter improvements and 100% modulation.

ERTISERS

CITY	STATION	IMPROVEMENT
Greensboro	WBIG	Major transmitter improvements.
Hartford	WDRC	Doubled day power to 5,000 watts. New vertical radiator antenna system.
Houston	KTRH	Doubled day power to 5,000 watts; change in frequency from 1330 to 1290 kilocycles. New transmitter and vertical radiator antenna system.
Indianapolis	WFBM	New transmitter, vertical radiator antenna system, a new transmitter site, and high fidelity equipment.
Jacksonville	WMBR	Increased day power to 250 watts (from 100); new vertical radiator antenna system.
Kansas City	KMBC	Doubled day power to 5,000 watts; new transmitter with high fidelity equipment.
Los Angeles	KHJ	Doubled day power to 5,000 watts; new transmitter.
Manchester	WFEA	Doubled day power—to 1,000 watts.
Memphis	WREC	Doubled evening power to 1,000 watts; increased day power from 1,000 to 2,500 watts; new vertical radiator antenna system, and new transmitter site.
Miami	WQAM	New vertical radiator antenna system and high fidelity equipment.
Mobile	WALA	Major transmitter improvements.
New Orleans	WWL	New station, 10,000 watts (replaced WDSU, 1,000 watts).
Omaha-Lincoln	KFAB	Doubled day and evening power to 10,000 watts; new transmitter.
Peoria	WMBD	Increased schedule to full-time hours of operation.
Pittsburgh	WJAS	New transmitter, a new vertical radiator antenna system, and new transmitter site.
Portland	KOIN	Doubled day power to 5,000 watts; new transmitter.
Richmond	WMBG	Increased day power to 250 watts (from 100); new transmitter.
Roanoke	WDBJ	Major transmitter improvements.
Rochester	WHEC	Major transmitter improvements.
Sacramento	KFBK	Increased power to 5,000 watts (from 100); change in frequency from 1310 to 1490 kilocycles; new transmitter and high fidelity equipment.
San Francisco	KFRC	Doubled day power to 5,000 watts; new transmitter.
Savannah	WTOC	New transmitter and vertical radiator antenna system.
Seattle	KOL	Major transmitter improvements, 100% modulation.
Shreveport	KWKH	Major transmitter improvements.
Sioux City	KSCJ	Increased schedule to full-time hours of operation; major transmitter improvements.
Spokane	KFPY	Changed frequency from 1340 to 890 kilocycles.
Stockton	KWG	New transmitter, 100% modulation and new antenna system (new antenna in operation Feb. 1, 1936).
Syracuse	WFBL	New high fidelity equipment.
Tampa	WDAE	New vertical radiator antenna system.
Toledo	WSPD	Increased day power to 2,500 watts (from 1,000), new transmitter and site, high fidelity equipment.
Topeka	WIBW	Doubled day power to 5,000 watts; new transmitter, new vertical radiator antenna system.
Tulsa	KTUL	Doubled evening power to 500 watts; doubled day power to 1,000 watts.
Wichita	KFH	New transmitter, new vertical radiator antenna system.
Yankton	WNAX	Doubled day power to 5,000 watts; new vertical radiator antenna system; new transmitter and transmitter site.
Youngstown	WKBN	Major transmitter improvements, high fidelity equipment.

THE COLUMBIA BROADCASTING SYSTEM



Perhaps NOT THE LARGEST . . .
But ONE OF THE BEST!

We can't honestly say that Buffalo is the largest market in the country. But we can truthfully claim that it is one of the best and has been consistently so for many years.

The Buffalo Market, you know, embraces the entire Niagara Frontier—from the shores of Lake Ontario to within a few miles of Erie, Pennsylvania. 1,312,551 people live here. Their standards of living are high—and the majority of them have been singularly fortunate in working steadily throughout the difficult years of depression. Right now things look even brighter and employment in the Buffalo Area is decidedly on the uptrend.

That's due in no small measure to the broad diversification of industries in this part of the country. Everything from steel to cellophane —from furniture to baby carriages — and from abrasives to house dresses is made in or near Buffalo.

Yes, industry is distinctly diversified — but the overwhelming majority of radio listeners in this same territory concentrate their attention on two stations—WGR and WKBW, both owned and operated by the Buffalo Broadcasting Corporation. Extensive surveys have conclusively proved that the majority of listeners in the Buffalo Area invariably dial to these two stations which divide Columbia and Buffalo Broadcasting Productions between them.

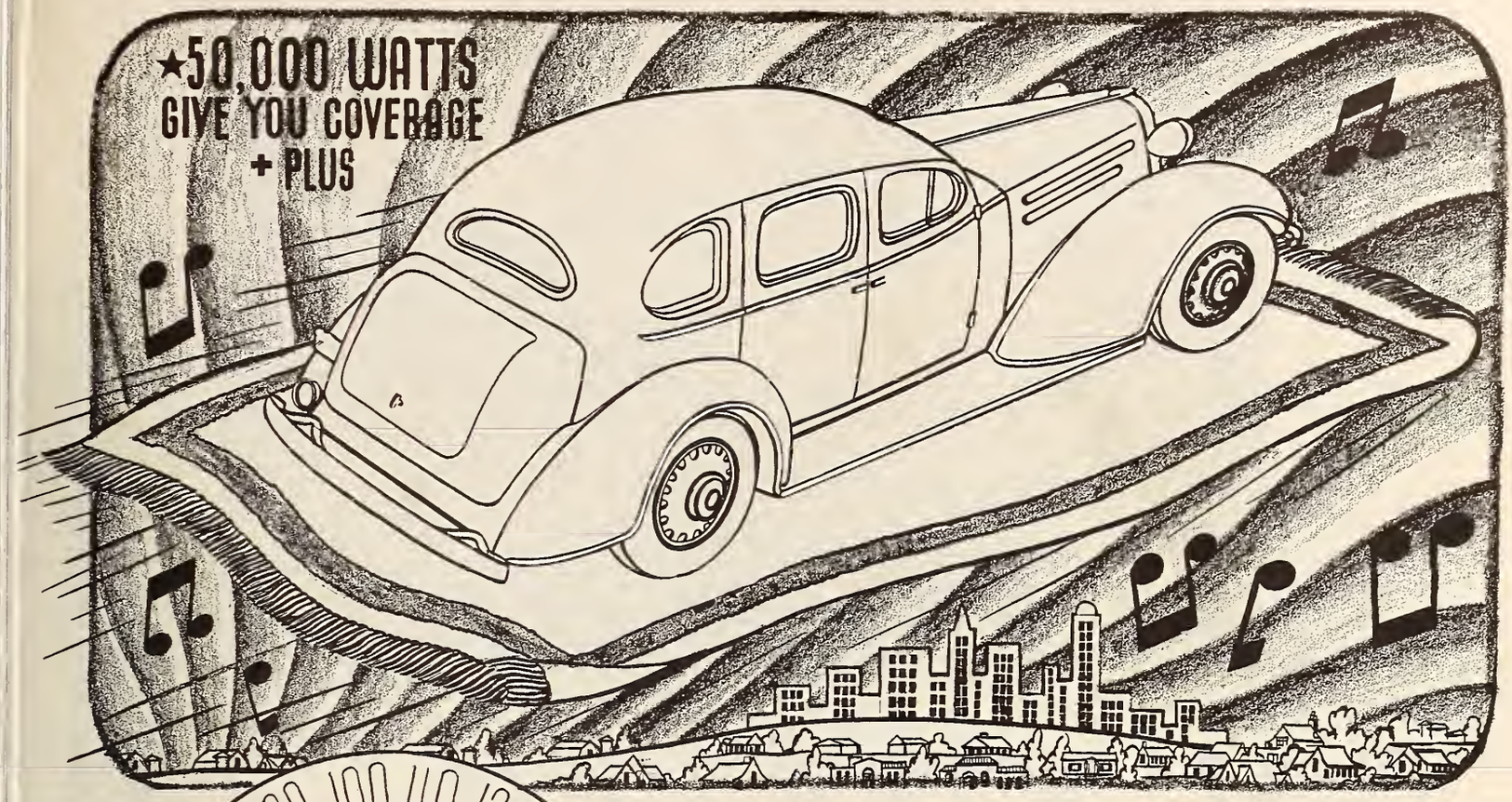
That's why a steadily increasing number of advertisers spend their radio appropriation with us. They know they're sure of reaching a consistently larger audience over Buffalo Broadcasting Stations. We've a hunch you'll find it very profitable to follow their example—and we've more than a hunch that you'll find the Buffalo Area a major market.

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW

BBC

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, RAND BUILDING, BUFFALO, NEW YORK. REPRESENTED BY FREE & SLEININGER, INC.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



60 70 80 90 100 110 120 130

WHAS

THE MAGIC CARPET OF PROGRAMS is selling Chevrolets

● **Time: 9:45 p. m.**

Place: An average home in Owensboro, Kentucky. (More than 100 miles south of Louisville)

Alice lays aside The Louisville Times and looks at her wrist watch. The boy friend soon will be along. She turns the radio dial to Station WHAS, Louisville. "Musical Moments," sponsored by Chevrolet, is coming on. Beautiful melody floods the room.

"Sweet program!" says her brother.
"Just as sweet as a Chevvy runs." she replies.
"It stands up five times a week without tiring me," her father remarks.
"And it has a bit of everything good that everybody likes," her mother observes.
"Then. why don't we trade in our old car on a Chevrolet?" Alice asks the assembly.
"I'll take a ride in one tomorrow," her father declares.

***REMEMBER:** **50,000 Watts will give your product blanket coverage and higher peak sales, too, in the rich Ohio Valley.**

***RADIO EQUIPPED HOMES:**

(1) Primary and Secondary Daytime Coverage, 3,461,100.
(2) Primary and Secondary Night Time Coverage, 4.339,280.

★ MILLIONS MORE OHIO VALLEY CONSUMERS

TUNE-IN DAILY ON WHAS FOR THESE FEATURES

1. **Kroger Grocery & Baking Co. "Hot Dates In History" and "House of 1,000 Eyes."**
2. **Sterling Products and "Monticello Party Line," "How to Be Charming," "Dick Tracy."**
3. **Ex-Lax and "Strange As It Seems."**
4. **Kleenex and "The Story of Mary Marlin."**
5. **Wasey Products' "Voice of Experience."**
6. **Lux Soap and "Lux Radio Theater."**
7. **A. & P. Coffee and Kate Smith.**
8. **Campbell Soup and "Hollywood Hotel," featuring Dick Powell, Louella Parsons, Raymony Paige, etc.**
9. **Philco Radio and Boake Carter.**
10. **Remington-Rand, Time Magazine and their "March of Time."**

★ ★ ★ ★ ★ ★

Our survey, showing how WHAS 50,000 Watts give you coverage plus, will be mailed to you upon request, or provided by our representative.

EDWARD PETRY & CO.
New York City

WHAS is CBS Basic Outlet
Louisville, Ky.





"Cable FJ&F for this spot!"

WE LAY NO claim to being miracle men but we *do* often succeed in securing unusually good and effective spots for our customers, on the stations we represent.

This is more than a matter of our friendly relationships with the stations. It is also a matter of complete familiarity with the *territories* themselves. For example, we know that 7 A. M. may be a swell time on one station — and a dud on another. Or that 8:59 P. M. on Station ABC follows directly after the most popular program of the week.

That's another reason it will pay you to consult F J & F before crystallizing your plans. We want your business on the basis of services rendered — not of favors received.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston	WDRC . (CBS) . . . . Hartford	WPTF . (NBC) . . . . . Raleigh
WIS . . (NBC) . . . . Columbia	WKZO . (MRN-NBC) . Kalamazoo	KTSA . (CBS-SBS) . . San Antonio
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . . (CBS) . . . Davenport	KOMA . (CBS-SBS) . Oklahoma City	KTUL . (CBS) . . . . . Tulsa
WDAY . (NBC) . . . . . Fargo	WMBD . (CBS) . . . . . Peoria	KALE . . . . . Portland
KTAT . (SBS) . . . . Fort Worth		and
		Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 2 WASHINGTON, D. C., JANUARY 15, 1936 $3.00 A YEAR — 15c A COPY

ASCAP Cracks Down on Broadcasters

By SOL TAISHOFF

Forces Acceptance of 5-Year "Discriminatory" Contracts By Canceling Temporary Rights; NAB Meeting Possible

ASCAP has cracked down on some 450 legally defenseless independent broadcasters in a way that indicates their present music copyright agonies will continue another five years but with greatly increased costs.

Exercising the two-day cancellation clause in present "temporary, indefinite" contracts granted as of Jan. 1, ASCAP has notified all stations not signed that they must accept its Warner-less catalog as of Jan. 15 at old rates, or else suffer infringement penalties. In a word, to use the ASCAP catalog depleted by between 25 and 40% because of the secession of Warner houses, independent stations still must pay what they did before. The 1935 toll to ASCAP was about $3,000,000.

As BROADCASTING went to press Jan. 13 the situation was chaotic. James W. Baldwin, NAB managing director, had made an eleventh hour plea to the ASCAP board for a temporary stay of the decision. This request, however, was denied late the same evening by E. C. Mills, ASCAP general manager.

All Over Again

Apparently reconciled to the worst, there was under consideration calling of an emergency membership meeting of the NAB. No decision on this had been reached Jan. 13. At least 30 days notice must be given under NAB by-laws, which would mean that such a meeting could not be held until Feb. 15, at the earliest.

The ASCAP ultimatum came like a bolt out of the blue. Telegrams were sent to some 450 stations on Dec. 10 and 11. The telegram read:

"On Dec. 30, 1935 The ASCAP offered to extend your present license agreement upon the same terms and conditions for five additional years from Jan. 1, 1936, except that the rights granted by the Society to you shall be limited to compositions of the membership as constituted on Jan. 1, 1936. To this wire the Society has received no answer and unless we hear from you by Jan. 15 that you accept such offer the Society will deem you to be an infringer in respect of the performances and broadcasting of any of its works and you shall be held to strict accountability on account of all performances of its works beginning Jan. 1, 1936."

The following day Mr. Baldwin, in New York with his "advisory committee", advised stations of his last-minute efforts to obtain a stay. He suggested they prepare to accept the ASCAP extension by wire on Jan. 15 if not otherwise notified, but not before that date. He wired:

"Am advised ASCAP last night wired all station that unless they communicate acceptance of five year offer by Jan. 15 they will be deemed infringers. This in effect appears to be cancellation of temporary arrangement based on Buck's letter of Dec. 30. Consequently, if you need ASCAP music suggest you wire acceptance to ASCAP on Jan. 15 but not before in order that give me benefit of such last-minute desperate efforts as I can make."

Aid of the nationwide networks in procuring a stay was solicited by Mr. Baldwin. The networks already have extensions from ASCAP. No inkling of the cancellation of the extensions had been given Mr. Baldwin or his committee before the wire went out by ASCAP, despite the fact that they were on the scene in New York.

Meanwhile, nearly 200 stations had signed Warner contracts, but the networks went without it. Feeling was bitter on all sides. There was talk of suits in every quarter—the networks against Warner; Warner against the networks for alleged infringements, and ASCAP against Warner.

Mr. Baldwin based his plea for a stay upon a plan he is submitting to the industry for an eventual per piece or measured service method of payment. The Warner contracts provide that at the end of the three month temporary period, which runs until April 1, a per piece payment plan shall become effective. Some believe if ASCAP would accept per piece, Warner would return to the ASCAP fold. That, however, does not seem likely, since there appears to be no way legal or otherwise, of preventing ASCAP from invoking extensions of present contracts upon its own terms.

Five-Year Extensions

THE ASCAP telegram, it was learned, was sent after an ASCAP board meeting on Jan. 10 at which it was revealed only 180 stations had five-year extensions of its contracts, including the network-owned and operated stations. A half-dozen large ASCAP publishers, who only last month had signed five-year contracts with ASCAP, protested that they had signed under assumption that practically all stations had five year extensions. They threatened to abrogate their ASCAP tie-up, it was reported, unless assurances in the form of duly executed station contracts were at hand. The telegram cancelling the temporary extensions, and putting unsigned stations in a desperate position, was sent. Since a stay was denied, it means that stations must accept the five-year extensions, without recourse, or face infringement suits at $250 per ASCAP number performed since Jan. 1, and then do without ASCAP music afterward. It means utter ruin for stations failing to accept the ASCAP arbitrary action.

The tentative program on per piece was sent by Mr. Baldwin to all stations Jan. 13. It was agreed to by his advisory committee comprising Messrs. Edward Allen, WLVA, Lynchburg; Louis G. Caldwell, Washington attorney; H. K. Carpenter, WHK, Cleveland; John W. Clark, WLW, Cincinnati; Ed Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee, and Philip G. Loucks, Washington attorney and former NAB managing director.

In brief, the plan called for elimination of all discriminatory contracts for use of music from whatever copyright owner or pool, and the setting up of a per piece method whereby stations would pay "per use" on compositions on a non-discriminatory equal basis. It advocated prompt negotiations with

(*Continued on page 45*)

Network-Warner Letters

PUBLISHED herewith are the texts of letters exchanged by NBC and CBS with the Warner music publishing houses, covering non-performance of Warner music on the networks. Both the NBC and CBS letters were dated Dec. 31. The reply of Herman Starr, Warner music executive, to NBC was dated Jan. 3 and his reply to CBS dated Jan. 6.

THE CBS letter to the Warner houses:

You have, despite the fact that we renewed our contract with the American Society of Composers, Authors & Publishers on June 4, 1935, purported to withdraw from such Society as of Dec. 31, 1935, and you have notified us that you intend to sue us for copyright infringement in the event that we broadcast the musical compositions published by you or copyrighted in your name.

The contracts executed by us with the American Society of Composers, Authors & Publishers were made at a time at which you were a member of such Society, and you are, in legal effect, a party to such agreements. Furthermore, we are advised that all of the authors and composers who wrote the compositions which you purport to restrict have continued their membership in the American Society of Composers, Authors & Publishers. The Society claims to have the right to license us to perform the works published or copyright by you, both because of your aforesaid membership in the Society at the time that our contracts were made, because of the continued membership in the Society of the authors and composers of the musical compositions published by you, and for numerous other reasons.

By reason of the tremendous penalties which might accrue in the event that we exercise what appear to us to be our full legal rights, and if it should be adjudicated that we should not have the right to perform all or some of such compositions, we are compelled, for a time at least, to eliminate the compositions published and copyrighted by you from our broadcasts. You have refused to adjudicate the questions in dispute between the Society and yourselves in an orderly manner, and have refused to make available to us either a list of the compositions which you have purported to withdraw from the Society's repertory, or the contracts with the various composers and authors which bear upon the right of the creators of these compositions to license the performing rights thereof through the Society. In effect, you have informed us that we must determine which compositions you control at our peril. The notice given to us by you that "on and after Jan. 1, 1936, no performance for profit of a musical compo-

(*Continued on page 48*)

Network Receipts During Past Year Nearly 50 Millions

Exceptional December Income Brings Total to High Level

NBC's several networks and CBS together accounted for a total revenue of $48,786,735 from time sales during 1935, a new record, according to figures made available by the networks. This compares with $42,659,461 in 1934; $31,516,298 in 1933; $39,106,776 in 1932; $35,791,199 in 1931; $26,815,746 in 1930; $18,729,571 in 1929; $10,252,497 in 1928, and $3,760,010 in 1927 when NBC alone reported.

To the record major network income for 1935, when final figures for the whole industry are compiled there will be added a substantial amount representing time sales of the Mutual Broadcasting System which began to make monthly returns only six months ago. These returns averaged around $165,000 for the months of October, November and December, and ran between $58,000 and $75,000 for the months of July, August and September.

Big Increase Over 1934

THE record NBC-CBS incomes would also seem to bear out preliminary estimates of Dr. Herman S. Hettinger, University of Pennsylvania economist who compiles monthly income figures for the entire industry, that the 1935 gross for the broadcasting industry as a whole will run around $87,000,000, or 20% ahead of 1934 revenues of $72,887,169. The final figures for the entire industry will be printed in the 1935 Yearbook to be published by BROADCASTING early in February.

NBC's combined networks grossed $31,148,931 in 1935, which was 11.9% ahead of their 1934 income of $27,833,616. The CBS network grossed $17,637,804 during 1935, which was 19% ahead of its $14,825,845 gross for 1934.

Red Achieves Record

THE NBC-WEAF (Red) Network during 1935 achieved a new all-time high for network revenue when it grossed $18,722,715. This was more than $2,300,000 ahead of its 1934 record, and exceeded the CBS gross by slightly over $1,000,000.

NBC-WJZ (Blue) Network reached a total of $11,659,499, also a record for that network. The NBC-Pacific Coast network, which on Jan. 1 became part of the basic Red, paralleling a second lineup of stations which became part of the basic Blue, showed a gross income of $766,717 for 1935.

Both network organizations enjoyed exceptionally good Decembers, NBC grossing $2,893,793, an increase of 4.2% over the same month of 1934 and a gain of 9% over November, 1935. CBS during December had a total revenue of $1,885,977, which was 12.7% ahead of December, 1934, and which was exceeded as a monthly record only by the CBS record attained last October.

November gains had not kept pace with the other months of 1935 but this trend was more than offset by the excellent December showings. Largest gains during the year were made in August and September.

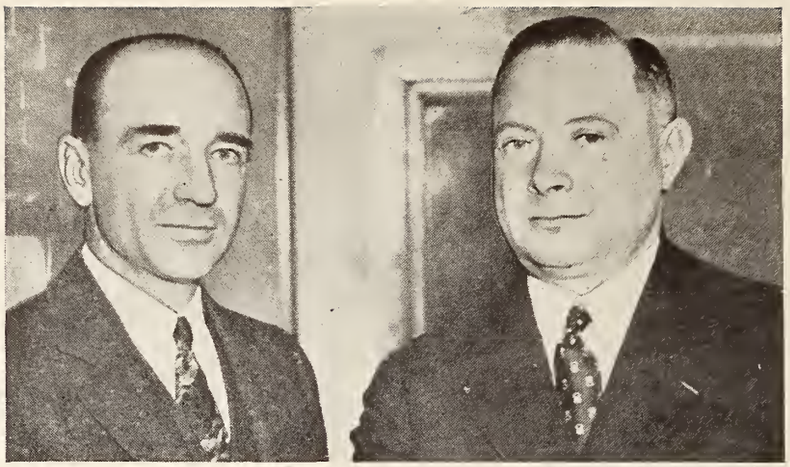


Photo by Washington Star

RADIO CHIEFS—Here are Lenox R. Lohr, newly-elected president of NBC and David Sarnoff, RCA president and chairman of the board of NBC, photographed while in Washington Jan. 4. The three members of the Broadcast Division of the NBC met Major Lohr at luncheon that day, and afterward the two distinguished radio executives were guests at an informal party arranged by F. M. Russell, NBC Washington vice president, attended by a group of Washington newspapermen and radio editors and by the radio legal fraternity.

Ice Program Shifted

NATIONAL ICE MANUFACTURERS Inc., Cleveland (ice dealers), has switched its network schedule, originally slated on an NBC-WEAF network, to the 10-10:30 p. m. period on CBS vacated by the reduction in the Fred Waring CBS program to a half-hour. The program, *Parties at Pickfair*, will star Mary Pickford and will originate in Chicago. The basic CBS network plus a score of supplementary stations will be used. Donahue & Coe Inc. is the agency.

March of Time Weekly

TIME Inc. and Remington-Rand Inc. continue joint sponsorship of *The March of Time* on CBS, the series reverting to a weekly half-hour program, Thursdays, 8:30-9 p. m., after having been broadcast five times weekly since early autumn. Sponsorship will be by alternate weeks, with Remington-Rand sharing sponsorship for at least two months. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1935	% Gain Over 1934	1934	1933	1932
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
October	1,727,229	6.5	1,621,119	1,223,692	1,064,059
November	1,571,658	.1	1,569,532	1,210,557	1,078,901
December	1,725,691	34.1	1,666,898	1,329,343	1,147,575
Total	$18,722,715	14.0	$16,420,049	$11,695,667	$13,752,228

CBS

January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
October	1,930,512	10.2	1,752,601	1,125,793	972,358
November	1,722,390	2.3	1,682,959	1,277,459	1,105,895
December	1,885,977	12.7	1,674,087	1,372,716	1,005,229
Total	$17,637,804	19.0	$14,825,845	$10,063,566	$12,601,885

NBC-WJZ (Blue)

January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
October	973,789	—7.3	1,050,856	793,199	900,772
November	1,003,739	—2.4	1,028,742	862,949	779,204
December	1,086,430	4.9	1,036,095	895,637	760,250
Total	$11,659,499	11.2	$10,350,388	$8,644,489	$11,444,390

Chevrolet Disc Renewal Creates New Spot Record

CHEVROLET MOTOR Co., by its fourth 13-week renewal of its transcription series over nearly 400 stations, becomes the biggest spot advertiser in history for a single series. The fourth renewal begins Jan. 20 and will round out a full year of spot broadcasting, past programs having been placed three times weekly. The 15-minute transcriptions, titled *Musical Moments* are transcribed by World Broadcasting System, and placed through the Campbell-Ewald Co., Detroit.

As against 346 stations used for the current schedule, the fourth renewal will cover 389 stations which represents at least one outlet in every city in the country of any size. In many cities more than one outlet is used. Altogether, it is estimated roughly, that upwards of $1,500,000 in station time and production costs is involved in the one-year campaign. In 99 of the 389 cities, the programs will be placed five times weekly instead of only three times.

Gulf Refining Sponsors Texas Centennial Radio

GULF REFINING Co. will sponsor the radio and public address system of the Texas Centennial Exposition, which opens June 6 in Dallas, according to O. H. Carlisle, southwestern manager for Gulf. Sponsorship and cost of studios and p. a. installation will be about $120,000.

A central radio building is planned, as well as portable transmitter, 20 speakers on a half-dozen p. a. systems, and a p. a. truck. The radio building will house the master control room and two complete studios with individual control rooms for each. Studios will be glass enclosed, and acoustics will be based on the live-and-dead-end principle. All sustaining programs will be available to networks and individual stations. Clyde Vandenberg, who directed radio and p. a. activities at the San Diego exposition, will be in charge of the system.

Pepsodent Change

PEPSODENT Co., Chicago (toothpaste, mouth wash) transferred the Friday *Al Pearce and His Gang* program from the late afternoon spot, on an NBC-WEAF network to the 9-9:30 p. m. period. The Monday program will remain as before, being broadcast at 5-5:30 p. m. The Wednesday broadcast has been discontinued. The Friday night program will use the basic NBC-WEAF network plus the Pacific Coast Red network. This contract is for 39 weeks. Lord & Thomas, New York, is the agency.

RADIO dealers and distributors report a 27.5% increase in sale of receiving sets in North Carolina last year.

MUTUAL

	1935
July	$58,447
August	66,366
September	75,842
October	168,795
November	163,697
December	164,674
Total	$697,821

Mechanical Survey Brings Surprises

Boston Tests, Using New Device, Prove Interesting As Listening Habits of 500 Homes Are Studied

MAJOR BOWES and Jack Benny first—each having a listening audience of approximately 50% more than any other programs on the air!

Next in order in popularity—Fred Allen, Rudy Vallee and the Bakers' Broadcast, with "Believe It or Not Ripley".

Dick Tracy with the leading day-time audience, and Jack Armstrong the runner up!

The average family listens consistently to 3½ to 3¾ hours per day!

Sunday evening is the greatest listening night—about 20% ahead of Wednesday and Thursday, which are practically tied for second!

And, amazingly enough Saturday ranks next, with only 5% less than the listening audience on Wednesday and Thursdays!

THESE are some of the surprising results procured in the unique mechanical survey method devised by Prof. Robert F. Elder, of Massachusetts Institute of Technology, at the half-way mark in his test survey of the Boston radio market. The results were taken from the record tape on instruments covering a sample of 500 Boston homes in every economic category over a five-week period. John Shepard 3d, president of Yankee Network, is financing the experiment which may become the long-coveted "fool-proof" method of measuring audience reactions.

The 10-week survey began Nov. 3, when 100 of the instruments were placed in 100 selected homes by Prof. Elder and his associate, Prof. L. F. Woodruff of MIT, who perfected the clock-like instrument. Each week the recorders were transferred to another selected group of 100 homes. The metering instruments show days, hours and minutes of listening. Since an accurate record of the homes with the instruments is kept, the economic position of each is known. Thus, a cross-section of practically every type of listener data is procured. [See Dec. 1 issue for article by Prof. Elder.]

It's All Automatic

WHEN the 10-week survey is concluded, the listening habits of 5,000 families will have been studied. This, it is held, is fully as large as that used in any radio survey ever made in the Boston area. Moreover, the surveyors do not have the human element to contend with and a far greater accuracy is indicated, since the process is entirely automatic.

But now for the results of the survey at the half-way mark. The metering instruments were calibrated to show positions of eight so-called "key" stations in the Boston area, all other positions denoting outside stations. Listening periods were broken down to show the morning hours from 6:30 a. m. to 1 p. m.; 1 p. m. to 6 p. m., and 6 p. m. to 1 a. m. There were classifications for every day in the week and totals for the week and for the particular stations, which, of course, indicated the particular programs and the opposite competitive features.

According to the analysis for the first five-week period, made available through the courtesy of Mr. Shepard, the programs standing out in the Boston area are those of Major Bowes' amateur hour and Jack Benny, both Sunday night features. The Chase & Sanborn show had a slight lead over the Jello-sponsored Benny feature, at the half-way mark. But the more important finding was that both these programs have a listening audience of about 50% more than any other programs on the air.

The ratings of the Fred Allen, Vallee and Bakers' Broadcast shows were about the same, running next in line. All were considered by Mr. Shepard as tied for third place.

Falling about 20% below the three above programs in listening audience was the Maxwell House Show Boat. A large number of programs having approximately the same percentage of audience followed Maxwell House.

Getting into the results of the survey during the entire evening period for the five weeks of scrutiny, it was revealed that the CBS station had a slight margin of lead over each of the NBC outlets between the hours of 6 p. m. and 1 a. m. This, according to Mr. Shepard, was so despite the fact that the six leading shows were NBC rather than CBS.

The leading day-time audience (except Sunday) was won by Dick Tracy at 5:45 p. m., with the second largest following credited to Jack Armstrong at 5:30 p. m. In third position was the Vivatown Band, with Carl Moore at 5:15, and in fourth place the Yankee Network News Service at 1:30. These results proved the immense children's audience between 5 and 6 p. m., which also proves, in Boston at any rate, to be the peak hour of day-time listening.

Singularly both the Dick Tracy and Jack Armstrong programs are transcription programs in the Boston area. The third and fourth programs—Vivatown Band and the news service — likewise are spot placements, with live talent.

Saturday Listening

SATURDAY listening reports were bolstered, obviously, by the afternoon football games. Usually the one big game is carried by two different stations and as a consequence even the robot audience surveyor cannot give a precise rating, for the listeners are split among the stations broadcasting the games.

One of the interesting results of the survey was the showing made by the three big script acts on the three leading network stations running competitively between 7 and 7:15 p. m. Here is how they figured: (1) Myrt and Marge; (2) Amos 'n' Andy, about 10% less than the Wrigley feature, (3) Easy Aces, approximately one-half of the leading feature.

A comparison was made of the two leading network news commentators. Boake Carter, on at 7:45 p. m. ran about 20% ahead of Lowell Thomas, who broadcasts at 6:45 p. m.

Taking cumulative totals on listening, it was found: While there are variations in the hours of listening, the programs listened to, and to some extent, the days of listening, every week of the five were surveyed—with 100 sets in operation each week—shows that the owners of these sets listened to between 10,000 and 10,200 quarter-hours of broadcasting. In other words, the number of hours of listening for 100 families is practically the same week after week.

This, according to Mr. Shepard, seems to indicate that a sample of 100 receiver-meters per week, as far as total figures are concerned, is reliable. The results from 100 sets, however, he asserted, will not prove conclusive when broken down into smaller units of time but should, at the end of the survey when 1,000 families' listening habits will have been studied.

Best Listening Days

THE BEST listening days showed up conclusively in the mechanical survey. It has been generally recognized that Sunday is the best listening day, but there has never been any accurate information as to how far it exceeds other peak days. In Boston the answer is that Sunday is 20% ahead of Wednesday and Thursday, which appear to be tied for second. The showing made by Saturday was a revelation, since it long had been considered the poorest day. Actually, it showed only about 5% less than Wednesdays and Thursdays. Coming next in listener rating is Monday, slightly behind Saturdays, and Tuesdays, with 7½% below Monday. By a slight margin, Friday brings up the rear in Boston.

In the afternoons, Sunday afternoon ranks first, with Saturdays second, Thursdays third, Tuesdays fourth, Mondays fifth, Wednesdays sixth, and Fridays last. In the morning the ratings are much the same as afternoon, except on Sundays, which becomes the poorest morning in Boston, where church services predominate. The audience drops there, apparently, because those interested in church services usually attend. Yet, for the shut-ins and for others, church services are considered not only worthwhile, but essential, and as a part of the public service obligation of stations.

Mr. Shepard, after analyzing the results of the five-week records, concluded that they show definitely that the big programs are the determining factors in listener habits, rather than the stations themselves. The Bowes and Benny programs, for example, he asserted, have the preponderance of listeners because of the calibre of programs, rather than the stations.

Commenting on the remarkable showing of Saturdays in the returns, Mr. Shepard said he was convinced that if there were better and more consistent shows on Saturday nights it would run second only to Sunday in listening popularity, as a general thing.

Elated over the showing of the mechanical measuring method, Mr. Shepard declared the basic popularity results check leading programs with the results of question-and-answer surveys. The exact number of hours listened during the five-week period in the 500 radio homes was 50,500. On this basis, it is shown that the average family listens consistently to 3½ to 3¾ hours per day. The two leading programs—Bowes and Benny— also are the leaders in both the Crossley and Clark-Hooper surveys. In the latter surveys, however, the so-called "memory method" is employed. The Elder mechanical survey showed from 20% to 50% more listeners to these programs than did the "memory method" surveys. Following the same theory, according to Mr. Shepard, it would appear that actual radio audiences on practically

(*Continued on page 54*)

KWKC, KANSAS CITY, WILL GO ON BLOCK

SALE at auction of KWKC, Kansas City, to satisfy tax delinquencies amounting to approximately $16,500 against Wilson Duncan, station owner, has been advertised by George R. Clark, Deputy Collector of the Bureau of Internal Revenue at Kansas City, Mo., to take place Jan. 22 in Kansas City. The advertisement, under law, was published in the *Kansas City Daily Democrat* on Jan. 14 and will appear again Jan. 21.

The station and all supplies and equipment, the advertisement stated, located in the Werby Building, will be sold at public auction. The property was seized, it was said, to satisfy assessments against the owner for individual income tax for the years 1928 through 1932.

There was some possibility that the auction might not take place as scheduled if an appeal is taken from the decision of the deputy collector to the Bureau of Internal Revenue, or if the delinquencies are met. The station operates on 1370 kc., specified hours, with 100 watts. Wilson Duncan is listed as the licensee.

Par Soap Tests Programs

GORDON-ALLEN Ltd., Oakland, Cal. (Par soap), which recently placed its national advertising with Tomaschke - Elliott Inc., Oakland agency, has signed for 52 weeks on the Columbia-Don Lee network of 13 stations. Not certain of the type of weekly program to offer, two separate programs were "auditioned" over the network from KFRC, San Francisco, Jan. 8, with listeners-in as the judges to make the selection. Programs wert titled *Your Fellow Man's Opinion* and *The Other Woman's Diary*. Program polling the greatest response will be broadcast each Thursday, 8:15-8:30, starting Jan. 23. This is said to be the first prevue of a network program ever attempted in Western radio.

Political Flurry Shows Radio Is Best Means to Reach Public

Upshot of Excitement Over Campaign Broadcasting Is Admission on All Sides of Radio's Efficacy

RADIO'S commanding position as No. 1 medium for reaching the electorate during political campaigns was admitted in all quarters, including the press, during the flurry that arose shortly after New Year's Day when President Roosevelt decided to address the opening of Congress personally at a night session Jan. 3 which was broadcast over the major networks.

No sooner had the President's intention become known than Henry P. Fletcher, chairman of the Republican National Committee, issued a broadside attacking the "political purposes" of the speech and demanding from NBC and CBS an equal opportunity for a spokesman for the Republican party to reply. Both NBC and CBS agreed to grant the Republicans time on the air, although the latter, through President William S. Paley, replied to Chairman Fletcher that CBS makes a distinction between Mr. Roosevelt as President and Mr. Roosevelt as a candidate.

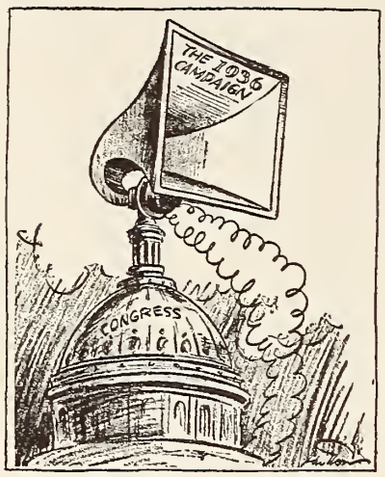
The upshot was front-page news and many editorials for nearly a week in which the status of radio in politics was discussed—an admission of its efficacy not only as a campaign medium but also, indirectly, as a medium for reaching the people generally. The upshot also was that Mr. Fletcher, unable to find a proper spokesman for the party who was not himself being mentioned for the Republican nomination for the presidency, dropped the whole subject—Fletcher himself having already been scheduled for a speech from the Union League Club at Philadelphia Jan. 6.

Local Time Sought

IN THE meantime, according to reports coming from all parts of the country, the politicians were beginning to demand local time on local stations in greater amount than ever, particularly during the pre-convention period. Stations, like the networks are faced with the problem of maintaining an equality between the parties in the amounts of time to be allotted for broadcasts.

Since the law requires an "equal opportunity" for rival candidates and their spokesmen, and since in the national campaign the candidates will not be selected until the summer nominating conventions, the networks are adhering to their original policy of declining to sell commercial time to the parties or to individual political speakers until after the conventions. In the meantime all political addresses are being kept in the sustaining category, with such time as is available being fitted into schedules with the least possible amount of disruption.

Stations are pursuing varying policies with respect to precampaign political broadcasting, some opening their facilities at card rates (and in a few cases special political rates, usually higher and payable in advance) but most following the example of the networks in refusing to sell time until the actual candidates are named.



Hutton in Philadelphia Inquirer
All Wired for Sound

The Republican National Committee alone has selected its radio director. He is Thomas G. Sabin, formerly with NBC stations WBZ-WBZA, Boston-Springfield. He has his headquarters in the Barr Bldg., Washington, but spends much time in New York and Chicago and also has plans to open a branch office in either San Francisco or Los Angeles. The Republicans have paid up the remnants of their debt to the networks for time bought during the 1932 campaign but the Democrats still owe the networks a total of about $185,000. Each party spent approximately $500,000 for radio time during the last national campaign.

That the radio waves will resound with politics between now and November was evident not only from the uproar over the President's speech to Congress but from the tenor of the Jackson Day addresses Jan. 8, including President Roosevelt's speech at that dinner, and from the scheduling of former Gov. Alfred E. Smith's address from the Liberty League dinner in Washington Jan. 25. These speeches, of course, fall in the sustaining category.

Chairman Fletcher had no sooner heard of President Roosevelt's intention to address the Congress at the night session Jan. 3 than he wired both NBC and CBS asking that "your company allot on some closely following day the same amount of time over the same stations at the same hour of the day given to Mr. Roosevelt for a broadcast of comment on the issues confronting the next session of Congress but Republican spokesmen to be selected by me after consultation with the Republican leaders of both houses of Congress."

"The essence of American democracy and free speech is fairness," he wired. "If you grant my request it will demonstrate that you are in no way influenced by fear of the party in power." He continued:

The President is a candidate for reelection this year. The House of Representatives and the United States Senate have only once before set aside their rules to have a special night session for a presidential address. That was the memorable occasion in April, 1917 when war was declared.

So far as the American press is concerned it would print the text of the President's message irrespective of the hour of the joint session, and the members of Congress would quite as readily attend a day session in the regular course.

The President's decision to dramatize his message and to bring down to the level of a political speech his Constitutional right and duty to address the Congress on the state of the Union is understandable in the light of past performances.

It is apparent, therefore, that the President considers the members of the Senate and the House as only incidentally his audience and that he will be addressing himself to the electorate as a part of his campaign for reelection. Of course he has a perfect right to do so if the Congress sets aside the time it wishes to receive his message.

We are not objecting to the program outlined hut merely requesting an equal opportunity to place our case before the people with the same facilities, the same stations and, potentially, the same audience.

The political character of the speeches by members of the Adminstration over the radio should he recognized for what they are. Both sides of the vital current issues should he presented to the American jury for their own judgment. Unless the party in opposition he granted equal facilities the dominant party can control the instrumentalities of communication in an effort to perpetuate itself in power.

I would appreciate a prompt response so that I may arrange for speakers to present the Republican point of view.

M. H. Aylesworth, former NBC president and now its vice chairman, replied that "in accordance with the established policy of the NBC of making its facilities available to responsible speakers for discussion of both sides of public questions affecting the national welfare, we are glad to afford the representative or representatives of the Republican party whom you may select the facilities of the NBC for such discussion from time to time. If you will designate your speaker or speakers and advise us immediately we will make early reservation of time."

Upholds Editorial Rights

WILLIAM S. PALEY, CBS president, questioned Mr. Fletcher's demand for a "mathematical" allotment of time to the parties and maintained the network's right to exercise editorial judgment in the amount of "space" to be given political addresses and other news events. He stood on the record of CBS for impartiality but declined to accept the principle that the same hour and same stations be given for the Republican reply to an address delivered by President Roosevelt as President. He wired Fletcher:

We have considered with great care the reasons set forth hy you for helieving this action should he taken hy us. We do not question your right to ascrihe to the President political motives for his decision to address the people of America at the same time that he addresses their Congress. On the other hand we do not helieve that you should ask us to hase our allotments of time on such interpretation by you or by others. The Columhia Broadcasting System will continue to distinguish hetween the office of President and the Government, on the one hand, and the political parties and their candidates

(*Continued on page 45*)

BULLETIN

NBC President Lohr on Jan. 13 made public a letter to Chairman Fletcher of the Republican National Committee detailing reasons why NBC must decline to carry the Republican party's proposed political dramatic series "Liberty at the Crossroads" on a commercial basis. Thereupon Mr. Fletcher made public a letter addressed to both President Paley of CBS and Mr. Lohr declaring that their mutual policy not to sell time for political broadcasting until after the regular party conventions next summer "will leave in the minds of the American public the distinct impression that you are either exercising an unwarranted degree of censorship or that you fear punitive action by the Federal Communications Commission."

WOR Charges Admission

WOR, Newark, on Jan. 18 will start a series of two-and-a-half hour Saturday night shows for which 85 cents admission will be charged. The programs, consisting of WOR Artists Bureau talent, will be staged in the Mutual Playhouse atop the New Amsterdam Theatre, New York, and will be titled *At the Opera House*. WOR will broadcast a part of the performance, which also will be available to Mutual network.

Test Series Begun By GOP Committee

Opening Gun in Radio Drive Is Started by Republicans

THE FIRST purchase of political time in the national presidential campaign was announced Jan. 10 by the Republican National Committee, over WGN, Chicago. The program, *Liberty at the Cross-Roads*, was to be broadcast over the station Jan. 14, 8:30-9 p. m., as a "test". It was indicated that if this test proves successful, efforts will be made to spot it on other stations throughout the country.

Also scheduled for WGN is a second program in the series, to originate in the Times Square Studios, in New York on Jan. 21, and piped to the Chicago station. The first program was recorded by World Broadcasting System, New York. The "live" program on Jan. 21, will be taken off the line and recorded by RCA-Victor.

In a formal announcement, Thomas G. Sabin, director of the Radio Division of the Republican Committee, said the program is an innovation in political broadcasts. He conceived and prepared them. "This first broadcast", he asserted, "is in the nature of a test program."

The opening program, he added, "will deal specifically with the public debt and the dangers confronting American agricultude." The program is arranged by the Republican committee under sponsorship of the Illinois Republican Citizens Committee in Chicago.

WHERE YOU HAVE GROUND TO COVER



ONE GOOD BLANKET

is worth a dozen handkerchiefs

UNLESS you like to be kept awake nights, you'll choose blankets for comfortable slumber-coverage — and WHO for profitable sales-coverage of the Iowa market.

To sell Iowa, you have ground to cover. And in selling it by radio, you need the one station with enough power to cover all Iowa at once—WHO with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers.

Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good blanket is worth a dozen handkerchiefs.



"GROUND TO COVER"

Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station — and only one—has the power to cover this rich area—WHO, with 50,000 watts.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA

. O. MALAND, Manager **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

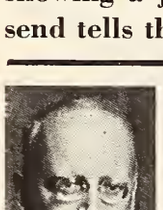
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Fun for Millions—And Millions for Pebeco

By REGINALD T. TOWNSEND
Account Executive, Lennen & Mitchell Inc.

Using Radio Only, Lehn & Fink Shoots at a High Mark And Reaches It as Sales Mount With Rising Speed

RADIO has carried practically all of the load in Lehn & Fink's introduction of its New Pebeco toothpaste. Contact with the buying public has been made through that hilarious super-salesman, Eddie Cantor, who likes nothing better than getting a laugh—except getting a customer for his sponsor. In fact, he's landed customers by the thousand, with Lehn & Fink's sales curve showing a jump of more than 25%. Here Mr. Townsend tells the story of Pebeco merchandising.



Mr. Townsend

THREE DAYS, so they say, is the difference between a good hair-cut and a poor one. But wider than the broad expanse of the Pacific Ocean is the difference between a good radio comedian and a really great one.

Drawing this analogy I reason in terms of results to the sponsors. Naturally, my interest and theirs, is concerned largely with commercial broadcasts. That is where we risk a small fortune in advertising dollars in a few months and where the treasure is, so the heart is.

Measured with the yardstick of returns in actual dollars and cents, Eddie Cantor is now America's No. 1 commercial radio comedian. There is reason for his success, too, which mighty few people, in or out of show business, understand or ever stop to think about.

A Super-salesman

EDDIE CANTOR tops the list of sponsored radio comedians not alone because he is a great comedy artist of the stage, screen and radio, or presents the most entertaining radio program. Like Abu Ben Adhem he leads all the rest because he is a super-salesman as well.

There you have my thesis. With all else equal, Eddie Cantor is radio's greatest comedian by virtue of being a far, far better salesman than all his rivals on the air.

When Lehn & Fink Inc., sought a feature program to put over their "New Pebeco" toothpaste, the Lennen & Mitchell agency combed the market for the best material available to do the job. Countless numbers of talented artists were weighed and found wanting. The air, so to say, was full of mighty good entertainment—potential sales power, too—but under an analysis of microscopic intensity flaws in the underlying fabric were clearly discernible.

"We want a program of the best sustained comedy entertainment—headed by an outstanding comedy star—but above all a comedian who can sell the product over the air." That was the consensus in the sponsors' office, in the agency and my personal view. Ending a long search, Lennen & Mitchell picked Eddie Cantor to turn the trick. Today, distribution and sales prove we exercised a perfect judgment.

It is impossible to meet and talk to Eddie Cantor, see him on the screen, hear him on the stage, or listen to him over the air without yielding to the spell of his magic comedy ebullience. You just know he is a natural born comedian.

Confer with him on the component parts of a commercial continuity and in a little or no time you realize he is a master salesman. More than that—he is a keen business executive of rare discernment. Had Eddie Cantor elected to stifle his genius for wholesome clowning and his inherent showmanship he might just as well have starred in industry, commerce or banking.

Putting aside his past performances in other entertainment fields, Eddie Cantor personally produces, down to the slightest detail, all his radio programs. Star comic of the show—he drafts the plot of the continuity, writes more than a moiety of the script, selects the musical numbers and his own songs—is general production manager, property man, electrician, sound engineer, wardrobe designer and—last but not least—he edits or censors all the "commercials".



PEBECO MERCHANDISING—This window card is distributed to dealers by Lehn & Fink, sponsoring the Eddie Cantor programs for Pebeco.

When a "commercial" lacks the selling punch Eddie is among the first to sense it. Likely as not his suggestion rounds it out and "puts it over". Frequently he writes the commercial himself. Particularly is this true of the "singing blurbs" and "sales talks in rhyme" that frequently have punctuated the continuities this season.

A Singing "Plug"

ON HIS very first broadcast from Hollywood, this fall, one of the biggest hits of the program was a daffy "caroled commercial" set to the swinging tune of "Schnitzelbank". So great was its popularity that thousands and thousands of requests flooded his Hollywood headquarters and forced an encore. Before his season ends it probably will be done many times more. Now it is called the "Cantor Cantata", has been printed on a comic broadside for nation-wide distribution.

Silly symphony that it was—and a "sure-fire laugh"—as they say in the theatre—the surging rhythm, verve and sparkle Eddie puts into it would provoke a good, deep belly-laugh from old Mme. Sphinx herself.

Other rhymed commercials followed—but when the football season was bursting into full bloom Eddie suggested a gridiron commercial. This is the way he worked it out for that ace of announcers, Jimmie Wallington:

WALLINGTON: Now that the air is full of footballs you hear a lot about "triple-threat" men — stars who can Kick, Pass or Carry the ball. (MUFFLED CHEERS) And now Pebeco Toothpaste gives you a triple-tbreat against tooth troubles—with this TRIPLE ACTION—ONE, it brightens teeth quickly with a special whitening agent. TWO, it sweetens the breath for a long time after eating. THREE, it counteracts acid mouth with Milk of Magnesia. This triple-action wins cheers (CHEERS) from thousands as it tackles the FILM on dingy teeth. (YEAH!) ROUTS bad breath for long after using (YEAH!) THROWS acid mouth for a loss (YEAH!). The score is New Pebeco —3, Opponents,—Zero. You can spot this new star player by the uniform—New Pebeco Paste in a Red, White and Blue carton to celebrate its All-American success.

Timely, topical, is the keynote of special Eddie Cantor comedy commercial blurbs. In the Nov. 10 Hollywood broadcast, Eddie and his Merry Andrew comrades of the ether did a Shakespearean burlesque on the Max Reinhardt screen classic, "A Midsummer Night's Dream", entitled "If Shakespeare Came to Hollywood". So Eddie quickly composed this kind of a commercial:

CANTOR (to WALLINGTON): If thou canst talk about that worthy toothpaste in a Shakespearean manner I will gettest thee a parolio.

WALLINGTON: Prithee, I shall try. Friends, Romans, Countrymen—lend me your ears! I come to sell thee lusty Pebeco—not just to praise it. Thou canst purchase either the small or the large size.

CANTOR: Two bits or not two bits—that is the question. Whether tis nobler in the mind of man to get

(*Continued on page 45*)



"74 NATIONAL AGENCIES

Maxon, Inc.
Biow Co., Inc.
Lord & Thomas
The Caples Co.
Rogers & Smith
Ward Hicks, Inc.
R. J. Potts & Co.
Carr Liggett, Inc.
The Blackman Co.
Heath-Seehof, Inc.
The Ridgway Co.
Hanff-Metzger, Inc.
Campbell-Ewald Co.
Street & Finney, Inc.
Luckey Bowman, Inc.
Weston-Barnett, Inc.
The Joseph Katz Co.
Fred A. Robbins, Inc.
Benton & Bowles, Inc.
Kelly & Stuhlman, Inc.
Olmstead-Hewitt, Inc.
McCann-Erickson, Inc.
The McCord Co., Inc.
Ruthrauff & Ryan, Inc.
Marschalk & Pratt, Inc.
Kenyon & Eckhardt, Inc.
Lennen & Mitchell, Inc.
Nelson Chesman & Co.
Hilmer V. Swenson Co.
Critchfield-Graves Co.
Neisser-Meyerhoff, Inc.
Atherton & Currier, Inc.
J. Sterling Getchell, Inc.
Mason Warner Co., Inc.
N. W. Ayer & Sons, Inc.
Morse International, Inc.
St. Paul Advertising Co.
Beecher Advertising Co.
Erwin, Wasey & Co., Inc.
Frederick & Mitchell, Inc.
Advertisers' Service, Inc.
Tracy-Locke-Dawson, Inc.
Gardner Advertising Co.
First United Broadcasters
Guenther-Bradford & Co.
Coolidge Advertising Co.
Philip O. Palmer & Co., Inc.
Wade Advertising Agency
Cecil, Warwick & Cecil, Inc.
Presba, Fellers & Presba, Inc.
Brooke, Smith & French, Ltd.
Van Sant, Dugdale & Co., Inc.
Small, Kleppner & Seiffer, Inc.
Addison Lewis and Associates
Henri, Hurst & McDonald, Inc.
Mitchell-Faust Advertising Co.
McManus, John & Adams, Inc.
Blackett-Sample-Hummert, Inc.
Kimball, Hubbard & Powell, Inc.
Aubrey, Moore & Wallace, Inc.
Applegate Advertising Agency
Greve Advertising Agency, Inc.
Conner Advertising Agency, Inc.
Stack-Goble Advertising Agency
Northwest Radio Advertising Co.
Russell C. Comer Advertising Co.
Roche, Williams & Cunnygham, Inc.
Ray K. Glenn Advertising Agency
Reincke-Ellis-Younggreen & Finn, Inc.
Batten Barton Durstine & Osborn, Inc.
H. W. Kastor & Sons Advertising Co.
J. Walter Thompson Advertising Corp.
D. P. Brothers Advertising Agency, Inc.
Lawrence C. Gumbinner Advertising Agency

Placed Business on WFAA - WBAP During 1935

because they KNOW what the outstanding station in the Southwest can do for their clients. Here's the list . . . treat them well and help them prosper, Little Feller."



"Thanks for the tip, old man, and you can bet your whiskers I'll do my best. My aim during the next twelve months will be: DOING EVEN A BETTER JOB IN 1936!"

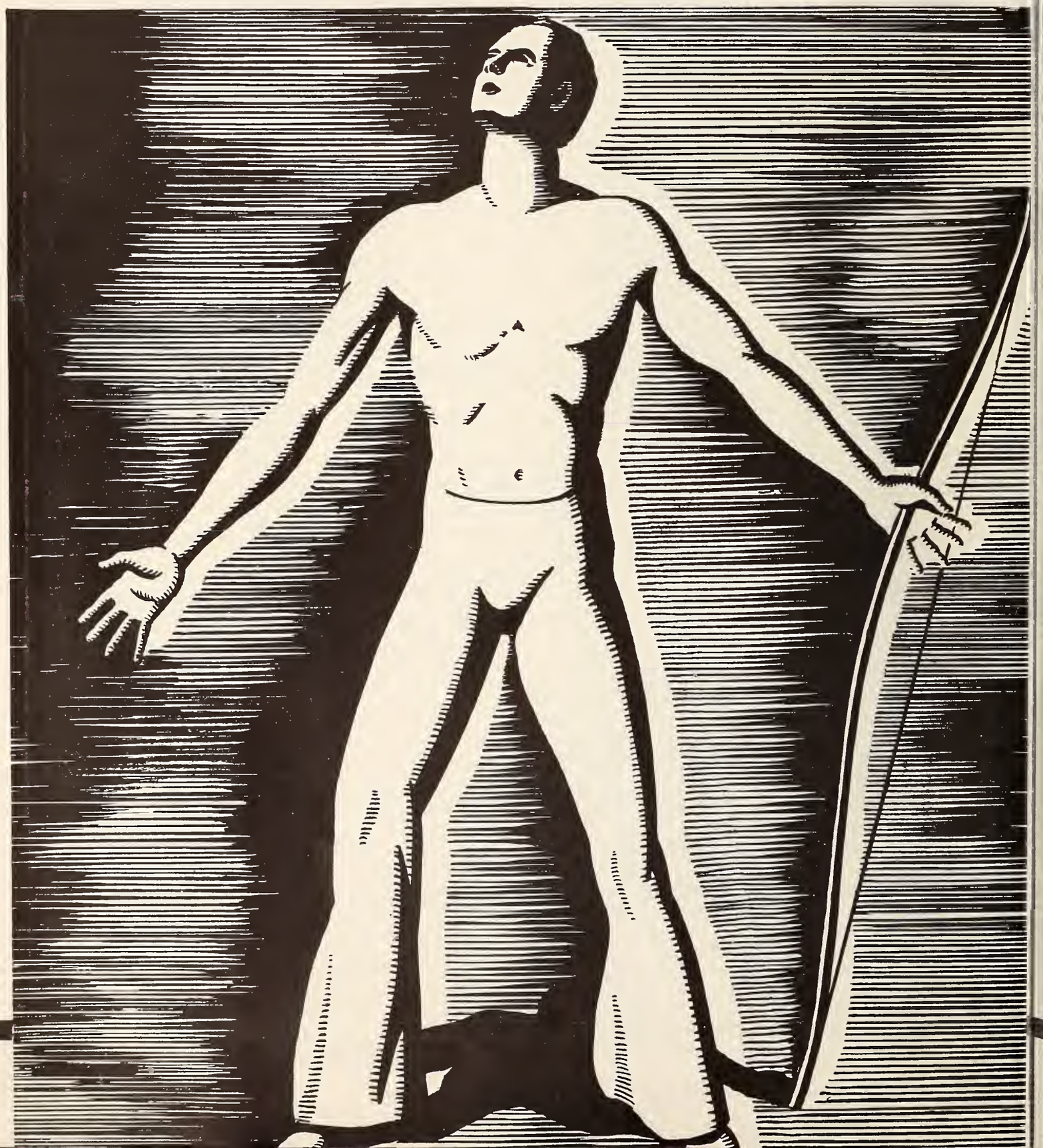
WFAA WBAP

National Representatives: Edward Petry & Co., Inc.

DALLAS . . . FORT WORTH

"I shot a song into the air,

It came to earth



I know not where."

● Those days are gone forever.

Here are stations that are shooting songs, news, sport features, symphonies and commercial announcements into the air for about eighteen hours a day—

Here are stations that *know just where they "come to earth"*—just where they *can* be heard—just where they *are* heard.

They know that folks seem to like the songs, heed the commercials, and buy the products advertised.

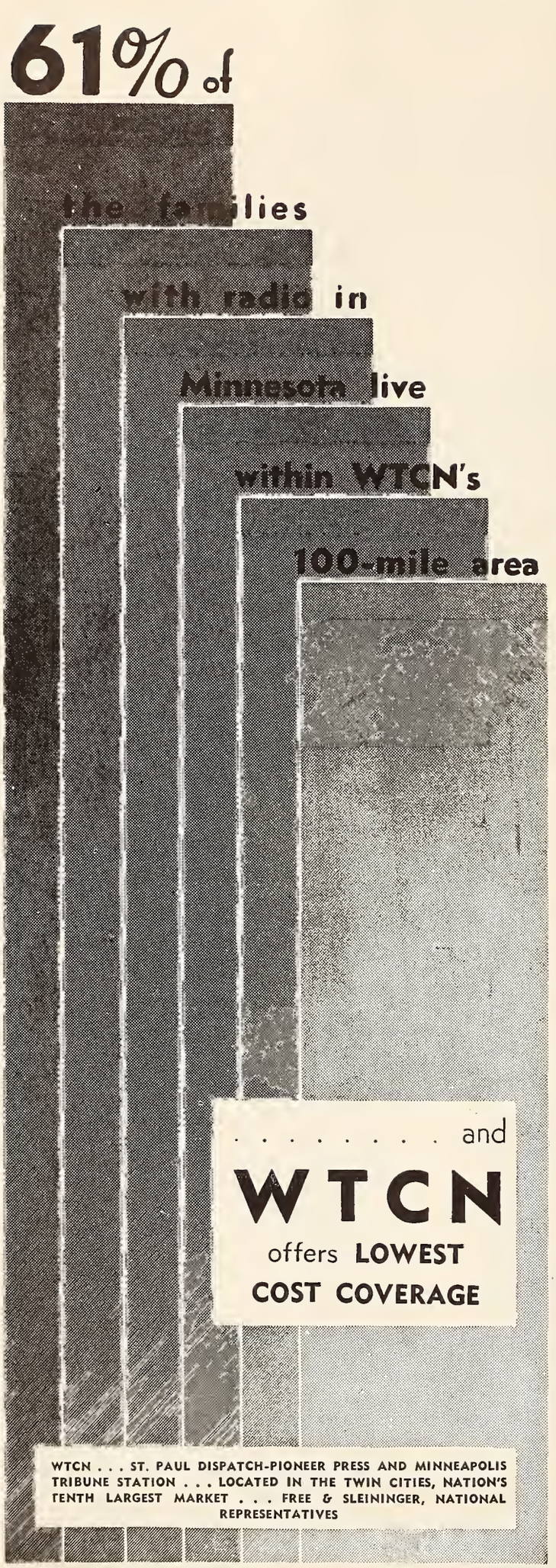
The most successful national spot advertisers know it too. That's why you'll find these stations on their spot broadcasting lists.

WSB	Atlanta	**NBC**
WFBR	Baltimore	**NBC**
WAAB **WNAC**	Boston	**CBS**
WICC	Bridgeport New Haven	**CBS**
WBEN	Buffalo	**NBC**
WGAR	Cleveland	**NBC**
WFAA	Dallas	**NBC**
WBAP	Fort Worth	**NBC**
WJR	Detroit	**CBS**
KPRC	Houston	**NBC**
WFBM	Indianapolis	**CBS**
WDAF	Kansas City	**NBC**
KFI **KECA**	Los Angeles	**NBC**
WHAS	Louisville	**CBS**
WLLH	Lowell	**YN**
WTMJ	Milwaukee	**NBC**
WSM	Nashville	**NBC**
WSMB	New Orleans	**NBC**
WTAR	Norfolk	**NBC**
WFIL	Philadelphia	**NBC**
KGW **KEX**	Portland	**NBC**
WEAN	Providence	**CBS**
KSL	Salt Lake City	**CBS**
WOAI	San Antonio	**NBC**
KOMO **KJR**	Seattle	**NBC**
KHQ **KGA**	Spokane	**NBC**
WMAS	Springfield	**CBS**
KVOO	Tulsa	**NBC**
KFH	Wichita	**CBS**

Also
The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED
NEW YORK DETROIT
CHICAGO SAN FRANCISCO



Distillers Agree to Discontinue Further Advertising on the Air

Action Follows Almost Unanimous Vote Against Radio In Poll Taken by the Distilled Spirits Institute

RADIO advertising of liquor has been discontinued since the first of the year by the 120 members of the Distilled Spirits Institute Inc., Washington, according to Dr. J. M. Doran, administrator of the Institute, which serves as a trade association for manufacturing distillers representing 90% of the production of that portion of the hard liquor industry.

The action followed an almost unanimous agreement of Institute members who replied to a "yes or no" questionnaire sent out in November by Dr. Doran. The questionnaire also covered advertising in Sunday periodicals.

As far as can be learned, manufacturing distillers who used radio were Schenley Products Co., New York; Seagram Distilling Corp., New York, and Oldetyme Distillers Inc., New York. According to the Institute, these companies have ceased using radio voluntarily, the questionnaire vote having been followed by a recommendation by Dr. Doran which has the status of a gentleman's agreement.

The Institute has been scrutinizing all advertising copy of its members for nearly two years to aid in elimination of objectionable copy and to determine if all statements are honest.

Rectifiers Not Involved

SOME 375 manufacturing distilling companies, operating 413 distilleries, hold permits issued by the Federal Alcohol Administration. Of these 120 belong to the Institute but they cover nine-tenths of the industry's production.

Not members of the Institute are the 425 licensed rectifiers, who buy liquor and alcohol from Institute members as a base for rectified spirits. They are licensed to distill gin only. Their output comprises a substantial share of the hard liquor marketed in this country.

Also not involved in any way in the Institute action are the 805 importers of alcoholic beverages. Importers have not attempted to regulate radio advertising through their trade association, the National Association of Alcoholic Beverage Importers Inc.

Manufacturing distillers and rectifiers will be subject to FAA advertising and labeling regulations proposed last autumn and considered at a public hearing Oct. 31. The FAA has not announced its action on the proposed regulations, which are awaiting approval of the Secretary of the Treasury, Henry Morgenthau Jr.

The board of governors of the League of Distilled Spirits Rectifiers is to meet late this month to discuss the radio advertising situation, according to Fred A. Caskey, director. The matter has been considered informally by the League but no action has been taken.

At present only a few rectifiers are known to be using radio, a decline in their use of the medium having been noted in recent months. This has not been due to public reaction, however, it is understood, no complaints having been received by the League as far as could be learned.

Somewhat similar rules, covering the wine industry, were handed down Jan. 3 by the FAA, following approval by Secretary Morgenthau. Wine advertising, under the rules, must state the name of the advertiser, the type of beverage, and statements of alcoholic content must be within 1 degree of accuracy.

Statements that are false or misleading, obscene or indecent, and disparaging to competitors are forbidden, nor may claims of curative and therapeutic effects be made if they are untrue in any particular or misleading. The wine regulations become effective March 1, 1936.

The FAA, created when the old FACA was outlawed by the Supreme Court's NRA decision, operates as a division of the U. S. Treasury under the Federal Alcohol Administration Act passed by Congress last summer. It has retained most of the code regulations of the FACA with the exception of labor provisions.

Brewery regulations consist of Federal enforcement of rules and laws of individual states. Proposed brewery advertising and labeling regulations, resembling those adopted for the wine industry, were considered by the FAA at public hearing Jan. 7-8.

FAA regulates the alcoholic beverage industry by these branches: Distilled spirits, rectifiers, wholesalers and bottlers, importers, wine and malt beverage.

Action by Institute

DR. DORAN'S statement announcing the Distilled Spirits Institute action follows:

Manufacturing distillers — included in the membersbip of the Distilled Spirits Institute Inc. — will discontinue advertising their products over the radio beginning Jan. 1, 1936. Tbis decision was reached after a thorougb canvass of industry members, a preponderance of whom have never engaged in this form of advertising.

This voluntary action by distillers is another step in the direction of self-imposed regulation which is regarded in tbe public interest. Over a year ago our membership resolved to write their advertising copy so as to give an accurate and bonest description of products offered tbe public. Distiller members submitted all advertising copy to tbe Institute for approval before publication. Careful scrutiny of advertisements has resulted in material improvement in all newspaper and magazine copy published by our members.

Appreciating the value of public confidence the members of the Distilled Spirits Institute bave diligently endeavored to adbere to all state and federal regulatory measures and have gone beyond the statutory requirements by imposing upon themselves rules and regulations such as these advertising matters which contribute toward conditions beneficial to the general public.

A number of these self-imposed regulations are now under consideration and will be announced after the views of Institute members have been obtained.

RAIN OR SHINE



KWK

is always on the Job

Regardless of weather conditions KWK is continually putting across your sales message. Every advertiser is looking for sales results regardless of the weather, and that is just what KWK has to offer. Our complete coverage of the St. Louis area assures you of an excellent return from this important market. May we suggest an advertising campaign built to your particular requirements?

THOMAS PATRICK, INC.

Hotel Chase — St. Louis, Mo.

Representative

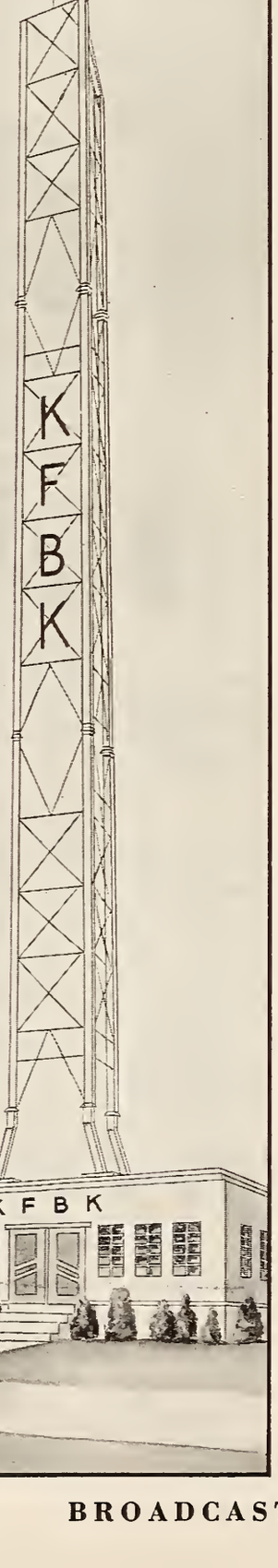
PAUL H. RAYMER CO.

New York — Chicago — San Francisco

KFBK

"The Capital Station in the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

Power Increased to 5000 WATTS



Now you can have complete radio coverage of one of California's richest and most responsive markets . . . an important high per capita income market embracing more than 2,000,000 primary market listeners.

A new 5,000-watt transmitter . . . a product of RCA's most modern engineering developments . . . brings high-fidelity reception to scores of cities and communities heretofore inadequately served.

Here's that pioneer market you've been looking for. Virgin territory for copy testing and honest-to-goodness merchandising. It's a market with plenty of dollars to spend. A few minutes interview with one of our representatives will reveal many astounding facts about this rich territory.

K F B K SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton and KERN, Bakersfield, and KOH, Reno, Nevada.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.
1358 Russ Building
San Francisco, Calif.
1038 Exchange Bldg.
Seattle

Prall Praises Radio For 1935 Progress

But Reminds That FCC Wont Let Up in Program Crusade

A TRIBUTE to broadcasting for the progress it has made during the last year, but with an admonition that the FCC will not stop in its program crusade until all quack medicine, fortune-telling, lottery and other improper accounts are off the air, was administered Jan. 13 by Chairman Anning S. Prall in an address over a CBS network.

"I venture to say," he told his audience, "that during the last year the broadcasting industry has shown greater development along useful lines than during any other period in its 15 years of history. Broadcasting is the lustiest of the industrial youngsters. And in the last 12 months it has moved into a position more stable and secure, from the standpoints of usefulness and public service than at any time since its inception. * * *

"And what else has happened in the program line during the last 12 months? High-powered advertising announcements have been toned down; commercial continuities are in better form; the two major chains have adopted entirely new policies and have outlawed programs advertising internal medicines or bordering upon the improper. Their action has been quickly followed by practically all of the responsible independent stations. Today the number of quack medicine, fortune-telling, lottery and other schemes with the end in view of fooling or defrauding a gullible public are at a minimum. The FCC will not stop until all of them are off the air.

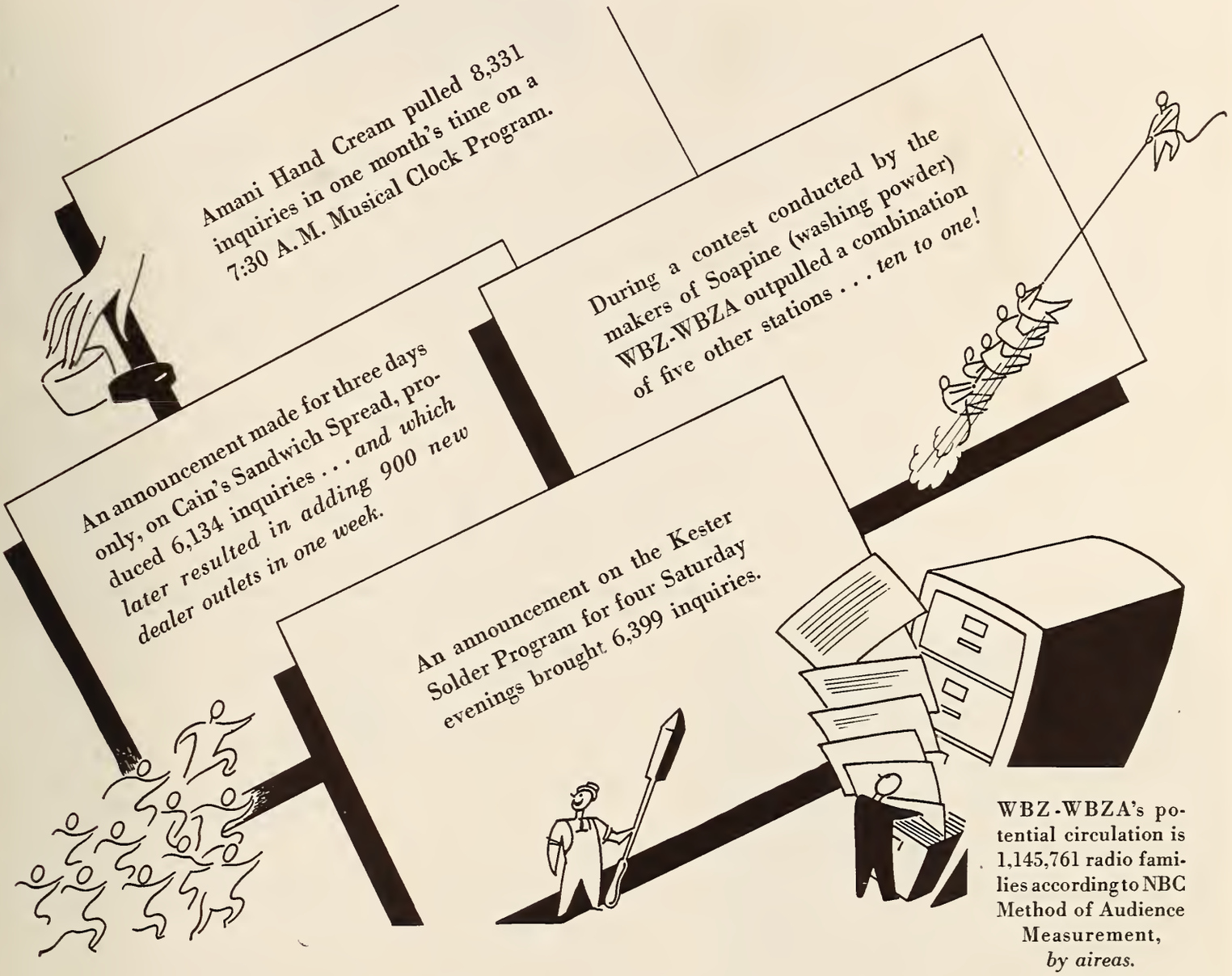
Television in Five Years

"DESPITE the consequent loss of advertising revenue by the deletion of many of these objectionable broadcasts, I am reliably informed that responsible advertisers have contracted for time on the air far in excess of the amount lost by the deletions, and I venture to predict that the ensuing year will show the greatest return in the history of the industry because of the normal revival of business and because the radio industry considers better programming the high point and essential move toward future success in broadcasting."

Chairman Prall also spoke of visual broadcasting. He said facsimile is technically practicable but economically in the background. He added it was a short step from present commercial facsimile, whereby weather maps and other complicated photographic material are transmitted to ships and across the oceans, to the transmission and reproduction "in your home of daily newspapers and picture features."

Respecting television, he asserted the FCC engineers have not yet seen fit to lift the experimental limitation on it in spite of great strides within the laboratory. "Five years from now," he asserted, "you won't be able to recognize your radio receiver. Instead of receiving sound alone, along with short-wave programs, it probably will be fitted for these and for television and facsimile."

Within the bulging WBZ-WBZA files of local advertisers' experience stories are facts which tell that



WBZ-WBZA's potential circulation is 1,145,761 radio families according to NBC Method of Audience Measurement, *by aireas.*

WBZ · WBZA

50,000 WATTS — **BOSTON**

1,000 WATTS — **SPRINGFIELD**

WBZ-WBZA are two of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York **WGY,** Schenectady • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KGO, KPO,** San Francisco

NBC Thesaurus Recorded Programs available at all these stations

More Power Asked On 900kc. Channel

Horizontal Increase Would Step Power to 5000 Watts Night

WHAT MAY become the first phase of the projected realignment of broadcasting facilities to accord with modern engineering technique, has been proposed to the FCC by stations on the 900 kc. regional channel. They have suggested, it was learned Jan. 7, that the five stations on this wave be permitted to increase their night power horizontally to 5,000 watts to ascertain the desirability of effecting permanently the proposed revampment of assignments on regional channels proposed to the Broadcast Division by its Engineering Department three months ago.

The dominant stations on the channel, eligible for the 5,000 watt increase are WKY, Oklahoma City; WBEN, Buffalo; KHJ, Los Angeles; WJAX, Jacksonville; and KSEI, Pocatello, Idaho. Each now operates with 1,000 watts at night and several have 5,000 watts daytime.

The suggestion was advanced to the engineering department of the FCC but no recommendations have been drafted for Broadcast Division action.

The entire reallocation project, for the present, is being held in abeyance pending action by the FCC on new rules and regulations, now being revised. The plan for the regional station realignment is pending before the Broadcast Division. Next to be submitted will be recommendations dealing with clear channel stations and with super-power on certain of these channels. The Broadcast Division has formally announced that before anything is done in connection with a realignment there will be a general hearing open to all parties in interest.

CALLS ARE GIVEN TO NEW STATIONS

FIVE call letter assignments to newly authorized stations, all 100 watters and all scheduled to be constructed early this year, have been announced by the FCC Broadcast Division. The new stations will bear the following calls when they eventually go on the air:

WTHT, Hartford, Conn.—Hartford Times, Inc.

KBIX, Muskogee, Okla.—Muskogee Press Publishing Co.

WSPR, Springfield, Mass.—Connecticut Valley Broadcasting Co.

WLAK, Lakewood, Fla. — Lake Region Broadcasting Co.

WJNO, West Palm Beach, Fla.—Hazlewood, Inc.

In addition, the FCC has reserved the call letters WEGL for the *Brooklyn Daily Eagle's* new station if and when it finally goes on the air. Under an FCC decision, stations WARD, WLTH and WVFW are due to be eliminated Jan. 22, their time on the 1400 kc. channel having been awarded equally to the *Brooklyn Eagle* and WBBC, now using one-fourth time on 1400 kc. An appeal to the courts has been indicated, which will probably mean the retention of the status quo for many months until a final adjudication is obtained.



Jimmie Allen Draws Big Crowd

WHEN Jimmie Allen (left) arrived in Hollywood to make his first feature motion picture he was met at the Grand Central Airport with a KNX microphone. Some 10,000 members of the Jimmie Allen Flying Club of Southern California gathered to meet their Chief as a result of an announcement on the Jimmie Allen program that he would arrive at the Glendale airport in person at 2 p. m. Dec. 15. Sponsored by the Richfield Oil Co., the *Air Adventures of Jimmie Allen* has been a KNX feature every night for two years. Over 400,000 members are registered over the 11 Western States in the club.

THE late Don Lee, Los Angeles automobile man and head of his own broadcasting system in California, left an estate valued at $1,029,213.14, according to appraisal in probate court files.

Trade Commission Action Involving Users of Radio

THE Federal Trade Commission announces the following actions involving radio advertisers:

Raladam Co., Detroit — Hearing held Jan. 6 on charges of false claims in sale of Marmola tablets for overweight.

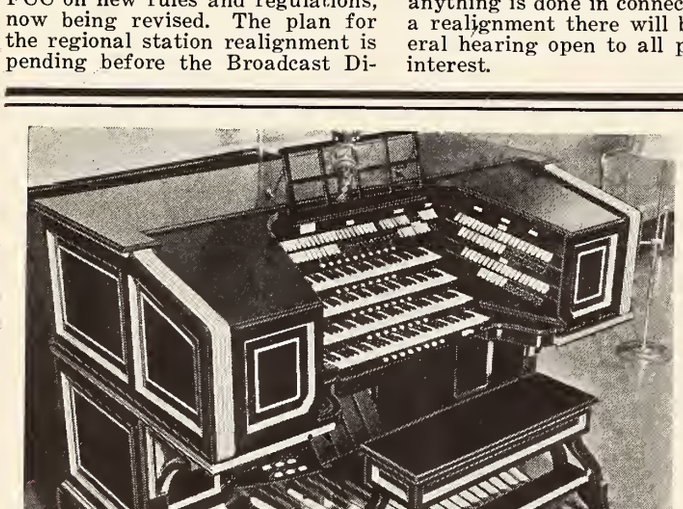
B. T. Babbitt Inc., New York—Agrees to stop asserting that Bab-O banishes dull film, water-lines or the most stubborn dirt "instantly"; that its use ends all scouring and scrubbing; that it will not harm nail polish, and will soften hands; and that Bab-O was discovered by scientists, or that it is a new discovery.

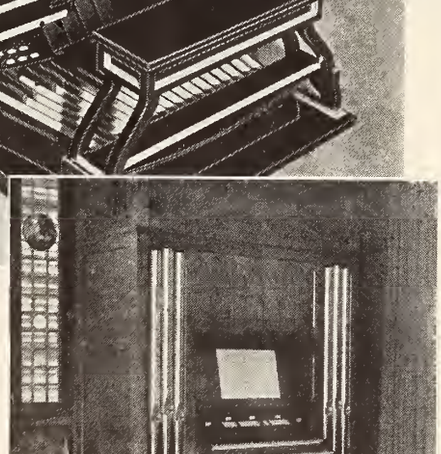
Humphreys Expands

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (Humphrey's remedy), on Jan. 29 will start a new series on a special NBC hookup of WJZ and WBZ-WBZA, Wednesdays and Fridays, 5:15-5:30 p. m. The series will supplement the present NBC-WEAF programs broadcast thrice weekly and the same talent, Breen and de Rose with Andy Sanella's orchestra, will be used. Biow Co. Inc., New York, is the agency.

Ford Realignment

THE FIRST of the *Fred Waring* programs on NBC for Ford Motor Co., Detroit, will be broadcast Jan. 17 over 62 NBC-WJZ stations, 9:30-10 p. m. The hour show on CBS Tuesdays will be cut to a half hour, and will be broadcast Tuesdays, 10-10:30 p. m. N. W. Ayer & Son Inc., New York, services both accounts.





SOME RECENT KILGEN INSTALLATIONS

WKY, WHAS, KFPY, KMOX, WHDH, KOIL, CARNEGIE HALL (New York), SHRINE OF THE LITTLE FLOWER (Rev. Charles Coughlin, Royal Oak, Mich.)

Kilgen Organs

MIRABILE AUDITU

Petit Ensemble

The Kilgen Organ is the ideal radio organ. Since the early days of broadcasting, Kilgens have pioneered in the building of organs especially for broadcasting purposes. Back in 1924 it was a Kilgen organ which created such a sensation at the opening of WHT.

Since those early days Kilgen has built many radio organs and has kept full pace in organ building with the developments in broadcasting.

The Kilgen organ of today has set a standard never before achieved. It is the ideal broadcasting organ.

THE PETIT ENSEMBLE

With the newly developed Petit Ensemble, a truly fine organ, compact in size and low in cost, which can be installed without any alterations to the building, Kilgen is able to offer an excellent small organ for the more modest studio. It costs no more than a Grand Piano and broadcasts perfectly. Whether you are interested in a large, special-built Kilgen organ or the Petit Ensemble, Kilgen will build an organ to meet your requirements. A letter will arrange a conference with one of our organ architects.

GEO. KILGEN & SON, INC.

4020 N. Union Blvd. St. Louis, Mo.

It's easy enough to talk
of prestige
But here is the actual proof

Stars Who Have All Broadcast Over Radio Station **WINS!**

★ MRS. LEONARD WOOD ★★ CAPTAIN FRANK HAWKS ★★★ EVA LE GALLIENNE ★★ GEORGE M. COHAN ★ MRS. CARMEL SNOW ★ MARIO COZZI ★ IDA BAILEY ALLEN ★★★ PRIMO CARNERA ★★★ DANIEL FROHMAN ★★ HELEN KOUES ★★★ MYRTLE LEONARD ★★★ BOB RIPLEY ★★★ LOUIS KATZMAN ★★★ FATHER HUBBARD ★ COUNTESS ALBANI ★★★ LILY PONS ★★★ LUCREZIA BORI ★★★ HIZI KOIKI ★★★ GEORGE W. LEDERER ★★ MARY GARDEN ★★★ JACK DEMPSEY ★★★ HELEN CHANDLER ★★★ JACK CURLEY ★★★ DOROTHY GISH ★★★ BUGS BAER ★★★ LENORE ULRICH ★★★ JACK WHITING ★★★ GEORGE MAC MANUS ★★★ RUSS WESTOVER ★★★ MR. AND MRS. CHARLES COBURN ★★★ BILL CORUM ★★★ JIM CROWLEY ★★★ AND SO MANY OTHERS OF DISTINCTION THAT IT WOULD BE DIFFICULT TO INCLUDE THEM ALL IN ANY LISTING

No wonder WINS has come to be known as the Oral Hall of Fame!

Place your national spot campaign with WINS

WINS

New York

National Representatives
Hearst Radio, Inc.
New York—Chicago—San Francisco

A GOOD AGENCY *knows* A GOOD STATION

Wade Advertising Agency Chicago

Walter A. Wade *Says*:

"All of our radio advertisers are using WLS. Naturally, this preference is based on the fine results we almost invariably get through WLS — and have been getting since 1927."



Director of Radio

THESE WADE CLIENTS NOW USING WLS

Morton Salt Company	******
Miles Laboratories, Inc.	*****
Murphy Products Co.	******
Acme Manufacturing Co.	**
Illinois Bottled Gas Co.	*****

* Each asterisk indicates one year on WLS.

THEY KNOW WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

NEW YORK OFFICE Graham A. Robertson, 250 Park Ave.

HOLDUP IS AIRED

Victim, Told to Stick 'em Up, Turns on Auto Set

MURRAY BOLEN, technician, announcer and performer at KFRC, San Francisco, costarred in one New Year's broadcast not listed on the schedules. After the New Year's pickups were disposed of, Murray and a fair companion found themselves observing the city at the hour of 2 a. m. from the heights fronting San Francisco Bay. Their thoughts were suddenly interrupted by: "Stick 'em up!" Up they went, as they saw two gats in the hands of a pair of holdup men. But — Murray is an amateur short waver, and on the dashboard of his car is a tiny switch. That bit of contraption is capable of setting in motion a miniature broadcasting transmitter which Bolen operates as a hobby.

With a kick of his foot Bolen flipped the switch. For nearly five minutes the holdup was a public matter to anyone who might have been listening on the 5 meter band. Murray is awaiting verification of the unique broadcast as it is probable that some operator may have picked up scraps of the talk. He needs no verification of the holdup.

Tea Association Begins Regional Promotion Plan

TEA MARKET EXPANSION BUREAU, New York launched a $500,000 test campaign Jan. 13 in Pennsylvania, New York, Ohio, Michigan, Illinois (not including Chicago) and Indiana. The purpose is to increase the consumption of tea in this country. Leading tea growers of Java-Sumatra and Ceylon are behind the plan. Radio, outdoor, newspapers and a women's magazine will be used. Spot announcements over WJR, Detroit, WTAM, Cleveland, and WBEN, Buffalo, will form the initial efforts for radio. The announcements will be 100 messages, broadcast twice a day, five days a week. The starting date has not been determined. It is possible that more stations will be used.

Funds for the campaign were collected through taxes paid by tea growers on exports of tea, under the supervision of the Dutch and British governments. L. Berling is commissioner in the United States for the Tea Market Expansion Bureau and A. Maccreanor is in charge of the field office in Cleveland. William Esty & Co., New York, is the agency.

Kelvinator Funds

ADVERTISING plans for the forthcoming year for Kelvinator Corp., Detroit, revealed to distributors in convention in that city recently, made especial mention of an addition of $300,000 to this year's 50-50 cooperative fund which dealers may use for radio, billboards and local newspaper advertising. The factory is making available to dealers one-minute spot announcements which may be paid for on a half-and-half basis by the dealer and the factory, and used as the dealers see fit.

WGST, Atlanta, after March 3, will operate with doubled night power of 1,000 watts, which was authorized Jan. 10 by the FCC Broadcast Division.

KNX Gets Verdict In Suit for Libel

Awarded Nominal Damages From Los Angeles Times

A VERDICT favorable to KNX, but awarding nominal damages to cover court costs, was rendered Jan. 3 by the jury in the Superior Court of Los Angeles in the libel suit of the station against the *Los Angeles Times*. The actual amount of the damages was $2,501. KNX had asked for $500,000 from the newspaper. Two other libel suits, each for $500,000, are still pending, alleging libelous editorial attacks by the *Times* in broadcasts over two other Los Angeles stations.

The case opened before Judge J. T. B. Warne on Dec. 2 and grew out of the newspaper's alleged fight to control broadcasting of news. Following the press radio agreement of 1934, to which KNX refused to subscribe, the *Times* dropped all mention of KNX programs in its program listings, and afterward published an editorial purporting to explain to its readers why the *Times* had discontinued printing the programs.

Among other things KNX alleged that the *Times* had stated editorially that "KNX gave purposeful misinformation", "KNX broadcast false news", "KNX broadcast wholly imaginary news", "KNX broadcast pirated news", "KNX broadcast false news of a tidal wave at the time of the Long Beach earthquake" and "KNX broadcast the false death of Gov. Rolph".

Charges Retracted

IN THE testimony, members of the *Times* staff, under examination, stated in general that the KNX news broadcasts were accurate, and that the station did not "steal" news. Specific allegations of false news broadcasts likewise were controverted on the stand. On the other hand, evidence was introduced for KNX purporting to show that the *Times* itself in its news broadcasts had broadcast the premature report of Gov. Rolph's death.

According to Guy Earl, president of KNX, the jury debated for 11 hours after the case was closed Jan. 2. The vote first stood 7 to 5 to bring in a $100,000 verdict. In civil cases in California the jury can reach a verdict by a vote of 9 out of 10. When it appeared that the jury might be dismissed as a hung jury, agreement was reached on a verdict and no new trial. The jury is understood to have stood seven for $100,000, four for a verdict against the *Times* but for $1 damages, and one for the *Times*.

In its argument KNX counsel showed no damages of any kind, but asked for damages on the legal presumption that the station might have suffered. The judge instructed the jury that if they felt KNX had suffered no actual damages then the verdict should be for $1 only.

Attorneys who handled the case for KNX were Lawrence Beelenson and Allan Ashburn. T. C. Cosegrove represented the *Times*. The allegedly libelous attack occurred on April 13, 1934. KNX programs were not published in the *Times* from April, 1934 until July, 1935.

The NATION'S STATION

ANNOUNCES

The completion of a new study

in regard to its

EFFECTIVE SALES AREA

Copies of this study may
be obtained on request

RADIO STATION
WLW
Cincinnati

LITTLE STORIES
of RADIO ADVERTISING

"Uncle Don's Bank"

The Greenwich Savings Bank is one of the oldest financial institutions in the United States. It was incorporated in 1833 and is, I believe, the largest savings bank in the country today.

Greenwich Savings Bank is the oldest continuous advertiser on WOR, also the oldest advertiser on Uncle Don's program, through which many thousands of listeners have been induced to join the Earnest Savers Club by genial Uncle Don.

The bank is located on Broadway at 35th Street, "right under" the Empire State Building tower.

Recently a party of youngsters were enjoying a conducted tour of the Empire State Building. From the observation platform 102 stories up, the teacher was indicating such points of interest as the Statue of Liberty, the George Washington Bridge, et cetera, when one youngster, pointing to a large red and white sign on the Greenwich Bank, piped up with "Hey, lookie guys, there's Uncle Don's bank."

Silly, isn't it? They spend 102 years establishing the name Greenwich Savings Bank in the minds and consciousness of several generations of New Yorkers but Uncle Don in five years has given it a new name so far as the present generation of New York youngsters is concerned. No wonder the bank gives him credit for having brought in more than 32,000 new savings accounts in one year and no wonder they have stayed with him through all these years, not even dropping off during the bank moratorium.

Uncle Don is an institution and there are few children living within the effective range of WOR's powerful signal who have not been influenced by Uncle Don's persuasive voice.

They save their pennies and eat their spinach and polish off their oatmeal and drink their tomato juice because Uncle Don tells them to. And of course they buy Borden's Mel-O-Roll—that's Uncle Don's Ice Cream.

They wouldn't know a vitamin from an ichthyosaurus but they get their cod liver oil in I.V.C. Pearls because Uncle Don tells them that is the way to grow big and strong. They look both ways before crossing the street and they wash their faces (and even behind their ears) with Fairy Soap.

Uncle Don promotes right living and clean thoughts — clean teeth too, and that calls for Calox Tooth Powder.

You may gather from this that Uncle Don is the mothers' best friend and helper, and you may gather also that Uncle Don does a very effective job of selling products used by children. He is and he does!

So we give you another famous "audience tested" program. We will appreciate an opportunity to tell you all about it.

Wm G Rambeau

●

WILLIAM G. RAMBEAU CO.

NEW YORK . CHICAGO . SAN FRANCISCO

Radio's First Special Representatives

Proposed Federal Licensing Fee For Stations Is Revived Again

Issue Raised Before House Subcommittee and Given The Support of Spokesmen Representing the FCC

THE PERENNIAL issue of setting up a fee system for broadcasting stations—under which they would pay to the government fees for the license privilege and perhaps other fees for filing applications, hearings and other procedures in order to reimburse Uncle Sam for the expenses of broadcasting regulation—was raised before the House Appropriations Subcommittee Jan. 7 and supported by spokesmen for the FCC, it was revealed.

In the course of the hearing, held last Dec. 6, Herbert L. Pettey, FCC secretary, stated that for the regulation of radio, including the field force, $679,952 was expended during the 1935 fiscal year. Presumably, this is the figure in mind in the drafting of a proposed license fee plan. Mr. Pettey also revealed that Chairman Sykes of the Broadcast Division has a survey under way to determine the practicability of a fee system, and indicated that it will be submitted to Congress at a later date.

The hearings were on the Independent Offices Appropriations Bill for 1937, which includes the FCC. The hearings were behind closed doors and were not released until the introduction of the bill on Jan. 7. An appropriation of $1,450.000 —which is $50,000 under the current appropriation — is recommended for the FCC.

Stock Transactions

TESTIMONY at the hearing by Chairman Prall and Secretary Pettey took a rather surprising turn. Mr. Prall also supported the fee proposal, which has been raised in Congress a half-dozen times since the old Radio Commission was created in 1927.

Mr. Prall, among other things, said members of the FCC were opposed to extension of the existing license period of six months for stations until "we succeed in bringing about a very great improvement in the standards of the programming". He also mentioned stock issuance by broadcasting stations and hinted the possibility of a "racket" developing from it.

From the very beginning, the broadcasting industry has opposed license fees on the ground that there is no precedent for it in Federal government and that it would be double taxation. They have maintained for example that railroads are not assessed fees for regulation of their lines by the Interstate Commerce Commission, nor is the Department of Commerce compensated by assessments upon the industries it benefits.

Mr. Pettey, however, responding to questions by Chairman Woodrum (D.) of Virginia, declared he felt broadcasters would be "willing to pay" such fees. The examination on this point was as follows:

Mr. WOODRUM. Are there any fees collected by or payable to the Communications Commission for any of this activity?

Mr. PETTEY. No fees; no, sir.

Mr. WOODRUM. Has any serious thought in any survey ever been made to determine the practicability of operating with a broadcasting fee or anything that would help pay some of the cost of this?

Mr. PETTEY. Yes, sir; Judge Sykes has under way now a survey being made by the lawyers and the engineers having in mind preparing legislation along that line if they get the proper results from their survey.

Mr. WOODRUM. As a matter of fact, the Communications Commission does render very valuable service to the broadcasters. There would appear to me to be no logical reason in the world why the broadcasters could not pay a reasonable service charge for that.

Mr. PETTEY. That is a feeling that I might say is shared by people in the broadcasting industry also, Mr. Chairman. They realize they are getting something for nothing and the opinion is so apparent, many statements have been made on and off the record by broadcasters that they would be willing to pay for services which are now rendered.

Program Supervision

THERE was considerable discussion of the six-month license, participated in by a number of committee members, and in this connection the supervision of programs was discussed. Mr. Prall brought out that the FCC merely has the revocation power in handling charges against stations, aside from the renewal of license citation. "If we had the right to suspend a station for a week or 10 days or a month," he said, "in my judgment that would stop more of this bad programming and other violations than anything else, but we have no such right."

On this same score, Mr. Prall said:

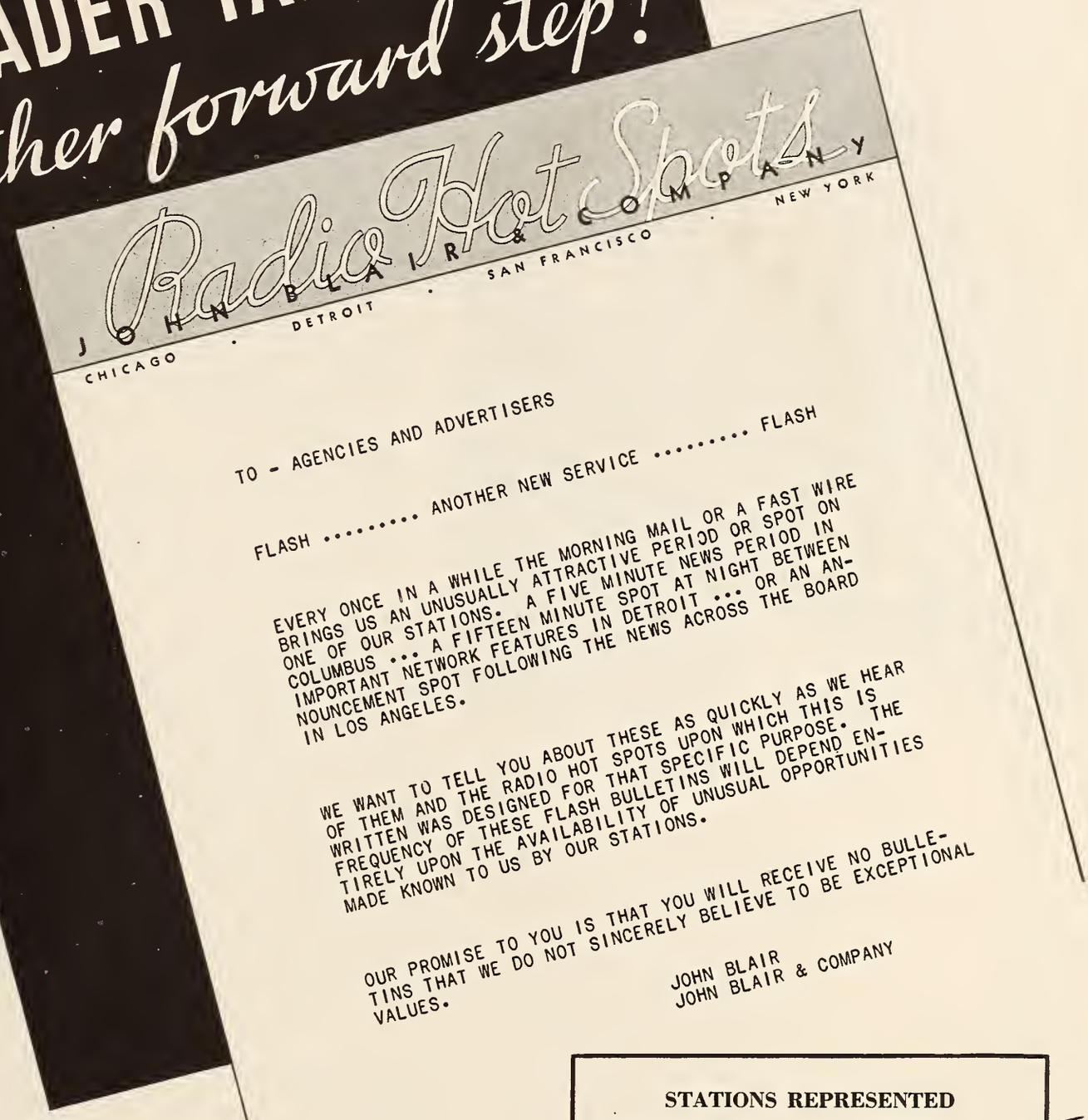
The situation, Mr. Chairman, with respect to that is this, we have about 621 stations. I would say about three-quarters of them are what I would call absolutely reliably owned stations, well conducted, and in good condition in every way and well operated. Then, we have the balance of them that are what I would classify as a "poor station." They have a hard time making ends meet. They do not get the advertising sufficiently large to meet their expenses and they are liable to take almost anything that comes along to get the money, and we have most of our trouble with respect to bad programming over those stations, and I think it is the opinion of the Commission that until we succeed in bringing about a very great improvement in the standards of the programming that the 6-month period should be left as it is. Otherwise, if we had 90 percent of the stations as careful in their selection of programs and continuities as perhaps three-quarters of them are now, there would be no reason why we could not give them a year's license, but we have—well, I think at this moment we have something like 300 charges against stations, not against 300 stations, but 300 charges.

Respecting stock issues by broadcasting stations, Mr. Prall testified, under examination by Rep. Bolton (R.) Ohio:

Another thing that is quite serious is the possibility of a racket following this thing in the way of stock issues. They are beginning to get wise now to the fact that they might, by a stock issue, still retain control of

(*Continued on page 53*)

A LEADER TAKES— another forward step!



AGENCY MEN!

Watch for the letters above — these radio "hot spots" — which we send to you the day that we receive the information from the stations. These hot spots are genuine spot radio opportunities and we send them to you only because we know they are real bargains and worthy of your consideration.

STATIONS REPRESENTED

Columbus, Ohio	WBNS
Cedar Rapids-Waterloo, Iowa	WMT*
Des Moines, Iowa	KRNT* - KSO*
Detroit, Michigan	WWJ
Houston, Texas	KTRH
Los Angeles, Calif.	KNX**
Omaha, Nebraska	WOW
Phoenix, Arizona	KTAR
St. Paul - Minneapolis, Minn.	KSTP
Salt Lake City, Utah . . .	KDYL
San Francisco, Calif. . . .	KSFO**
Shreveport, La.	KWKH - KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.

John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188



Mr. John Sloan, Vice-President
The Cain-Sloan Company
One of the South's Largest Department Stores

● **"In renewing our current campaign over WSM, we are glad to report that we have had excellent direct sales response to our 'Personal Shopper Program.' You may also be interested to know that our various department buyers have advised us of a noticeable consumer preference for products independently advertised over your station."**

—JOHN SLOAN

Ask your dealers and jobbers about WSM's sales influence in the South.

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

Gruen Watch Poll Attracts Big Vote

Plurality for President Noted In Ballot on MBS Program

WITH 43,257 ballots received in the first national radio straw vote, Gruen Watch Co., Cincinnati, found that 30,298 answered "yes" and 12,958 answered "no" to the question "Should President Roosevelt Be Reelected?" The contest ended the last week in 1935, with the sponsor giving total of 50 watches for best letters. The program is heard Tuesdays and Thursdays on MBS and was renewed Dec. 31 for another 13 weeks. Drew Pearson and Robert S. Allen, Washington correspondents, conduct the program under the title *Washington Merry-Go-Round.*

Ballots were obtainable in local jewelry stores and 100-word letters were invited. Five watches were given weekly for the best "yes" letters and five for the best "no" letters, the number being doubled in the final week.

The proportion in favor of reelecting the President was 70%. This contrasts with 57.69% voting against the Administrator in the *Literary Digest* poll, where the question was: "Do you now approve the acts and policies of the Roosevelt New Deal to date?"

Cause of Discrepancy

NINETY per cent of those who voted in the *Merry-Go-Round* poll submitted letters, many of which were examined by Republican and Democratic officials. The difference in the way the questions are framed is believed to have accounted for the variation in results of the polls, some 38% of those voting for Roosevelt in the *Merry-Go-Round* poll doing so because of his "sincerity of purpose", although they did not agree with some of his policies. Such persons would have voted "no" in the *Digest* poll.

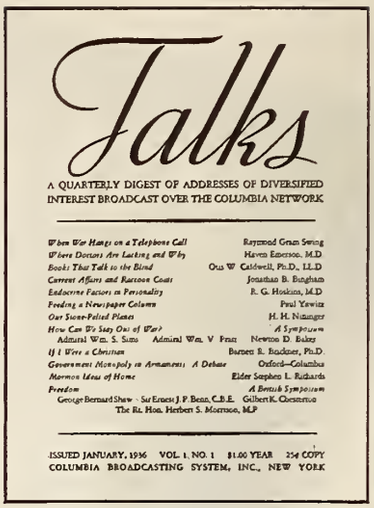
Pearson and Allen twice weekly asked MBS listeners to vote and the poll also was advertised in 20 newspapers. The total of 43,257 ballots was piled up in four weeks. De Garmo-Kilborn Corp., New York, is the Gruen agency.

Vanderbilt Sponsored

JOSEPH MARTINSON Inc., New York (Martinson's coffee) on Jan. 12 began a new series of spot programs on WEAF, New York, Sundays, 1:30-1:45 p. m., for 13 weeks. Cornelius Vanderbilt Jr., the first newspaper man to interview Adolf Hitler upon his becoming Chancellor of Germany and who also interviewed Premier Mussolini under similar circumstances is commentator. Albert Frank-Guenther Law Inc., New York, placed the account.

Gurney for Senate

J. CHANDLER GURNEY, former manager of WNAX, Yankton, S. D., and son of D. B. Gurney, president of the corporation owning the station, on Jan. 4 announced his candidacy for the Republican Senatorial nomination in South Dakota. The primaries will be held in May. The term of Senator Bulow, Democrat, expires in 1937.



Jacket of New CBS Periodical

SOMEWHAT along the lines of *The Listener* widely circulated weekly published by the British Broadcasting Corp., but in the format largely of *Reader's Digest*, is *Talks*, the new quarterly digest published this month by CBS to preserve representative speeches, debates and symposiums heard over that network.

The first issue consists of 60 pages with a foreword by CBS President Paley, who states its purpose as follows: "Columbia believes that the occasional printing of a digest of selected radio broadcasts would prove of value and interest to our listeners . . . not because such broadcasts have been uniquely meritorious but rather because they are representative of the whole open forum which American radio is today making possible." Ordinary editorial standards—personal judgment as to the significance, interest and points of view presented—dictated the selection of the nine talks, two symposiums and one debate contained in the initial issue, Mr. Paley pointed out.

Talks is being published on a paid circulation basis, costing 25 cents per copy or $1 per year. It may later become a monthly, depending upon its acceptance.

Freeman Case Delayed

FEDERAL JUDGE John C. Knox of the United States Southern District Court postponed litigation in the case of Charles Henry Freeman vs. NBC and Cecil, Warwick & Cecil Inc., New York agency, until Jan. 20 at the request of Charles H. Tuttle, formerly United States attorney for the Southern district, who appeared for Mr. Freeman's attorney and told the court that the defendant's attorneys were engaged elsewhere. The hearing was to be in the nature of a double action litigation. Mr. Freeman is asking to be freed from one part of the temporary injunction that has been served on him so that he may sue for damages. Cecil, Warwick & Cecil ask that the defendant be charged with contempt of court because of an interview he granted to a reporter of the *New York Sun.* This interview the agency contends violated the conditions of the injunction. The hearings are an outgrowth of the Sherwin-Williams *Metropolitan Auditions* program on NBC, which Mr. Freeman claims he has copyrighted.



It's Not the New Year's Resolutions You Make that Count,

..IT'S THOSE YOU CARRY OUT!

Last year, a substantial number of progressive broadcasters resolved they would do their best to increase their business, and they took the course of least resistance but greatest effectiveness. That is why BROADCASTING'S advertising lineage showed an increase of

54.9%

for 1935 as compared with 1934

Aggressive broadcasters, in 1936, are doing the same thing. The one sure way of reaching all of the radio time buying prospects is use of display space in the magazine which the "time-buyers" regard as their radio "Bible".

BROADCASTING'S Lineage Box Score

Year	Lines	% Increase over Preceding Year
1932	183,568	------
1933	240,856	31.21
1934	325,556	35.17
1935	504,427	54.94

Rates and Coverage Data on Request

BROADCASTING
combined with
Broadcast Advertising

NAT'L PRESS BLDG. WASHINGTON, D.C.



EYE TEST

HOLD THIS PARAGRAPH OFF AT ARM'S LENGTH. NOTE THE CONFUSING VIBRATIONS THAT MAKE IT HARD TO READ. DOESN'T YOUR EYE INSTINCTIVELY TURN AWAY FROM IT TOWARD TYPE THAT IS CLEARER, MORE ENJOYABLE? COMPARE THIS WITH THE PARAGRAPH BELOW.

◆

CAN'T YOU READ THIS EASIER THAN THE PARAGRAPH ABOVE? IT IS CLEAN AND CLEAR AND HAS NO EXTRANEOUS VIBRATIONS. THE SAME IS TRUE OF WORLD RECORDINGS. THEY ALSO ARE CLEARER AND FREE OF CONFUSING VIBRATIONS. RADIO PAYS WHEN YOU BUY THE BEST. MAKES ALL THE DIFFERENCE IN THE WORLD.

WORLD BROADCASTING

Other offices and recording studios at: 400 West Madison St. Chicago, Illinois; 555 South Flower St., Los Ang
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF W



EAR TEST

National magazine advertising calls for the best eye appeal—it demands the best in artwork, copy and printing. Any advertising represents too great an investment to put it at the mercy of poor production. A publication advertiser who buys poor photographs or cheap engravings starts with a heavy handicap in the race for results.

Radio advertising calls for the best ear appeal. The economy of the best production job applies with equal force. With thousands of dollars in time costs at stake, why take a chance on second-rate transcriptions? It isn't worth the small saving to stint on the quality of your recorded program, because the audience won't listen to a poor transcription of even the finest artists!

There is no finer recording available than that afforded by World's vertical process. Many radio and advertising men consider World Broadcasting System the leader in the field of electrical transcriptions.

WORLD keeps step with
RADIO PROGRESS in 1936

The new offices of World Broadcasting System at 711 Fifth Avenue, in the heart of New York's radio and advertising districts, represent only the latest step in a six-year march of progress. The completion of the new recording studios marks a new era for electrical transcriptions. From every standpoint, they are the finest that the science of sound reproduction has yet been able to devise.

For World is more than just a transcription company. It is a unified organization designed to supply a much needed service to radio. World is a broadcasting *system,* in every sense of the word. No matter what the requirements may be, if they involve recorded programs, World is ready to meet them.

Write for WBS complimentary booklet "For Radio Results, Facts First—Then Continuous Research" reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.

WORLD
BROADCASTING
SYSTEM
INC.

TRADE MARK REG. U.S. PAT. OFF.

SYSTEM, Inc.

NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
ADCASTING SYSTEM, INC.), WESTERN ELECTRIC LICENSEE

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

The Liquor Ban

EVER since repeal, we have held the view that stations would be exercising good judgment if they avoided hard liquor accounts altogether. There appeared to be no reasonable objection, however, to the acceptance, at proper hours, of purely "trade-mark" or identity advertising from distillers.

We are still of the opinion that stations, on the whole, would be better off if they didn't accept liquor advertising at all. There is enough good business of unquestioned good taste available, and there are many virgin fields for radio, still to be developed.

This, however, does not alter our view with respect to the action of Dr. J. M. Doran and his Distilled Spirits Institute in taking steps to ban radio advertising. If individual distillers themselves elect not to use radio, that is their own business. But when a trade association campaigns against the use of one medium, in favor of others, it becomes discrimination. There are those who believe the action embodies undue restraint of trade.

Telling the Politicians

THE TEMPEST in a teapot stirred up by the demand of Chairman Fletcher of the Republican National Committee for the same hour and same networks for a Republican reply to President Roosevelt's unprecedented evening radio address at the opening of Congress was a manifestation of the politicians' high regard for radio as a campaign medium which even the press had to play up as front-page news. But at the same time the incident should serve as a warning to broadcasters lest they fall too easy prey to the politicians before the campaigning really begins.

We think President Paley's reply to Mr. Fletcher, in which he differentiated between Roosevelt the President and Roosevelt the candidate, and in which he firmly upheld the network's right to exercise its own editorial judgment against political domination, was a masterful document that ought to be read by every broadcaster. All of us in radio know that the networks are not under partisan domination, that they have had an unblemished record in the past for fairness to the parties and candidates, and that radio stations along with networks have time and again given up revenue-bearing hours for the sustaining periods that both parties and individual speakers have demanded from time to time between elections. More than that, in giving up such commercial periods, the networks and stations usually have had to dig into their own pockets to reimburse scheduled artists who were displaced and they have invariably had to rebate the sponsors for the time lost.

The whole episode reveals how delicate a subject this political thing is for radio. We understand the Republicans, and possibly later the Democrats, would like to buy preconvention time for national political broadcasts. We think it would be a serious mistake to sell them such time on the networks; political speakers, until the actual campaigning is under way after the nominating conventions, should be placed in the sustaining category with each side as equally represented as the broadcasters can possibly allow within limits of listener interest and program balance. We think, too, that it would be a serious mistake to charge premium rates to the politicians. In both national and local elections, the rates for time should be prevailing commercial rates—and, of course, under the "equal opportunity" clause of the communications act each candidate or spokesman must be given the same opportunity that his rival gets. This may mean disruption of regular schedules and displacing of programs more popular with the audience than political speeches. But it is one of those conditions which the broadcasters must face every four years—and oftener locally—and meet with utmost discretion in recognition of the essential public service character of their medium.

The Wrong Tack

AT EVERY new session of Congress, without fail, someone has raised the proposal to charge broadcasting stations fees to bear the cost of radio regulation,—that is, the FCC's expenditures. The old Radio Commission submitted a few propositions of that kind several years ago and former Senator Dill championed the plan when he was Senate radio leader.

We fail to see any justification, precedent or merit in these plans. Uncle Sam has had plenty of opportunity to do the same thing in connection with railroads, which have a far more comprehensive industrial background, and which are regulated by the Interstate Commerce Commission. The Department of Commerce, which helps many industries, has never been reimbursed by any special assessments or license fees, nor does the Tariff Commission get a slice of our imports. There are scores of other governmental agencies which regulate industry and enterprise and none of them is supported by any such special levy.

Moreover, there appears to be a lack of understanding on the part of the spokesmen for the FCC before the House Appropriations Subcommittee as to why the FCC was created. The FCC was created to protect the interests of the public and to see that those entrusted with broadcasting franchises are serving the public satisfactorily. It is not giving "something for nothing" to broadcasters.

If broadcasters were required to pay for their franchises there are those who would feel they were entitled to some guarantee of security, rather than operate on a month-to-month basis. It is axiomatic that the man who pays the fiddler names the tune. The Federal government should not place itself in any such position.

We feel that Federal revenues should come from normal taxation sources, not through special discriminatory levies against a particular industry or group of industries. Broadcasters, like other businesses, pay Federal income, corporate and other taxes. They should not be placed in the untenable position of paying the salaries and the overhead of the agency which directs their destinies in a regulatory way.

The RADIO BOOK SHELF

FORTY special telephone operators in the NBC studios and an even larger number in each city to which Chase & Sanborn dedicates its weekly programs are utilized each Sunday night to receive the thousands of votes recorded for the young hopefuls in the *Maj. Bowes Amateur Hour* over the NBC-WEAF network. This is disclosed in the Jan. 4 *New Yorker*. which publishes an intimate review of the Bowes show and its background written by Morris Markey. The sponsor, it is stated, does a lot of exploiting and advertising in each city to which the program is dedicated. Maj. Bowes and his staff audition 600 out of the 10,000 applications received weekly, picking 15 for the show—out of which at least one "is going to be terrible anyway" and hence the supply of material for the gong. The sponsor pays him $5,000 a week for the show, and trade circles estimate that the hookup costs about $15,000 more for time. But Bowes personally owns the rights to the 10 traveling units, out of which he and his organization are estimated to have cleared a cool million dollars during 1935.

LOWELL THOMAS, world traveler and radio commentator, has written a booklet for publication by Crosley Radio Corp. and distribution through its dealers, giving a log of foreign short wave radio stations, times they are heard in this country, and where to dial them. The booklet is profusely illustrated and Mr. Thomas gives salient data about the countries in his characteristic style.

THE 1936 edition of the *Radio Amateur's Handbook*, published by the American Radio Relay League, West Hartford, Conn. ($1) contains 480 pages with 21 chapters of information for amateurs, technicians and students. The book has been completely revised and includes 500 diagrams, charts and illustrations as well as a catalog section.

We Pay Our Respects To —



DONALD FLAMM

"THERE is room for another network, but it must be built gradually and methodically, a link at a time." Those were the words of Donald Flamm about a year ago after observing the demise of the last of a cycle of "third network" projects which had been unable to stand the financial gaff.

Today Donald Flamm, at 35, is the head of a modest network project—the Inter-City Group. His own station, WMCA, New York, is feeding seven other outlets along the Eastern Seaboard with sufficient time sold to make it a worthwhile enterprise for the affiliates. As a matter of fact, he prefers not to call it a network at all. He says it is a mutual organization which "ultimately aspires to become a network."

Although his retiring manner belies it, Donald Flamm is a product of Broadway. At 16, he was a reporter for the school page of the *Brooklyn Home News*, and managed to earn spending money by writing at space rates for the *Brooklyn Daily Eagle*. At 22 he published theatre programs, from which business developed the Times Square Printing Co., and *New York Amusements*, a theatrical publication which won real success. Before entering radio in 1925 he was for several years the publicity representative of the Shuberts, famous theatrical producers.

While still in the printing business in 1925, Flamm evinced an interest in radio. Very few stars of the stage or screen had ever been brought before the microphone. He carried that idea to WMCA, then under another management in the McAlpin Hotel. There soon started a "dramatic critic of the air" feature, with guest stars at every broadcast—perhaps the first general adaptation of the guest star idea now so prevalent in radio. Among the stars introduced in these Flamm radio features were Sophie Tucker, Al Jolson, Belle Baker and George Jessel, all of whom made their radio debuts on the same day in a special broadcast arranged and supervised by the young radio impressario, then 25.

Another idea he introduced over WMCA was the *Flamm Frolickers*, which he believes was the genesis of the "gang" or "family" program idea. This also was introduced in 1925.

During this same year Donald Flamm took over WMCA and organized the Knickerbocker Broadcasting Co., with Marion Gilliam as his partner. Later he bought out Mr. Gilliam's interest. The station was a part-time unit, but the Flamm organization subsequently acquired WPCH, Hoboken, which was combined with WMCA after a frequency change and the latter became a full-time regional station in the nation's biggest market.

In 1928, WMCA moved from the McAlpin Hotel to its present home at 53d & Broadway. Originally on one floor, the station now occupies four. Additional studios are being built, including a "little theatre" to seat an audience of some 250. Some two years ago WMCA was leased to a group of New York business men for operation as the key station of American Broadcasting System. The network project finally was dissolved and Mr. Flamm again took over the commercial as well as the technical operation of the station, having retained the latter functions during the leasehold.

Donald Flamm was born in Brooklyn in 1900. He was educated in the public and high schools of New York City, attending also the Brooklyn Law School and taking extensive courses at New York University and City College of New York. Seventeen years ago he began his career on Broadway as a reporter. Today he is personally acquainted with 90% of the outstanding stars of the theatrical and radio world. Many of the big names in radio, including Rudy Vallee, had their radio starts over WMCA.

An indefatigable worker, Flamm spends long hours at his office, and constantly listens to his station and the programs it feeds to the Inter-City Group. He served one term on the NAB board of directors and is considered an authority on the subject of musical copyrights, having served on the important copyright committee several years ago.

Founder and life member of the Jewish Theatrical Guild, and a member of the board of governors of the Friars Club, as well as a director of the Cheese Club, Donald Flamm is also active in the affairs of these organizations. He is a director of the Jewish Consumptives Relief Society of Denver, and a national director of the National Home for Children in Denver.

If Donald Flamm has any real hobby it is work, although he does play golf after a fashion. Once he wrote a play but he decided it was not worth offering a producer. He owns a large collection of symphony records and has an extensive library, yet finds most pleasure in working about WMCA.

Mrs. Flamm is the former Rhoda Bierman. They were married in 1921. Sidney Flamm, a brother, who introduced Donald to radio, is vice president of Knickerbocker.

PERSONAL NOTES

RICHARD A. BOREL, business manager of WBNS, Columbus, O., has been named manager and will retain his commercial activities. He succeeds Fred Palmer, resigned.

H. O. FEIBIG has been promoted from sales manager to station manager of KQW, San Jose, Cal. He formerly was sales manager of KJBS, San Francisco, and at one time was with the sales staff of the National Biscuit Co. and Gates Rubber Co. He replaces Charles L. McCarthy, who resigned in December to become Pacific Coast representative of Hearst Radio Inc.

EDWIN JAY QUINBY, formerly of RCA-Victor publicity and advertisement department where he founded and edited the compauy's *Broadcast News*, has joined the public relations department of Western Electric Co. in an editorial capacity.

NAYLOR ROGERS, manager of KNX, Hollywood, has been elected a director of the Los Angeles Advertising Club to fill the place of Norton Mogge, Los Angeles resident manager of the J. Walter Thompson Co., who was transferred to Seattle.

J. RAY CONLAN, formerly of KSFO, San Francisco, has joined KYA, that city, as account executive.

B. S. McCLANCY, NBC traffic department manager, has returned to New York after spending three weeks on the West Coast supervising inauguration of the New Pacific Blue network. Leaving San Francisco Jan. 7, he spent a few days in Hollywood inspecting the new NBC studios.

DR. FRANKLIN DUNHAM, NBC director of education and religion, attended the annual meeting of the American Association for the Advancement of Science, which met in St. Louis early in January. NBC also was represented by an educational exhibit.

W. B. LaBONTE has been named commercial manager of KGEZ, Kalispell, Mont.

WILLAN C. ROUX, in charge of advertising for NBC, in New York, is the father of a girl, Susanne, born Dec. 28 at Orange Memorial Hospital.

JAMES F. COX, who has been with WAVE, Louisville, since it was founded in December, 1930, has been promoted to commercial manager. He was formerly with the old WLAP before it was moved from Louisville to Lexington.

JOHN FARRELL has been named mauager of CGSO, Sudbury, Ont. Colman Wilson has joined the announcing staff.

W. R. G. BAKER, formerly vice president in charge of engineering of RCA Mfg. Co., Camden, has been named managing engineer of the radio receiver station of General Electric Co., Bridgeport, Conn. Mr. Baker started his radio career in 1917 in the GE Schenectady plant aud by 1926 was in complete charge of radio development, design aud productiou. He joined RCA-Victor Corp. in November, 1929, as head of radio-engineering activities, and soon was placed in charge of production and later became general manager. He also was chairman of the RCA television committee.

MAURICE L. GAFFNEY, formerly uanaging editor of *Advertising & Selling*, was appointed head of the CBS Trade News Division on Jan. 6, succeeding Dorothy Sutherland. Mr. Gaffney had been with Batten, Barton, Durstine & Osborn Inc., New York agency.

DR. TRACY F. TYLER, secretary of the National Committee on Education by Radio, has returned to this country after nearly a three-month sojourn in Europe, during which he made a study of school broadcasting in a number of countries for the General Education Board. The second half of the study will relate to school broadcasting in the United States.

ED SIMS, well known in Southern radio, has joined WTAL, Tallahassee, Fla., as advertising director and in addition he will serve as specialty announcer.

JOE LEE, formerly program director of KADA, Ada, Okla., has been named manager of the station, C. M. Garnes remaining as commercial manager.

LLOYD ROSENBLUM, graduate student of the Wharton School of Finance and Commerce of the University of Pennsylvania, has been retained by WOAI, San Antonio, Tex., as merchandising man. He was trained under Dr. Herman S. Hettinger, a member of the Wharton faculty and research director of the NAB.

FRED FINLAYSON, recently with Adcraftsmen Agency, Salt Lake City, has rejoined the sales staff of KDYL, that city.

E. T. MITTENDORF has returned to WIND, Gary, Ind., as station manager after a year's absence, during which time the station has been managed by Dwight Northup, who has taken over the directorship of WTCN, Minneapolis. Mr. Mittendorf was general manager of WKRC, Cincinnati, from 1925 to 1934.

DR. LEON LEVY, president of WCAU, Philadelphia, who recently underwent an operation at Jefferson Hospital, went to Florida early in January to convalesce.

Arthur F. Kales

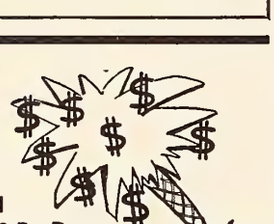
ARTHUR F. KALES, manager of KFI, Los Angeles, since its establishment, and of KECA while under the Earle Anthony ownership, died Jan. 2 in Los Angeles at the age of 54. He had been ill for more than a year and several months ago retired from active management of the stations. He is survived by his widow, Mrs. Lorraine Kales.

Mr. Kales was born in Phoenix, Ariz., was graduated from the University of California with a law degree, and became active in automotive circles. Following a period with Standard Oil Co. of California as advertising manager, he joined Earle C. Anthony Inc., Packard distributors for California, many years ago as advertising manager and held that post along with his radio interests. He was at one time a director of NAB.

Blind Announcer

KSFO, San Francisco, deserves one of Winchell's orchids for hiring Ralph Edwards, first blind announcer in northern California. With a good background in music, young Edwards, only 21 years old, produces his own Wednesday night programs, selecting the numbers, and dictating and then memorizing the continuity. He is not to be confused with the station's other Ralph Edwards, also an announcer-producer. Despite the coincidence of names, they are unrelated.

During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

BEHIND THE MICROPHONE

LEE S. ROBERTS, nationally known song writer and radio personality, has been appointed program director of KYA, San Francisco, with Harry Rogers as his assistant. Roberts, composer of *Smiles, Patches, A Little Birch Canoe and You*, and other song hits, has been heard over the NBC-KPO network for the last year with his tri-weekly *Old Memory Box* program under sponsorship of J. A. Folger & Co.

VICTOR HERBERT LUND, formerly with stations in Buffalo, N. Y., has become program director of WIS, Columbia, S. C., which has just gone to 5,000 watts day on 560 kc. Frank Blair, formerly with WCSC, Charleston, S. C., and Francis Fitzgerald, of Spartanburg, S. C., have joined the WIS announcing staff.

SHELLEY HELMS has joined WAGF, Dothan, Ala., as announcer and pianist, replacing Douglas Edwards, who has gone to WSB, Atlanta. Clay Harris Jr., formerly announcer and assistant commercial manager of WAGF, has been named publicity director of the Martin-Davis theatre chain.

ANDY POTTER, for two years production manager of KGGC, San Francisco, resigned effective Jan. 15, to join KMJ, Fresno, Cal., in a similar capacity. While at KGGC, Potter developed the "blend" system of singing with phonograph records which has been widely adopted.

JOSE RODRIGUEZ, news and publicity editor of KFI, Los Angeles, on Jan. 6 started a course in the management and technique of broadcasting at the University of Southern California. Joseph Catanich, formerly manager of the Olesen Sound Studios, will conduct a course in radio production.



EXECUTIVE "MIKE" — Here is President Roosevelt using the new microphone stand made for him at the CBS Washington shops. The picture was taken at Atlanta when the President spoke at the Georgia Tech homecoming. Bob Trout, CBS presidential announcer, at left.

JAMES BURTON, of the continuity staff of KMTR, Hollywood, on Jan. 1 was transferred to the announcing staff.

MARJORIE McPHERSON, formerly of KOMO, Seattle, has joined the continuity staff of KYA, San Francisco. Donald Ralph, formerly of KHSL, Chico, Cal., has joined the KYA announcing staff.

GERTRUDE HUNKIN, secretary of WGAR, Cleveland, has announced her engagement to Ben Decker, production manager in Cleveland for Muzak Corp. (wired radio) and for some time a member of the WGAR announcing and program staff.

LEE LITTLE, formerly with KMOX, St. Louis, has joined the announcing staff of WJSV, Washington.

HUBERT McILREAVY, known as Hubert James over WFIL, Philadelphia, has joined the announcing staff of WRC, Washington.

ENOCH PRICE, editor of the Greensboro (N. C.) *Patriot*, has been named Roving Reporter of WBIG, that city.

WALTER WHITE, well known in the field of radio dramatics, has joined the announcing staff of KJBS, San Francisco. He had been associated with Earnshaw Radio Productions, Hollywood transcription concern.

EDWARD V. MURPHY, publicity director of KFRC, San Francisco, is the father of a girl born Dec. 26.

HOWARD R. BELL, with KMTR, Hollywood, for five months, early in January joined the announcing staff of KRKD, Los Angeles. At one time he was with KFKA, Greeley, Col. Harry Geise, for several years production manager of KRKD, resigned Jan. 1.

GARY DAVIS has joined the announcing staff of WBIG, Greensboro, N. C. Bob Poole, who had been handling several programs on WBIG, has returned to University of North Carolina to complete his law course. Dale Cobb, formerly of WBIG, has been named to a position with the Farm Credit Administration, Washington.

ERLU NEESE, soloist of WBIG, Greensboro, N. C., and Virginia Wilson McKinney, WBIG publicity director, were married Dec. 25.

SKYLAND SCOTTY WISEMAN and Lula Belle, his wife, both of the *WLS National Barn Dance*, are the parents of a girl born Jan. 3.

WILFE CARTER, who yodels as "Montana Slim," has been signed by Columbia Artists Bureau and is doing a thrice-weekly sustaining program on CBS. For ten months he performed on CFAC, Calgary, Alta.

CY LELAND, sports announcer of WBAP, Fort Worth, who covered the Sugar Bowl game at New Orleans for NBC, is to be married soon to Miss Oleta Winters.

KAY VAN RIPER, producer of Coronets and other historical serials on KFWB, Hollywood, resigned early in January to write stage plays.

MARK MURRAY, music arranger, and Connie Vance, publicity writer, both of KNX, Hollywood, on Christmas Day announced their marriage a few days previously.

BRUCE ROBERTSON, formerly of WMBH, Joplin, Mo., has joined W9XBY, Kansas City, and is doing a vocal feature under the title *Sentimental Bachelor*.

DAN WINN, formerly of KARK, Little Rock, Ark, has joined KFRO, Longview, Tex., as announcer-operator.

JACK RIASKA, recently writing and announcing advertising continuity in LaCrosse, Wis., has joined the announcing staff of KFJM, Grand Forks, N. D., replacing Gene Devitt, who has resigned to conclude a law course at University of North Dakota.

JERRY MOHR, formerly of CBS, has joined the announcing staff of WCAU, Philadelphia, replacing Alan Scott, who has been made assistant program director.

SID GOODWIN, for the last six years on the announcing staff of NBC, San Francisco, has been appointed night program supervisor in charge of the network's San Francisco studios. Harold Gibney, KGW, Portland, Ore., announcer, joins NBC's announcing staff in San Francisco Jan. 16. Both appointments were announced by Lew Frost, NBC Western division program manager.

JACKSON WHEELER, former announcer at KFI, Los Angeles, early in January joined the staff of KHJ, Los Angeles.

JACK WHITNEY, of the announcing staff of KADA, Ada, Okla., has been named program director. Paul Hughes, of the announcing staff, has foresaken radio to study at East Central College.

RAY RIOS, formerly of KRKD, Los Angeles, early in January joined the sales staff of KDYL, Salt Lake City.

CLIFFORD E. ADAMS, former staff announcer of WKRC, Cincinnati, and now a member of the Ohio bar, has been named political commentator of the station to cover civic and local political events.

Such Langwidge!

"GIMMIE it" was the cue in a recent Atlantic Refining Co. CBS script for the engineer to pickup Bob Hope from Boston. But Frank Parker wouldn't think of using such language. So he read it "let me have it", reaching for the telephone in the New York studio. The engineer was stymied a few seconds, but thinking fast, he realized what had happened and brought in Bob Hope after an embarrassing lag. Hope was playing in Boston with the new Ziegfeld Follies. To avoid wire charges and further trouble, the Atlantic show will be broadcast from Philadelphia Jan. 18 and 25 while the Follies plays there.

KSD IN ST. LOUIS

The Distinguished Broadcasting Station

W9XPD KSD'S ULTRA SHORT WAVE AUXILIARY

KSD CENSORSHIP RULINGS CONFIRMED BY DECISIONS OF FEDERAL TRADE COMMISSION

At intervals the decisions of KSD's Censor are followed by similar rulings of the Federal Trade Commission.

A typical example was an advertising program offered to and rejected by KSD September 23, 1935. It was revised, resubmitted and rejected successively on September 26, October 1, 16 and 23. On October 28 the Federal Trade Commission issued a complaint on this case alleging "unfair competitive methods" and "other misleading representations."

The KSD Censor Protects Both Listeners and Advertisers

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

9

NEWS PERIODS DAILY

WLBC—MUNCIE

STORM IN ATLANTA
Shuts Down Stations But They Soon Return to Air

THE worst storm in three decades, which almost isolated Atlanta, interrupted radio service there Dec. 28 and shut off network programs for nearly two days.

Lambdin Kay, manager of WSB, wired Harry Stone, manager of WSM, Nashville, that his station had gone off the air and WSM broadcast an explanation of the WSB predicament. It was the first time in 14 years that WSB had been silent for a whole day.

WGST assembled a battery receiving set and special antenna at Druid Hills Church and picked up CBS programs from surrounding stations, which were sent over remote lines to the transmitter and rebroadcast. Stations picked up were WBT, Charlotte, WDOD, Chattanooga, and WHAS Louisville.

March Chairman of FTC

COL. CHARLES H. MARCH has been named chairman of the Federal Trade Commission, succeeding former Congressman Ewin L. Davis. The post rotates annually. Col. March is serving his second term as chairman since his appointment to the Commission in 1929, having been chairman in 1933. He was named to the Commission in 1929 for a term which expired Sept. 25, 1935, and was reappointed last September by President Roosevelt for another seven years.

IN THE CONTROL ROOM

THE ENGINEERING staff of WMCA, New York, held their annual staff party at the transmitter Jan. 3. The entire engineering staff was present with wives, together with heads of the other departments of WMCA. Only electrical transcriptions were used for entertainment, with no copyright restrictions.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, has been elected president of the Cleveland division of the Institute of Radio Engineers. At the recent meeting of the division he spoke on WGAR's new half-wave uniform cross-section vertical antenna, which he designed. Other officers elected were John Aitkenhead, WADC, Akron, vice president; J. E. Hill, WHK, Cleveland, secretary-treasurer.

HAROLD DOLE, formerly with WTAQ, Eau Claire, Wis., which has been moved to Green Bay, Wis., after its purchase by St. Norbert College, has joined the engineering staff of the college's two stations, WTAQ and WHBY.

DR. F. G. KEAR, formerly with the Bureau of Standards and lately with the Washington Institute of Technology, has joined the staff of James C. McNary, Washington consulting engineer.

RICHARD N. CHINDBLOM, for the last two years a member of the CBS engineering staff in Chicago, has been named Chicago production director of the network.

RICHARD F. LEWIS, chief engineer of KDON, Monterey, Cal., was married Dec. 25 to Miss Marian Park, of Los Angeles.

R. C. STINSON, technical supervisor of WBAP, Fort Worth, engineered a 600-mile remote program recently from the Texas Centennial headquarters for the station and Texas Quality Network.

PAUL DANIELS, formerly chief operator of KFBI, Abilene, Kan., has joined the Department of Commerce airways station at Lebo, Kan., with G. H. Johnstone now filling the post.

WILLIAM H. DAVIS, who resigned as engineer on the staff of WJDX, Jackson, Miss., to file application for a 100-watt station in Jackson, is publishing a radio weekly, *The Air Journal.*

VINTON WRIGHT, formerly a lighting engineer of Giant Mfg. Co., Council Bluffs, has joined the engineering staff of KOIL, Omaha.

JULIAN C. SMITH, John T. Hubbard and Sidney Spencer, engineers at WAGF, Dothan, Ala., are making improvements on the composite transmitter and remodeling studios.

RALPH D. DUBOIS, chief engineer of KFRO, Longview, Tex., is the father of a boy born recently.

HARRY EHRHART, veteran Philadelphia engineer, has joined the engineering staff of WCAU, that city.

JOHN MALLOY has joined the engineering staff of KADA, Ada, Okla., and Thomas Hubbard has been named transradio news operator.

THE STRATOSPHERE gondola in which Captains Stevens and Anderson ascended to a 74,000-foot record altitude last November, on Jan. 6 was placed on exhibition in front of the RCA Bldg. in Radio City, to be there for a month and then lodged permanently in the Smithsonian Institution in Washington.

WMCA Rate Card

WMCA, New York, has issued a new rate card, effective Feb. 1, representing an increase of 10% on the quarter-hour period; 20% on a half-hour and 22% on a full hour. An important change is the limiting of spot announcements to 50 words or half-minute transcriptions. Hundred-word announcements and one-minute discs will be accepted only subject to availability — that is, where they can be worked in between sustaining programs. The new WMCA rates also apply to Inter-City Presentations.

RESPONSE!

BROADCAST at the day's low-point of listener-interest (4:00 to 4:30 P. M.) the WTMJ "Corner Grocery" program in one month brought a mail response from 2,479 listeners (no "give-away hook") in 232 towns in five states.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

WDAY • WDAY • WDAY • WDAY •

MONEY! MONEY! MONEY!



Yes, Sir! Us North Dakota farm folks made $94,637,000 more in 1935 than we did in 1934! This here whole Red River Valley is a-booming! Wanta go along?

WDAY, INC.
N. B. C.
FARGO, N. D.

FREE, JOHNS & FIELD INC., NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

RCA Mfg. Co., Camden (radios), 39 *sa*, thru Lord & Thomas, N. Y.
Kellogg Co., Battle Creek (cereal), 39 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Hawk & Buck Co., Fort Worth (work clothes), 52 *sp*, direct.
Universal Mills Inc., Fort Worth (feed, flour), 100 *sp*, thru Tracy-Locke-Dawson Inc., Dallas.
Staley Sales Corp., Decatur, Ill. (syrup), 300 *ta*, thru Gardner Adv. Co., St. Louis.
Ironized Yeast Co., Atlanta (proprietary), 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 20 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bethlehem Steel Co., Bethlehem, Pa. (wire fences), 39 *t*, direct.

KYA, San Francisco

Carlsbad Crystal Sales Co., New York (Carlsbad crystals), 3 weekly *sp*, thru H. M. Kiesswetter Adv. Agency, New York.
Pacific Guano Co., Oakland, Cal. (snail bait), daily *ta*, thru Tomaschke-Elliott Inc., Oakland.
Philco Radio & Television Corp. of California, San Francisco (radios), 12 weekly *sa*, direct.

WHP, Harrisburg

General Mills Inc., Minneapolis (Bisquick), 6 weekly *ta*, thru Knox-Reeves Adv. Inc., Minneapolis.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Kellogg Sales Co., Battle Creek, Mich. (cereal), 9 *sa*, direct.

WSPD, Toledo

Dodge Bros. Corp., Detroit (autos), 24 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Lake Shore Electric Railway Co., Sandusky, O., 10 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Ford Motor Co., Detroit (autos), 36 *sa*, thru N. W. Ayer & Son Inc., N. Y.

KFBI, Abilene, Kan.

Ralston Purina Co., St. Louis (Purina chow), 13 *sp*, direct.
Olson Rug Co., Chicago (rebuilt rugs), 12 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WAGF, Dothan, Ala.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 7 weekly *sa*, direct.
Chattanooga Medicine Co., Chattanooga (almanac), 7 *t*, thru Neisser-Meyerhoff Inc., Chicago.

KFRO, Longview, Tex.

Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *t*, thru Presba Fellers & Presba Inc., Chicago.
Chattanooga Medicine Co., Chattanooga (proprietary), 7 *ta*, thru Neisser-Meyerhoff Inc., Chicago.

WFIL, Philadelphia

Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 21 weekly *sa*, thru Joseph Katz Co., Baltimore.

WFBL, Syracuse

Benjamin Moore & Co., Philadelphia (paint), weekly *sp*, direct.

WBAP, Fort Worth

Chattanooga Medicine Co., Chattanooga (almanac), 7 *ta* thru Neisser-Meyerhoff Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
J. A. Folger & Co., Kansas City (coffee), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
A. C. Legg Packing Co., Birmingham (meat), 13 *sa*, thru Silver & Douce Co., Birmingham.

WMBH, Joplin, Mo.

Mid-Continent Petroleum Corp., Tulsa (DX gasoline), 6 weekly *t*, thru R. J. Potts Co., Kansas City.
Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru Street & Finney Inc., N. Y.
Midwest Grunow Inc., Kansas City (radios), 2 weekly *t*, direct.
Washburn, Crosby Co., Kansas City (Gold Medal flour), 26 *sa*, direct.

WBOW, Terre Haute

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Ford Motor Co., Detroit (autos), 1 *sp* (basketball championship game March 28), thru N. W. Ayer & Son Inc., Philadelphia.

WENR, Chicago

Hurley Machine Co., Chicago (Thor Ironer), 4 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bulova Watch Co., New York, 667 *sa*, thru Blow Co. Inc., N. Y.

WOR, Newark

Bigelow-Sanford Carpet & Rug Co., New York, 2 weekly *sp*, thru Newell-Emmett Co. Inc., N. Y.
Olson Rug Co., Chicago (rebuilt rugs), weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Florida Citrus Commission, Tampa (fruit), 3 weekly *t*, starting Jan. 31 thru Ruthrauff & Ryan Inc., N. Y.
B. C. Remedy Co., Durham, N. C. (proprietary), 3 weekly *sp*, thru Charles W. Hoyt Co., N. Y.
Walker Gordon Laboratory Co. Inc., Plainsboro, N. J. (acidophilus milk), weekly *sp*, thru Donahue & Coe Inc., N. Y.

WMCA, New York

S. S. Stafford Co., New York (household supplies), 2 weekly *sp*, thru Montrose Adv. Agency, N. Y.
Pure Oil Co., Chicago (Purol gasoline), 12 weekly *ta*, thru Freitag Adv. Agency, Chicago.
W. A. Sheaffer Pen Co., Ft. Madison, Ia., 6 weekly *t*, thru Philip O. Palmer & Co. Inc., Chicago.

WGY, Schenectady

Borst & Burhans Co., Cobleskill, N. Y. (Sure-Rising pancake flour), 10 *sa*, thru DeRouville Adv. Agency, Albany.
Bureau of State Publicity, New York. 13 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns medicine), daily *sa*, thru John W. Queen, Boston.

KNX, Hollywood

Walter McCook, Philadelphia (yarn), 1 *t*, thru Northwest Radio Adv. Co., Seattle.



From Pittsburgh Press

The Battler's got to train somewhere else. He's a Major Bowes fan and every time the gong rings he quits fightin'.

KDKA, Pittsburgh

Lancaster County Seed Co., Paradise, Pa. 6 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
E. L. Knowles Co. Inc., Springfield, Mass. (liniment), 91 *sa*, thru De-Forest Merchandising Bureau, Springfield, Mass.
Carleton & Hovey Co., Lowell, Mass., 91 *sa*, thru John W. Queen, Boston.
Olson Rug Co., Chicago (rebuilt rugs), 78 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Standard Oil Co. of New Jersey, New York, 78 *sp*, thru Marschalk & Pratt, Inc., N. Y.
Sleetex Co., New York, 6 *sa* thru Hubert & Jones Adv., N. Y.
Fels & Co., Philadelphia (Fels Naptha soap), 234 *sp*, thru Young & Rubicam Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Foley & Co., Chicago, Ill., (proprietary), 78 *sp*, thru Lauesen & Salomon, Chicago, Ill.

KGO, San Francisco

E. Fougera & Co., Inc., New York (Vapex), 5 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Reid, Murdoch & Co., San Francisco (canned food), 6 weekly *sa*, thru Roy Alden & Associates Inc., Los Angeles.
Moon Glow Cosmetic Co., Los Angeles (cosmetics), 3 weekly *sa*, thru Emil Brisacher & Staff, Los Angeles.
Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.

WHK, Cleveland

H. J. Heinz Co., Pittsburgh, 5 weekly *sa*, thru Maxon Inc., Detroit.
Lake Shore Electric Railway, Sandusky, O. (transportation), 6 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.

KGB, San Diego

George A. Hormel Co., Los Angeles (soup), 6 weekly *sa*, direct.
Gallenkamp Stores, San Francisco (shoes), 156 *sa*, direct.
Calso Water Co., San Francisco, 312 *sa*, thru Ben Johnson & Associates, San Francisco.

WDRC, Hartford

Massachusetts Mutual Life Insurance Co., Springfield, Mass, 26 *t*, thru R. J. Potts Co., Kansas City.
Phoenix Mutual Life Insurance Co., Hartford, 26 *t*, thru Atherton & Currier Inc., N. Y.

WMAQ, Chicago

Hurley Machine Co., Chicago (Thor Ironer), 4 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KDYL, Salt Lake City

Union Pacific Railroad, Omaha, 3 weekly *sa*, thru Ernest Bader & Co., Omaha.

KGVO, Missoula, Mont.

Reid, Murdoch & Co., Chicago (Monarch food), 2 daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Pure Oil Campaign

PURE OIL Co. of the Carolinas, through Freitag Adv. Agency Inc., has just signed contracts with WBT, Charlotte, N. C., for a large amount of time during 1936. Pure Oil will start with a weekly half-hour night program and within a few weeks will add five 15-minute evening transcriptions featuring the life story of *Jimmy Mattern*, six five-minute daytime programs and several announcements daily. This marks the largest radio expenditure Pure Oil has made in years.

NETWORK ACCOUNTS

New Business

WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes) on Feb. 24 starts *George Olsen & Ethel Shutta* on NBC-WJZ network, Mondays, 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

REMINGTON RAND Inc., Buffalo (office equipment) on Jan. 27 starts *Edwin C. Hill* on NBC-WEAF network, Mon., Wed., Fri., 7:30-7:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CORN PRODUCTS REFINING Co., New York (Kre-Mel, Linit, Karo, Mazola) on Jan. 20 starts *Musical Reveries* on 37 CBS stations, Mon., Wed., Fri., Sat., 12:15-12:30 p. m. Agency: E. W. Hellwig Co., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap) on Jan. 11 started *Palmolive Beauty Box Theatre* on 57 CBS stations, Saturday, 8-9 p. m., repeat at 11 p. m. Agency: Benton & Bowles Inc., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive shave cream and brushless shave) on Jan. 15 starts *Gang Busters* on 52 CBS stations, Wednesdays, 10-10:30 p. m. Agency: Benton & Bowles Inc., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds, Colgate dental products) on Jan. 13 started *The Goldbergs* on 56 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Benton & Bowles Inc., N. Y.

GEO. W. LUFT Co., Long Island City, N. Y. (cosmetics) on Jan. 21 starts *Jimmy Fidler and Hollywood Gossip* on 43 CBS stations, Tuesdays, 10:30-10:45 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

WHELAN DRUG STORES DELAWARE Corp., New York (chain stores) on Jan. 5 started *Yours Sincerely* with Isham Jones orchestra on MBS (WOR, WOL, WFIL), Sundays, 6-6:30 p. m. Agency: Young & Rubicam Inc., N. Y.

AXTON - FISHER TOBACCO Co., Louisville (Spud cigarettes) on Jan. 7 started *Tex O'Reilly* and Enoch Light's orchestra on MBS (WOR, WLW), Tuesdays, 11-11:30 p. m. Agency: Kenyon & Eckhart Inc., N. Y.

JERGENS WOODBURY SALES Corp., Cincinnati (cosmetics, soap) on Jan. 5 started *Paul Whiteman's Musical Varieties* on 39 NBC-WJZ stations, Sundays, 9:45-10:30 p. m., with repeat at 11:30. Agency: Lennen & Mitchell Inc., N. Y.

PEPSODENT Co., Chicago (toothpaste) on Jan. 10 started *Al Pearce Gang* on 28 NBC-WJZ stations, Fridays, 9-9:30 p. m. Agency: Lord & Thomas, Chicago.

SMITH BROS., Poughkeepsie, N. Y. (cough drops) on Jan. 5 started *Melody Matinee* on 17 NBC-WEAF stations, Sundays, 2-2:30 p. m. Agency: Brown & Tarcher Inc., N. Y.

LARUS & BRO. Co., Richmond (Edgeworth tobacco) on Jan. 29 starts *Corn Cob Pipe Club of Virginia* on 28 NBC-WJZ stations, Wednesdays, 9-9:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

F. W. FITCH Co., Des Moines (cosmetics) on Jan. 24 starts *Wendell Hall* on 24 NBC-WJZ stations, Fridays, 8:15-8:30 p. m. Agency: L. W. Ramsey Co., Davenport.

GORDON-ALLEN Ltd., Oakland, Cal. (Par soap) on Jan. 8 started program on CBS-Don Lee network plus KSL, Thursdays, 8:15 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

Renewal Contracts

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores) on April 3 renews *Good Evening Serenade* on MBS (WOR, WGN), Fridays, 8:30-9 p. m. Agency: Young & Rubicam Inc., N. Y.

PACIFIC COAST BORAX Co., Wilmington, Cal. (20 Mule Team borax products), on Feb. 4 renews for 15 weeks *Death Valley Days* on 5 NBC-KPO stations, Tuesdays, 9-9:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

CHEVROLET MOTOR Co., Detroit (autos) on Jan. 18 renews *Rubinoff, Virginia Rea, Jan Pearce* on 60 NBC-WEAF stations, Saturdays, 9-9:30 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain retailer) on Feb. 10 renews *A & P Gypsies* on 21 NBC-WEAF stations, Mondays, 9-9:30 p. m. Agency: Paris & Peart.

ANDREW JERGENS Co., Cincinnati (Jergens lotion) on Jan. 5 renews *Jergen's Program* on 36 NBC-WJZ stations, Sundays, 9:30-9:45 p. m. Agency: J. Walter Thompson Co., N. Y.

KELLOGG Co., Battle Creek (food) on Jan. 24 renews *Kellogg College Prom* on 18 NBC-WJZ stations, Fridays, 8:30-9 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Network Changes

JULIAN & KOKENGE Co., Columbus, on Jan. 12 added 17 stations to CBS *Musical Footnotes.*

E. I. DUPONT de NEMOURS & Co., Wilmington, Del., on Jan. 8 added CBS-Don Lee network to *Calvacade of America.*

Cantor Gives Scholarship For Best Essay on Peace

A FOUR-YEAR scholarship with complete maintenance at any American college has been offered by Eddie Cantor for the best letter on "How Can America Stay Out of War?" Cantor has set aside $5000 for this purpose. The scholarship was announced by Cantor Jan. 5 at the conclusion of his CBS broadcast for Lehn & Fink Products Co., New York (Pebeco toothpaste).

Letters are not to be more than 500 words and no commercial tie-ups are involved. Newton D. Baker suggested the title. The award will be made April 5, with four educators comprising the judging body. They are Robert M. Hutchins, University of Chicago; Frederick Bertrand Robinson, College of the City of New York; Ray Lyman Wilbur, Stanford University; Henry Noble MacCracken, Vassar. The competition will close Feb. 22.

Eastman Sees Gains

SPEAKING before members of the San Francisco Ad Club Jan. 8, Carl J. Eastman, Pacific Coast manager of N. W. Ayer & Son Inc., that city, declared that advertising appropriations will be larger this year and much of the desirable time on the air is contracted for by signed advertisers. Having "What's Ahead for Advertising" as his topic, Eastman stated that "more than ever in 1936, programs will reflect the understanding by producers that while the program is primarily designed to be heard, the listener should be so thoroughly imbued with the scene and idea portrayed in the radio program that he not only hears but also sees it." He further pointed out that advertising men who recognize this requisite of radio programing will be prepared for television when it arrives.

ALL-NIGHT SERIES
Sacred Programs on WGAR Are Attracting Interest

WGAR, Cleveland, has found all-night religious programs of great interest to its listeners, not only in Northern Ohio but also from persons outside the state. The first broadcast in the series was in connection with the Cleveland visit of the trombonist and singer of sacred songs, Homer Rodeheaver. Church choirs and the Cleveland Federation of Churches participated. Responses were great in number from telephone calls, telegrams and letters—practically all asking that the series be continued on a one-a-month basis.

Since that time WGAR has broadcast one such program each month and responses have grown with each succeeding broadcast. Various church clubs and miscellaneous organizations back the series and the results have been more than favorable — they have astounded experienced program men. The programs are staged from WGAR's home studios and the public is invited.

Bigelow Carpet Tests

BIGELOW-SANFORD CARPET Co., New York (rugs and carpets) will start a 13-week series of test programs on WOR, Newark, on Feb. 12, Wednesdays and Fridays, 4-4:15 p. m. The program will be entitled *Hollywood Room Recipes* and it will furnish home decoration advice to its listeners. Newell-Emmett Inc., New York, is the agency.



Happy sponsor announces 8 talent discovery programs on WHIO pulled 31,279 votes—He cheers! — We cheer!

. . . Popularity of Station warrants placing WHIO on your ballot in 1936.

THE DAYTON DAILY NEWS WHIO DAYTON OHIO
BASIC NBC BLUE NETWORK
BASIC NBC RED NETWORK

39 S. LUDLOW, DAYTON, OHIO

A TALE OF ONE CITY

Pittsburgh department stores report 1935 sales largest since 1931; and a holiday week business greater by 32% over 1934, and 31% over 1933.

Pittsburgh industries report a *one hundred million dollar* ($100,000,000) 1936 expansion program.

Pittsburgh's most popular radio station reports a 20% increase in advertising in 1935 over 1934.

***Your* program on WCAE will be a far, far better advertising campaign than you have ever known.**

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

ASA Selects Cleveland

ALLIED SERVICE AGENCIES, advertising agency network, will hold its next meeting Oct. 10-12 at Cleveland, it was announced following the Dec. 27-28 session at Westport, Conn. Network policies and plans, agency sales and operation, and a discussion of agency selling experience featured the December meeting. Attending the Westport session were Oakleigh R. French, St. Louis; Ray Mills, Lewiston. Me.; Norman W. Tolle, San Diego; A. D. Walter and Betty Gwyer, Pittsburgh; Henry J. Kaufman and William Sigmund, Washington; Carr Liggett, Cleveland; Ralph Dalton, Troy, O.; Lynn W. Ellis, Westport; Adam Sutcliffe and Earl Smith, Providence, R. I.

OUR BIRTHDAY!

—One year ago KFRO began serving the East Texas Oil Field area

—Since then KFRO has given a versatile program service

—Thousands of people listen to KFRO

—If you desire to reach this vast audience, write

KFRO

"Voice of Longview"
Longview, Texas

AGENCIES AND REPRESENTATIVES

JOHN KELLY, publicity director of Batten, Barton, Durstine & Osborn Inc., New York, and Glenn I. Tucker, formerly RCA public relations director, have started a publicity business in New York. Fred Smith, with Batten, Burton, Durstine & Osborn Inc. since 1933, has succeeded Kelly.

GEORGE BOLLING, former commercial manager of KYW, Chicago, has been elected vice president of John Blair & Co., station representatives, and has been made a stockholder in that concern. He was formerly assistant manager of WXYZ, Detroit, resigning a year ago to take charge of the Blair company's Detroit office.

WILLIAM BACHER, producer of the CBS *Hollywood Hotel* weekly from Los Angeles for F. Wallis Armstrong Co., Campbell Soup Co. agency, went to New York early in January on a ten-day trip.

DARWIN TEILHET, radio account executive of N. W. Ayer & Son Inc., San Francisco, has written a new book, *Ticking Terror Murders*, a romantic mystery adventure story, just off the press. Teilhet is also author of *The Talking Sparrow*, *Death Flys High*, and *Bright Destination*, three popular sellers.

LORENZO KENNON has resigned as radio account executive with the Kelso Norman Organization, San Francisco.

Buys Interest in Rep

LOWELL JACKSON has bought out the interest of Peg Moore in the firm of Jackson & Moore, Chicago station representatives, and is reported to be planning a reorganization of the company.

"Strictly Masculine"

A PROGRAM titled *Strictly Masculine* but aimed at the housewife audience is achieving great popularity over a special hookup on Tuesday afternoons of WEBC, Duluth; WMFG, Hibbing, Minn., and WJMS, Ironwood, Mich. Four announcers conduct the show from WEBC — Henry Morgan as m. c., Jack Dalahunt as pianist and tenor, Maurice Cannelin as "Prof. This & That" and Norman Jackson as baritone. The station also has a daily morning *Strictly Feminine* program, to which the male of the species is supposed to be attracted.

GERTH-KNOLLIN ADV. AGENCY, San Francisco, has moved from the Russ building to the ninth floor of the One Eleven Sutter building, increasing its former floor space by approximately 40%. Cyril Wright has joined the staff of supervisor of production and space buying, coming from the Pacific Coast division of the *Wall Street Journal*, where he was circulation manager. James Ferguson, on the staff of the agency for the past year, has been promoted to account executive.

J. F. SEEHOF, former principal in the firm of Heath-Seehof Inc., Chicago advertising agency, has joined the Chicago office of H. W. Kastor & Sons Adv. Agency Inc., as radio director. His former agency which will continue to use the name Heath-Seehof, has not yet named a new radio director.

JERRY CADY, of the radio department of Fletcher & Ellis Inc., New York, arrived in Los Angeles early in January for an extended stay.

STANLEY COLLINS, of Detroit, has been added to the staff of the Guggenheim Adv. Agency, San Francisco, as account executive, and will handle radio along with other accounts.

DOUGLAS F. STORER has resigned as vice president of Rockwell-O'Keefe Inc., effective Jan. 1, to devote all his time as personal representative of Robert (Believe It Or Not) Ripley and to act as general program counsel to advertising agencies. Mr. Storer will work on the promotion of Ripley for radio, personal appearances, motion picture and stage unit work. Heretofore he had handled these duties in conjunction with his affairs at Rockwell-O'Keefe.

EDWARD SHURICK Jr., for the past year radio director of Addison Lewis & Associates and organizer of the Twin City agency radio survey, has resigned to join Minneapolis Honeywell Regulator Co., Minneapolis.

Food and Drug Measure Idle; Proprietary Group Remains Opposed to Bill

ASIDE from passage by the House of a routine amendment to the Communications Act of 1934, authorizing a chief accountant and three assistants for the FCC, the first fortnight of the new session of Congress slipped by with barely a mention of radio or of any legislation affecting it. This routine amendment had been adopted by the Senate, and there was no objection to it.

The moribund Copeland Bill (S.5) to amend the Food and Drugs Act by more rigidly regulating the sale and advertising of food, drugs, cosmetics and devices, remained before a subcommittee of the House Interstate and Foreign Commerce Committee. Chairman Chapman (D.) Ky., it is understood, plans to hold a meeting of his committee shortly before reporting out the bill, passed by the Senate last session. The measure after a turbulent legislative history of two years, was the subject of hearings before the House subcommittee last summer just prior to adjournment.

Whereas the bill as passed by the Senate was not seriously objected to by any group except the Institute of Medicine Manufacturers, there was some opposition to the provision that full control over administration of the measure be vested in the Department of Agriculture. The House subcommittee, it is known, has been considering amendment of this provision to transfer principal regulatory power in the Federal Trade Commission.

The Institute's views on the Copeland Bill were expressed Jan. 6 in a letter from William P. Jacobs, vice president. An erroneous report, he said, had been made that all of the branches of the drug industry were in favor of the measure. The only poll made among package medicine manufacturers, he asserted "shows 85% of them opposed to S. 5 in its present form".

The NAB, in principle, has supported the measure in its present form.

In the House on Jan. 3 a petition of the Knights of Columbus, urging that 50% of wave lengths and frequencies be allotted to educational, religious, agricultural, labor and similar non-profit-making human welfare associations, was presented and referred to the Committee on Interstate and Foreign Commerce.

More than a score of measures affecting radio in one fashion or another held over from the last session, are still before committees which have not yet held regular meetings due to the pressure of neutrality, bonus, and economic relief legislation.

CALL letters of KREG, Santa Ana, Cal., have been changed to KVOE.

HOLD THE PRESS!

Thrills — Romance — Comedy

A FIFTEEN-MINUTE TRANSCRIPTION WITH 60 MINUTES OF ENTERTAINMENT IN EVERY EPISODE. IT'S A "five-a-week" NATURAL FOR ANY SPONSOR.

•

THE REPORTER OF

ODD FACTS

Here's the most interesting series of five-minute programs you ever heard. STRANGE FACTS, UNUSUAL INCIDENTS, PROVING THAT TRUTH IS STRANGER THAN FICTION. Dramatized in fascinating style by a top-notch Hollywood cast.

TO BE BROADCAST BY *ONE* STATION IN EACH CITY.

•

WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT
WRITE FOR DOPE ON 15 OTHER BIG SHOWS

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

TRANSCRIPTIONS

NBC has offered clients, agencies and artists a reference recording disc service for programs originating in New York studios. The service provides a method of making inexpensive acetate recordings network and audition programs by direct wire from the studio. While the recordings are not suitable for performance, they can be used in program and talent study, analysis, improvement and as a protective measure against disputes. In addition a permanent reference file of programs that have been broadcast or auditioned can be developed. Two forms are available, the first on acetate on equipment installed in the NBC studios. This is nominal in cost. The second type is done by RCA Mfg. Co. regular recording equipment with the processing step omitted. The first type does not provide for duplicates. The second type permits ordering of duplicates for performance since the remainder of the processing can be completed and finished pressings provided.

OLESON SOUND STUDIOS, Hollywood, is producing *Today With Aesop*, a series of 65 quarter-hour transcriptions, with Erna L. Verzimer, New York, in charge of production.

H. CHAMBERLAIN, formerly with W. L. Brann Inc., Batten, Barton, Durstine & Osborn Inc., and other programs, has joined Grombach Productions Inc., program producers, as vice president.

R. U. McINTOSH, head of R. U. McIntosh & Associates, Los Angeles transcription firm, left Jan. 6 for New York and Chicago to open branch offices. The branches will be equipped with audition equipment and transcription libraries. Los Angeles studios are being expanded and new equipment installed. Six complete series are in the McIntosh catalogue and five more are under way, directed by Bill Lawrence of the Newkirk & Lawrence agency.

AUDISK CORP., San Francisco transcription producers is cutting a series of quarter-hour talks and debates on the Townsend Plan for the California Crusaders, San Francisco. They are being placed on various California stations.

NBC Canadian Discs

NBC was authorized Jan. 10 by the FCC to send to four Canadian stations its electrical transcription service. The stations are CJOR, CFAC, CJOC and CJCA. This authorization was necessary under the law.

What's In a Name?

A ROSE by any other name might smell as sweet, but Shakespeare's familiar statement is not always applicable. A Midwest agency recently made a radio presentation of a spot campaign to a client who would have none of it because a "spot campaign" was beneath the dignity of his organization. A week later the same agency approached the same client with a "national campaign in selected markets" and had no trouble in getting a signed contract for the original program plan.

AFA Selects Boston

BOSTON has been selected as the site for the 1936 convention of the Advertising Federation of America, to meet June 28-July 2, the board of directors has decided. Chester H. Lang, publicity manager of General Electric Co. and AFA president, said that the 25th anniversary of the Truth-in-Advertising Movement, which had its inception at the Boston convention of 1911, had an important part in the selection of the city.

Maryland Network Hinted

POSSIBILITY of the hooking up of several Maryland stations into a Maryland state network is indicated by WTBO, Cumberland, Md., which early in January queried the Bell Telephone Co., Baltimore, on rates for lines. It is understood that a large national spot advertiser is interested in the hookup, which probably would be keyed from WFBR, Baltimore. Line rates are sought from WFBR to WTBO and WFMD, Frederick and WJEJ, Hagerstown, for 1 to 12 hours per day.

Ferry-Morse Spots

FERRY-MORSE SEED Co., Philadelphia, will begin sometime this month a series of thrice-weekly garden talks on WFAA, Dallas, later in the month starting a similar series on WSB, Atlanta. N. W. Ayer & Son Inc., New York, is the agency.

RADIO ADVERTISERS

AGAR PRODUCTS Co., New Rochelle, N. Y., distributing Agaroons, a new product, has placed its advertising with Arthur H. Fulton Co., New York, and contemplates using radio among other media.

ROBERT H. BROWN has been named advertising manager of Bristol-Myers Co., New York, to succeed the late Howard H. Hopkins. He had formerly been with Pedlar & Ryan agency, New York.

PITTSBURGH PLATE GLASS Co., Pittsburgh, Milwaukee (paint, etc.), a big radio user in 1934, is planning an intensive campaign in various media this year, with a million dollars to be spent. Radio will receive the bulk of the appropriation, it is understood.

PFEIFFER BREWING Co. is sponsoring over WJR, Detroit, a quarter-hour *Inquiring Reporter* program promoting its new Winter Beer. Pfeiffer has taken the first move toward a planned national sale of its beer by opening up distribution through Ohio and outlying points in Michigan, and advertising is being spread accordingly. Grace & Bement Inc., Detroit, is the agency.

WRIGLEY PHARMACEUTICAL Co., Atlantic City (dental cream) has placed its account with Carter-Thompson Co., Philadelphia.

FRED WARING, orchestra leader, will be awarded a gold medal Jan. 17 by the Poor Richard Club of Philadelphia, for his outstanding service to radio advertising.



WREN'S WREN — Over the entrance to the transmitter plant of WREN, Lawrence, Kan., located between Lawrence and Kansas City, stands this giant concrete statue of a wren, striking symbol of the station, which hundreds of visitors weekly use as foreground or background for snapshots. The bird's beak stands higher than a man. Two similar statues guard the entrance to the WREN Bldg. in Lawrence.

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
3910 Carnegie Ave., Cleveland, Ohio

WBRC

OLDEST AND ONLY FULL TIME HIGH-POWERED STATION IN ALABAMA

WBRC carries more network features and controls more local broadcasts than any other competing station. First in sports! First in politics! First in local prestige! WBRC, operating FULL TIME on 1000 watts and affiliated with CBS, is by every count Birmingham's dominant station. Write for proof!

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.



The Big Rich Detroit Market!

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

Merchandising Notes

Macy's Tells Its Sales Staff—Hot Spots—Audience Blurbs—Scoops for Ward—Paint Club—School Amateurs

MACY'S, New York department store, has started a unique method of acquainting its sales force with the store's broadcasts on WOR, Newark, five days a week at 8:30-8:45 a. m.

Realizing that the morning broadcasts bring thousands of customers into the store, the advertising department has been trying to devise a way of acquainting employes with contents of its *Martha Manning* radio scripts, since customers inquiring for radio-advertised items often have inquired of clerks only to get shrugs and stares in return.

Now Macy's believes it has solved the problem. Each morning a record of the broadcast is made and replayed back to the sales force concerned just before the store opens for business. This so-called rebroadcast to the sales force takes place 15 minutes before the opening hour. After the program has been taken off the air onto the record it is sent to Macy's over special telephone wires and then through the public address system to various departments that have items advertised that day. The night before a large sign is posted in the departments having radio specials the next day, advising them of the fact and telling them to listen. The poster is signed by the department manager.

Fifteen permanent outlets have been installed in the store, and five loudspeakers have been rented from the telephone company. Only five departments are allotted time on the air each morning. It is Macy's intention to give this idea a thorough trial during January and if it is satisfactory, more outlets will be installed.

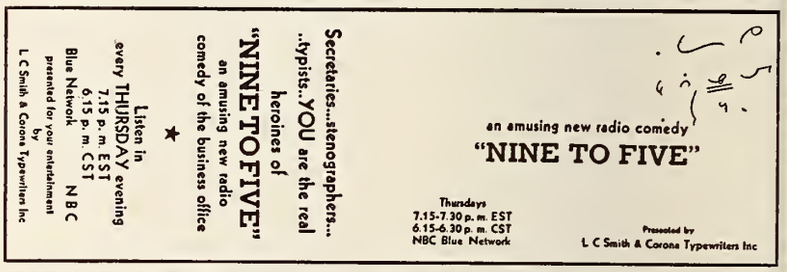
The novelty of the idea attracts clerks and even those who do not wish to listen absorb some of the information, unless they stuff their ears.

IN LESS than a year Better Speech Institute of America, Chicago, has progressed well into its second 100,000 members for its courses in speech. The sponsor, starting with quarter-hour Sunday morning broadcasts on five NBC-WJZ outlets, now broadcasts 3-3:15 p. m. on Sundays, using some 50 NBC-WJZ stations.

A new "Self Teaching Course in Practical English and Effective Speech" was added to the weekly air instruction last autumn. Listeners are given a 32-page lesson, the first of the course. Clubs, schools and business concerns, as well as individuals, have enrolled. Program announcement cards are distributed for public school bulletin boards. A combination folder and letter has been sent to member clubs of the General Federation of Women's Clubs.

BENJAMIN MOORE & Co., Philadelphia (paint), back on an NBC-WEAF network since Jan. 8, using a Wednesday morning period, has 246,000 members in its Triangle Club, organized five years ago. Betty Moore, director of the sponsor's interior decorating department, operates a color workshop and discusses a different room every program. Members of the club may write in and receive personal answers on their decorating problems. Complimentary booklets are mailed to members every spring and fall, together with pictures of rooms designed by Betty Moore.

To acquaint dealers with the program, salesmen were equipped with portable radio sets which were tuned in each week at dealers' stores. Salesmen have phonograph records to use in presenting Betty Moore's merchandising service on days when the program is not on the air.



FOR STENOGS—This is the cover around a memo pad which L. C. Smith & Corona Typewriters Inc., Syracuse, is distributing to promote its new NBC-WJZ series, Nine to Five. Shorthand in the upper right reads about like this: "The program that shows who really runs the business office."

JOHN BLAIR & Co., station representative, is sending bulletins to agencies and advertisers when unusual periods are open on stations it represents. The bulletins are called "Radio Hot Spots." In announcing the plan, it is stated that no bulletins will be sent that "we do not sincerely believe to be exceptional values."

* * *

THOROUGH acquaintance with sponsor's products is the aim of Robert G. Soule, merchandising director of WFBL, Syracuse, in asking the air audience to try its skill in writing commercial announcements. Announcements of not over 50 words can be written for any sponsored program on the station. First prize offered is a radio. Fifty baskets, each containing ten products advertised on WFBL, are offered to runners-up. The contest is given a daily boost on the air.

* * *

ABOUT a month ago the Ward Baking Corp. started the current programs over CBS and on the initial broadcast the sponsors announced the plans for the Scoop Ward Club. The club is made up of cub reporters gathered from youngsters in the radio audience. More than 9,000 cub reporters have signed up and are gathering news items for the *News of Youth* program. Every cub reporter receives a badge.

WGAR, Cleveland, is broadcasting Saturday morning *High School Amateur Talent Quests*, sponsored by Marshall Drug Co., that city. The series is divided into four quarterly groups of 13 programs each, winners of each three-month group to get a free airplane trip to New York. The 45 high school weeklies in Northern Ohio carry stories of the contests, with an editor of a weekly speaking each program. Entry blanks are obtained at the 55 Marshall stores. Three cash prizes totaling $150 are also given each quarter. Signing of the one-year series followed tests by Inter State Broadcasting Co., Cleveland agency.

* * *

REMINGTON-RAND Inc., recently ran a two-weeks' letter contest on the *March of Time* program, in which it is a cosponsor with Time Inc. The contest, which closed Jan. 10, asked for 50-word letters on "Why I Want a Remington Portable Typewriter". Other requirements were: Whether the contestant owned, rented or operated a typewriter; the make and model of the typewriter used; and if the entrant is a stenographer or typist. First prize was $1,000; second prize $500; third prize $250; next five winners $100; next 50, $10; next 150, $5; and 200 typewriter desks and 592 boxes each of typewriter ribbons and carbon paper.

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

For Low Cost Inquiries
... use
Spot Radio Advertising in NEBRASKA

Are you looking for something better in the way of mail-order inquiries—or a low-cost way to open up dealer distribution? Then, have us tell you about the records Spot Radio Advertising is making in Nebraska—and what it can do for you.

National advertisers, by scores, report their checking records show Nebraska is one of the high states for results. Remember — Nebraska outranks all other 47 states in Farm Income per capita. We have the income. We have the radio audience. We can offer you attractively low rates. Write for complete market data and rates. Address the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL Omaha, Nebr. and Co. Bluffs, Ia. | KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr. | WOW Omaha, Nebr. | WJAG Norfolk, Nebr. | KGBZ York, Nebr.
KMMJ Clay Center, Nebr | KGFW Kearney, Nebr. | KGNF North Platte, Nebr.

To Sell the Puget Sound Market Use Seattle's Pioneer Radio Stations

5000 W DAYS **KOMO** 1000 W NIGHTS — NBC-Red
(about Feb. 1, 1936)
5000 WATTS **KJR** Cleared Channel — NBC-Blue
National Representatives — EDWARD PETRY & CO.

Television Keeping Step With Europe Says FCC Report

Progress in Program Cleansing Claimed in Annual Resume

CONGRESS was told by the FCC in its annual report, submitted Jan. 7, that television has been as highly developed in the laboratories of the private companies of the United States as has been accomplished in Europe.

This was the high-spot of a rather routine report, based on the first full year's operation of the FCC, from July 1, 1934, to June 30, 1935.

Objectionable medical programs and the processes taken to clean them up, the problem presented in international broadcasting because of inadequate separation between channels, the rush for assignments in the very high frequency or "apex" broadcast band and developments in engineering moving toward better technical broadcasting were commented upon in the report. There were no recommendations for legislation or for amendment of provisions of the Communications Act of 1934.

Program Complaints

COMMENTING on program reviews, the report said:

In the past fiscal year there has been a notable increase in complaints to the Commission of stations broadcasting objectionable programs, and the Commission has made an extensive inquiry into these complaints under the provisions of the Communications Act of 1934 and its rules and regulations promulgated pursuant thereto. Formal action was taken with regard to 226 separate objectionable programs broadcast over 152 stations. Some action was taken with regard to a much larger additional number of complaints involving several more stations, but these were adjusted informally. The broadcasting of false, fraudulent, and misleading advertising in various guise has been the chief source of complaint. In many instances the Federal Trade Commission, the Post Office Department, and the Food and Drug Administration had taken action to curtail the objectionable activities of medical advertisers in printed form, the result being that these advertisers resorted to broadcasting in order to disseminate their misleading and often fraudulent sales propaganda. This section handles all matters of inquiry and enforcement from their initial stages to final Commission action.

Although the FCC did not license any new visual broadcasting stations, embracing both television and facsimile, during the fiscal year, it pointed out that the general public interest in television has increased substantially. This was stimulated, it said, by the activities in certain European countries, since both Great Britain and Germany have given considerable publicity to their own activities in this field. Stating that technically the development in this country has progressed just as that in Europe, it brought out that standardization of equipment is essential before commercial introduction. It added:

The several companies carrying on television experiments in the United States have not standardized the several essential elements of transmission. Due to the wide band width necessary (approximately 3,000 to 4,000 kilocycles) and other requirements, frequencies above 40,000 kilocycles are the only ones available for high-quality television transmission. In order to transmit a picture of approximately 350 lines and 60 frames per second accompanied by voice, the wide band width is required. If this band is reduced the detail or clearness of the pictures is reduced accordingly. No commercial receivers are at present available to receive such programs. In order to give television service, it is necessary for the different manufacturing companies to standardize their transmissions and produce receivers which can receive all programs transmitted. In short, from a laboratory standpoint television programs can be satisfactorily transmitted and received locally at the present development of the art but before it is finally useful to the public there are many commercial problems to be solved.

Interest in "apex" broadcasting has continued to develop, the report said. But, it emphasized, the full possibilities of the frequencies for local broadcasting "are developing slowly due to the very limited number of broadcasting receivers that will tune to this band of frequencies."

These frequencies, above 30,000 kilocycles (30 megacycles), it pointed out, have such characteristics that they serve a small area and then beyond this range no interference is caused to other station. This is different from the propagation characteristics of the stations on the regular broadcast frequencies (550 to 1,600 kc.) which have a moderate primary service area but the signals continue for hundreds of miles so that their interference range is enormous compared with the primary service area.

Experimental Activity

"DUE to this characteristic of the very high frequencies", the report continued, "it has been considered that they offer a means of supply for strictly local service to any number of centers of population with frequency assignments duplicated at relatively low mileage separations. The individual stations would serve only a few miles probably in the order of 2 to 10 miles, depending upon the power, location of transmitter, its efficiency, and the radio propagation characteristics of the surrounding terrain."

Considerable space is devoted to the WLW experimental operation with 500,000 watts—the first practical super-power experiment in this country. "The effects of the operation with this amount of power," said the report, "have not been fully determined in all respects although sufficient data are available to indicate that the service of the station is greatly improved. Also, the experimental operation being conducted offers a means of further studying the effects and the obtaining of additional data on which to base development of future policy on the operation of clear channel stations with a power in excess of 50 kilowatts."

Discussing experimental relay broadcasting, the FCC brought out that general public interest in it has increased considerably, due to the greatly increased number of receiving sets capable of picking up these foreign stations. While experience has shown that channel widths of at least 20 kc. are required for reasonably good reception of these signals, assignments are now being made by some nations with separations of only 5 kc. and of even less.

"As a result," the report states,

(*Continued on page 51*)

Radio to Rescue

WHEN the Christmas Mother benefit fund sponsored by Richmond, Va., newspapers failed to produce contributions at the desired rate, I. R. Van Aurmen, business manager of the *Richmond Times - Dispatch* suggested that radio be used. So *Col. Richmond's Amateur Hour* was organized and broadcast over WRVA, quickly bringing a swelling in contributions. Listeners were given a chance to pay to hear certain artists and numbers, or to pay to keep them off the air.

Savin' space.
Blew the wad
on cue sheet
in Broadcast
'36 Yearbook.
You'll see it.

KGEZ Box I, Kalispell, Mont.

The Following LOCAL Firms Used the Facilities of

KFPY

During the Year 1935

A&K Markets
Associated Country Newspapers
Alexander's
Altamae Shop
Automotive Electric Company

Barton Chevrolet Sales Co.
Boyle Fuel Company
Bouley College of Dancing
Binyon Optical Company
Blankenhorn Travel Service
Brown-Johnston Company
Burch-Hendricks Campaign Committee
J. T. Bury

Ben Cohn & Bro., Jewelers
Cohn Bros., Furniture
M. M. Cohen Jewelry Co.
Consolidated Laundry
Cater Transfer Company
Clark's Pharmacy
Carolyn's
Chinese Lantern
City Ramp Garage
F. B. Connelly Company

Day-Majer Company
Diamond Lake Tavern
Duthie Seed Company

Eastern Outfitting Co.
C. D. Eastman
Eldridge Motors, Inc.
Hugh M. English
Exchange Lumber Company

Fisher-Katzer Company
Ford Dealers
Fox Theatre
Fogelquist's
Federated Lutheran Brotherhood
Hat Freeman
Frisbie's Maple Sugar & Syrup Co.

Garden Dancing Palace
General Fuel Company
Gillette Park
Gladmin's, Inc.
Granada Theatres
Greenough's
Great Western Fuel Company
Goetz Breweries, Inc.
John W. Graham & Co.

Sam B. Hill
H. Holsman Company
Honeymoon Bay
Howe Company, Inc.
Hawkeye Fuel Company
B. C. Holt Pipe Shop

Ideal Laundry
Independent Order Odd Fellows
Inland Chevrolet Sales Co.
Inland Mattress & Feather Co.

Jensen-Byrd Company
John's Hat Shop
Joyner Drug Company

Kemp & Hebert Department Store
Kirishian Bros.
Kendall Clothiers

Ladies' Specialty Shop
Lake's Photo Company
Leecraft Studios
Liberty Theatre
John T. Little Sporting Goods
Dr. Ralph Lavine
LeVin's Clothes Shop
Liberty Lake Park
Lubin's Women's Wear
R. J. Lingelser

John D. Moore
McKesson-Spokane Drug Co.
Minneapolis Bakery
Modernistic Beauty Salon
Montgomery Ward & Company
Dr. R. J. Morgan
Mower & Flynne Department Store
Marquardt's Bakery

Natatorium Park
Nance Millinery
Erna Bert Nelson Studio
Norman's Women's Apparel Shop
Northwestern Business College
Nelson Used Car Market
Northern Pacific Railway

Orpheum Theatre
Leo M. Oestreicher

Peerless Dentists
Palace Department Store
Pittsburgh Paint Store
Pratt Furniture Company
The Paragon

Dr. E. M. Ramsey
Ralph's Clothes Shop
Riegel Bros.—Dodge Cars
Reliable Cleaners
Republican County Central Com.
W. J. Richmond Company

Sears, Roebuck & Company
Sartori & Wolff, Inc.
The Sassy Shop
Siegel's Clothes Shop
Shur-Fit Optical Company
Spokane Beverage Company
Spokane Brewing & Malting Co.
Spokane Florist Company
Spokane Frame and Axle Company
Spokane Gas & Fuel Company
Spokane Trunk & Grip Company
Sprague Avenue Welding Company
Sportsmen's Show
State Theatre
Jas. Smyth Plumbing & Heating Co.
Symmes Upstairs Furniture Co.

Transport Corporation
True's Oil Company

Universal Auto Company

Walker's Shoe Store
Western Dairy Products Company
Wallace Brothers
Wonder Women's Wear Shop
Washington Water Power Company
White's Shoe Store
Wraight's Store

Zukor's

KFPY Spokane, Washington

NORFOLK, VIRGINIA

WTAR

COMPLETE NBC SERVICE

EDWARD PETRY & CO.
National Representatives

PROGRAM NOTES

RADIO as it was heard 14 years ago was recreated Jan. 8 by WOR to show the difference between transmission at that time and present high-fidelity broadcasting. A filter was used to cut out certain frequencies and eliminate high and low register notes which were lost in those days. After an announcement, the filter cut down transmission to the 1922 point, with a telephone-type microphone being used. The next step was 1925 when the double-button carbon "mike" was in vogue. Following that the 1929 condenser microphone was employed, then returning to modern transmission.

WFBL, Syracuse, observed the first anniversary of Leo Bolley, sports reporter, with a half-hour program which drew several columns of newspaper publicity and pictures. Representatives of each major sport participated and telegrams from sports celebrities and local officials were read. Tidewater Oil Co., New York (Tydol), sponsors Bolley's sports programs.

THE NEWEST of news programs on KOIL, Omaha, is *Behind Page One*, bringing news of Omaha and unusual happenings not carried on regular news broadcasts. It is a five-minute dinner hour program six days a week.

TO SHOW listeners that their fan mail is really read and not just tossed in the waste-basket, Hank Richards, program director of KRNT, Des Moines, has inaugurated a program called *The Postman* in which letters from listeners are read and answered.

A NEW series on Don Lee-CBS network, keyed from KHJ, Los Angeles, is *Don Lee Radio Workshop*, with a different writer and producer for each program.

LOTS OF STYLE
WFIL Fashion Expert Has Nine Broadcasts A Week



JANET LANE

JANET LANE, style authority of WFIL, Philadelphia, broadcasts three separate series of thrice-weekly programs, two of them sponsored. One series, in which she uses her own name, is sponsored by Bonwit Teller Co., department store. Another, in which she is Suzanne King, is sponsored by Oppenheim Collins store, women's apparel. The third, sustaining, is broadcast anonomously.

She obtains fresh material from correspondents in New York, Hollywood, London and Paris, and conducts style research and creation of her own. She uses an "over-the-bridge-table" style. The three sustaining programs are expected to go commercial in the near future.

IDEAL cooperation between the broadcaster and educational forces is exemplified in the *Rochester School of the Air* over WHAM, that city. Enrollment in the current semester shows that WHAM air education is a part of classroom activity in every one of the city's 45 public schools. Registration by schools outside the city has increased 188% over last year with a new high of 52 schools enrolled. The broadcasts are being utilized in schools as far as 132 miles distant. The *Rochester School of the Air* is a joint project of the Rochester Board of Education and WHAM. It includes courses in science, music appreciation, current events, educational and vocational guidance, art appreciation and books.

TONY WONS, poet-philosopher; Henry Burr, ballad singer, and Ralph Waldo Emerson, organist, are broadcasting the *Three Star Program* on WLS, Chicago, three times weekly, sponsored by Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer). Wons made his radio debut years ago on WLS, reading Shakespeare.

TO ENABLE the radio audience to listen in on the class discussions of "Effective Speech" during the winter quarter, Prof. Davis Edwards of the University of Chicago has moved his students from their class room into the University's broadcasting studio, from which the class sessions are broadcast over WJJD, Chicago. The class meets at 10 a. m. Tuesday thru Friday for three months and the first half-hour of each session will be broadcast. Many broadcasts of professors' lectures have been previously made by placing microphones in the classrooms, but the University Broadcasting Council, which arranged the present series, claims a radio first on putting a class into the studio.

THE FIFTH annual WKBH Foo Show will be staged in the Avalo auditorium in La Crosse, Wis., Fe 12-15, 1936. As in previous years th show will consist of booths and di plays by food advertisers and ente tainment by radio headliners. Th show is being announced with exte sive local advertising, both in th newspapers and on the air.

KSFO, San Francisco, has started new type of feminine program in th form of housewives *Protective Leagu* With Fletcher Wiley as commentato the broadcast, heard five days week from 10 to 10:15 a. m., gives a syst matical expose of fraudulent foo products; false weights, and me chants who do not live up to the slogans. In his campaign agains fraud, Wiley mixes constructive hint on housekeeping for the housewives.

SHIRLEY ANN RONNE, aged 5, i making a big hit with the audience o KFJM, Grand Forks, N. D. Unabl to read, she memorizes five quarte hour programs weekly. Her broad casts, sponsored by a departmen store, consist of songs, commercia continuity and juvenile jokes. She i heard daily except Sundays an Tuesdays at 10:45 a. m.

WAGF, Dothan, Ala., has started daily radio "Airplane Trip" to neigh boring towns, with Announcers Shel ley Helms and Sidney Spencer a "pilots".

WHIO, Dayton, started Jan. 6 t open its daily schedule at 6 a. m., half-hour earlier, using transcription and time announcements.

A HUNDRED live canaries and a organ are used on the *Canary Beauty Box Revue*, sponsored on KOIL, Oma ha, by Max Geisler Bird Co. of tha city. Helpful hints on the care o house birds are given.

WDAY, Fargo, N. D., on Jan. 1 will broadcast the 1000th *Nancy Phil* program, sponsored by George M Black, Fargo merchant. All artist who have appeared on the progran will be featured in the anniversary

KFRO, Longview, Tex., has publishe a promotional sales bulletin titled *Th Story of KFRO and Its Market* mailed to advertising agencies.

KTUL, Tulsa, will celebrate its sec ond birthday on Jan. 22 with a birth day dinner for clients and personnel

WOR, Newark, has installed a new floating booth in the Mutual Play house in New York. The booth ca be moved around with ease. The Borden *Lou Little* program and the United Cigar *Isham Jones* show are broadcast from the theatre.

KRE, Berkeley, Cal., has a once-a week program with a waiting list o retail advertisers who wish to be in cluded. Titled *Baseball Highlights* the program, heard Sundays, 6:30 t 7 p. m., gives semi-professional base ball news, with Charles Tye as com mentator. Sponsors are limited t two and several merchants are askin for time on the program.

Committee Session

THE FIRST meeting of the educational committee of 40 designated recently by the FCC and heade by Dr. John W. Studebaker, U. S. Commissioner of Education, has been set tentatively for the middle of February—probably about Monday, Feb. 17.

Thanks for the greatest year in our history

WHK

CLEVELAND'S PIONEER BROADCASTING STATION

To national advertisers and their advertising agents we wish to extend our thanks. Your patronage has made 1935 our greatest year. We hope you will continue to use the services and facilities of W H K throughout 1936.

H. K. Carpenter, General Manager
C. A. McLaughlin, Sales Manager

In Western Montana, Business is Good

KGVO

MISSOULA MONTANA

Promotion Series Aids Radio Dealers

"You and Your Radio" Is Title of New Program on WFBR



Mr. Hickman

GOOD-WILL in all directions is the goal of WFBR, Baltimore, in promoting a series of programs titled *You and Your Radio*, in which radio service men, dealers, wholesalers and the public benefit mutually.

An inaugural talk dealing with radio in general started the series, according to Henry Hickman, assistant production manager of WFBR, with a history of the art leading up to a resume of high spots in modern radio. Second in the series was titled *Radio and Music*, with a prominent Baltimore musician being interviewed on questions appealing to the average listener.

Third in the series was *Radio and the Listener*, a well-known local citizen and ardent listener having an interview on his radio likes and dislikes.

In all programs listeners are told that they can't enjoy all the benefits of modern radio unless their sets are in tip-top shape, and advised to call a radio serviceman if anything is wrong. Then reference is made to the developments in radio in the last few years, with suggestion that old sets be turned in for modern receivers.

Thus the program entertains the public, aids servicemen, helps dealers by suggesting new sets to replace obsolete models. This, of course, helps wholesalers. And WFBR and all stations are aided, Mr. Hickman points out, because better reception is promoted.

Another program in the series was *Radio and News*, with a former war correspondent taking part. Still another, *Little Known Facts About Police Radio*, proved one of the most popular. A nationally known woman novelist discussed child programs in a later program, and a compilation of likes and dislikes of well-known persons provided another in the series.

EQUIPMENT

COLLINS RADIO Co., Cedar Rapids, announces a new 600-watt transmitter designated 600A, with normal radiotelephone rating of 150 watts output and telegraph rating of 600 watts, with 800 watts readily obtained without overloading in normal operation. It is intended primarily for government communication service, high-frequency broadcast stations. Unit construction is employed. Control-grid type of modulation, perfected by Collins, is used.

H. E. OSMUN, vice president of Centralab, Milwaukee, makers of volume controls, sound projection controls and fixed resistors, announces that the firm has purchased Perfex Controls Co., Milwaukee, making wave change switches and similar products.

KSD, St. Louis, has placed in operation its new 5,000-watt RCA transmitter, which is capable of 30 kw. peak output. The transmitter was erected atop the *Post-Dispatch* building and replaces a transmitter designed for only 1000 watts output. KSD operates on 550 kc., with 1 kw daytime and 5 kw. nights. A T-type radiator consisting of seven strands of phosphor bronze is supported by two towers 246 feet above street level.

WBOW, Terre Haute, Ind., has completed installation of a new 250-watt transmitter under the direction of Fred Grimwood, consulting engineer.

KGVO, Missoula, Mont., is completing installation of a 206-foot vertical radiator preparatory to moving to 1260 kc., its newly assigned frequency.

WDNC, Durham, N. C., has added two Amperite velocity microphones and two remote amplifiers equipped with Astatic crystal microphones.

KFBI, Abilene, Kan., has installed a new General Radio 730-A transmission monitoring assembly.

WDRC, Hartford, Conn., has completed installation of a Truscon vertical radiator rising 308 feet and surmounted with a 1000 watt fixed white beacon, since it is just five miles from an airport. Italo Martino, chief engineer of WDRC, supervised installation.

KADA, Ada, Okla., has installed a short-wave transmitter to serve the police and sheriff's offices of Ada and Pontatoc county.

THE *Birmingham News*, whose publisher once gave away WAPI to the University of Alabama and Alabama Polytechnic Institute, to operate as an educational station, is revealed in an FCC application as the proposed purchaser of WSGN, Birmingham.

Edwin C. Hill Sponsored

REMINGTON RAND Inc., Buffalo (office equipment) will sponsor Edwin C. Hill, news commentator, in a thrice-weekly series on an NBC-WEAF network, to start Jan. 27. The program will be heard on Mondays, Wednesdays and Fridays, 7:30-7:45 p. m. Batten, Barton, Durstine & Osborn Inc., New York, services the account.

Camay Soap on NBC

PROCTOR & GAMBLE Co., Cincinnati (Camay soap) started its fourth NBC program over an NBC-WEAF network Jan. 13, to be broadcast Mondays through Fridays, 3-3:15 p. m. The program carries the title *Forever Young*, written by Sterne Carrington, who wrote the *Red Davis* script. Pedlar & Ryan Inc., New York, is the agency.

Jergens to Shift

ANDREW JERGENS Co., Cincinnati (Jergens' lotion) has announced that effective July 1, Lennen & Mitchell Inc., New York, will handle its account, including the Walter Winchell program which the sponsor recently renewed for another year. The Paul Whiteman show sponsored by John H. Woodbury Co., a subsidiary, also is handled by Lennen & Mitchell. The two programs are broadcast over the same NBC network Sundays. 9:30-10:30 p. m., with Winchell taking the first 15 minutes and Whiteman the rest of the hour.

KFI, Los Angeles, gives weekly programs with biographical material on announcers and production men.

WJAY

You Can't Fool Cleveland Business Men

THEY use WJAY for they live here — they KNOW which station produces results by consulting their cash registers.

THE BIG ADVERTISERS ON EUCLID AVENUE ARE ON WJAY THE YEAR AROUND.

NO SALES STORY CAN fool Cleveland business men and the story that goes round and round in Cleveland is this . . . "WJAY certainly gets results!" Ask any of the big radio advertisers on the Avenue. They'll tell you they're using WJAY, and why.

EDYTHE F. MELROSE
Manager

THE STANDOUT
in Oklahoma!

IN COVERAGE — Central geographic location and a favorable frequency (900 Kc.) give WKY the basic advantage over all other Oklahoma stations, spreading its voice over more of this state than can be reached by any other station.

IN SHOWMANSHIP—"WKY is the standout", said Variety in its annual showmanship survey.

IN AUDIENCE PREFERENCE — Its standout performance in community service, in local and network showmanship has kept WKY in the forefront of audience favor, the first choice in the homes and hearts of Oklahoma listeners.

IN BOX OFFICE WALLOP — WKY's popularity with Oklahomans translates easily into sales ... known to local and national advertisers alike who place a greater volume of business with WKY than with any other Oklahoma station.

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

WKY

Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY
OKLAHOMA'S ONLY FULL-TIME NBC STATION

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
REE & SLEININGER INC.
National Representatives

Sell Tacoma-Seattle economically with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives two markets at the price of one

1000 watts 570 kc.

Pioneer CBS Station in the Pacific Northwest

西滿淺拿省袁城播音台聯合公共播音站

Congressmen Who Know Radio



REP. STEFAN



REP. HOOK

MEMBERS OF CONGRESS—Two members of the 74th Congress now in session have an intimate knowledge of radio's problems, one on each side of the House. They are Representative Frank E. Hook, Democrat, of Ironwood, Mich., an attorney who is also a stockholder in WJMS of that community, and Representative Karl Stefan, Republican, of Norfolk, Neb., a newspaperman who is also a well-known globe-trotter and news commentator over WJAG of that community.

Rehearing Refused In Brooklyn Cases

THAT IT intends to make its decision in the so-called Brooklyn cases stick was indicated Jan. 9 by the FCC when it denied the petition of the Paramount Broadcasting Corp., operating WFVW, Brooklyn, for a rehearing. Paramount also had filed an application for transfer of its assignment to the Veterans of Foreign Wars, which heretofore had a partial interest in the station. Under the FCC decision WFVW, WARD and WLTH are ordered deleted, with the assignment on the 1400 kc channel to be divided between the *Brooklyn Daily Eagle*, a new applicant, and WBBC, the remaining station on the channel.

The FCC decision, which was to have become effective Dec. 23, had been deferred until Jan. 22. Commissioner Stewart dissented from the decision in a minority opinion made public Jan. 9. He favored reopening of the case on the ground that the record is incomplete in some respects. "It is possible", he said, "that further information on these points would lead me to the same conclusions reached by the Division, but I shall be more nearly convinced of the soundness of these conclusions when the points mentioned have been more thoroughly covered."

Position of Dr. Stewart

DR. STEWART said that as respects the denial of the WARD, WLTH and WVFW applications, he believed the decision sound. "That they were not operating in the public interest, convenience and necessity seems beyond reasonable doubt." WBBC, he said, appears from the record to have been slightly better than the three stations deleted. As for the *Eagle* application, he said he was unwilling to approve another station in the overquota New York metropolitan area when there is "serious need for the facilities in other parts of the country less well served with broadcasting facilities."

Of moment were Dr. Stewart's remarks relating to the newspaper phase of the case, and to the economic factors presented by part-time operation of stations. He said:

It is not clear from the opinion that consideration was given to the matter of the public interest involved in the granting of a broadcast station license to an applicant controlled by a newspaper. Broadcast stations and newspapers are the two principal sources of current public information and enlightenment; in a more mundane field they are the two principal media of local advertising and two of the principal media of national advertising in any community. Combining the two under the same control inevitably presents a problem of major moment which should be squarely faced by the Commission in its determination of "public interest, convenience and necessity". I do not believe that it was sufficiently considered by the Broadcast Division in the present instance.

The decision gives half time each to two stations in the same community. On its face such an arrangement is most uneconomical. To have two transmitters, two sets of studios, two staffs and a duplication of everything which goes into a broadcast station of the first class involves a duplication of expense which must inevitably be reflected in programs and service sooner or later. Such a duplication, incident to half-time operation, should be required only where positive advantages of a substantial nature will flow from the arrangement. Where both stations are designed to serve the same community, the duplication seems unwarranted in the absence of a record showing weighty reasons in support of such an anomalous arrangement. The opinion shows no such reasons. In connection with its decision on WBBC, the Broadcast Division traces the difficulty of that station to its quarter-time operation. The uneconomic nature of quarter-time operation is thus recognized.

Yes, THAT is our advertisement

but you wouldn't know it unless we told you.

◈

Neither do the people of Western Montana know you are on the air unless you use

KGIR

NBC

BUTTE • MONT.

Representatives:

JOE McGILLVRA
New York • Chicago

WALTER BIDDICK
Los Angeles • San Francisco

Communications Bar for FCC Practice Is Provided in New Rules of Procedure

ESTABLISHMENT of a communications bar for practice before the FCC, with a register to be maintained in which will be entered the names of all persons entitled to practice before it, was announced Jan. 2 by the FCC with the adoption of new rules governing practice and procedure.

Heretofore there has been no communications bar and no specified requirements governing practice before it. The new rules provide that any party to a proceeding may appear and be heard in person or by attorney, and that a partnership may appear and be represented by any of its members.

The communications bar provision is one of several alterations to current rules and practices which have been in force. The changes were required to make the rules conform with the broadened activity of the FCC, as compared with the former Radio Commission, and also to take into account provisions which were made desirable after a lapse of several years. Incorporated in the new rules are numerous requirements adopted by the FCC from time to time as policy, but which were not set forth in the printed regulations.

New Provisions

QUALIFICATIONS for admission to practice before the FCC are limited to attorneys admitted to practice before any U. S. court, or those of the District of Columbia or before the highest court of any state or territory. An application for admission must be made. An oath is required for admission. The FCC may, in its discretion, suspend, disbar or revoke the right of any person who has been admitted, if it finds that the person has violated his oath, or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character or integrity. Before this is done, however, charges must be preferred by the FCC against the practitioner and he must be given an opportunity to be heard on them.

The register of attorneys admitted to practice will be maintained commencing Feb. 1.

Pursuant to the provision adopted several months ago there is included in the rules a provision barring former Commission counsel from practice for two years after their separation from the FCC. This does not apply, however, to any former officer or employe from appearing as a witness in any hearing, investigation or proceeding, and thereby eliminates engineers from the restriction.

Provisions covering assignment of a construction permit, license or transfer of control of a licensee corporation, specify that such applications shall be filed at least 60 days prior to the contemplated effective date or assignment or transfer of control. A vast amount of information, under oath, concerning the financial responsibility of the proposed new licensee, together with complete and detailed lists of all items of property and assets of the station, including intangibles, is required. In the case of corporations, in addition to this information there is required a list of names, nationalities and addresses of incorporators, directors, and officers and of all stockholders owning 5% or more of the stock.

An extension of 10 days in the time during which an application granted without a hearing shall be conditional is specified in the new rules. The new rule reads:

"When upon application any instrument of authorization is granted by the Commission without a hearing pursuant to Section 309 (a) of the Act, such grant shall remain conditional for a period of not less than 30 days from the date on which public announcement thereof is made, or from its effective date, if a later date is specified, during which 30 days any person aggrieved or whose interests may be adversely affected may obtain a hearing upon such an application by filing a protest as set forth in Rule 105.-21(b)."

Presumably this extension was authorized because the new rules specify that Saturdays, Sundays and legal holidays in Washington, D. C., are to be counted as full days, whereas heretofore, they were exempted. In the revised provision governing rehearing, the rules state that after a decision, order or requirement has been made any party may within a reasonable time file a petition in writing for a hearing. The petition, in broadcasting cases, must be filed within 20 days after the effective date, and must show new or additional material evidence that the FCC in its ruling overlooked or did not consider some material question or law or matter of fact, which, if considered, would have changed the decision.

In general, other provisions of the rules affecting broadcasting remain essentially the same. The rules have been mimeographed, rather than printed, to ascertain how well they will work and to afford a degree of elasticity before being printed in final form.

Corn Products on CBS

CORN PRODUCTS REFINING Co., New York (Kre-Mel, Linit, Mazola and Karo), returns to 34 CBS stations Jan. 20 with a program titled *Musical Reveries*, to be heard Mondays, Wednesdays, Fridays and Saturdays, 12:15-12:30 p. m. The program, which features Stuart Churchill, Warings Pennsylvanians tenor, readings by Orson Wells and the Ken Wood orchestra, replaces the Gumps comic strip series concluded several months ago. E. W. Hellwig Co., New York, has the account.

WEOA is the call for the new local station in Evansville, Ind., recently authorized by the FCC to Evansville on the Air Inc.



SHORT-WAVE DANCE
KFBK Uses Remote Outfit For Orchestra Pickups

DOMESTIC short-wave relay, in lieu of telephone lines, is being used by KFBK, Sacramento, as a regular remote control pickup for a dance orchestra. While short-wave pickup for special event broadcasts has become commonplace, its use for a regular sustaining feature is unusual, if not unprecedented.

The program is a nightly presentation featuring a dance orchestra in the Sacramento suburbs. Telephone lines were not available so KFBK engineers built the short-wave transmitter, and the station procured FCC authorization to use it. The call is KABF. The 1640, 2090, 2190 and 2830 kc. frequencies are used on a staggered schedule.

Webster Cigar Extends

WEBSTER-EISENLOHR Inc., New York (Webster, Girard cigars), will extend its current spot series, starting a five-minute news broadcast on WMAQ, Chicago, on Feb. 17. KYW, Philadelphia, will be added Jan. 16 and WJR, Detroit, at a later date. The number of days and length of programs vary in each case. WBT, Charlotte, and WOR, Newark, are being used currently. N. W. Ayer & Son Inc., New York, has the account.

WBIG, Greensboro, N. C., is distributing a 34-page booklet *Guide to Highway Safety*, published by the Institute of Government of the University of North Carolina.

WE CONDUCT NO BROADCASTS IN CHINESE!

Station WAVE does *not* "cover" forty-eight states, Mexico, Canada—or China ● We *do* cover the rich Louisville market—a million souls, 420,000 of whom live almost within sight of our new tower in down-town Louisville ● No waste—an N. B. C. audience.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



K—is for the KOIL Krime Klan, probably the most popular local program ever in the Omaha area. The Klan is indicative of KOIL programing. Since its birth on a high hill in 1925, KOIL has had more persons on its program payroll than all other stations roundabout, put together. Something?

O—is for Omaha, the market that KOIL covers like a prairie dew. In Iowa and Nebraska crops were great this past year, and AAA and other alphabetical sources of $ have poured in millions—awaiting your client. This for second week in December.

LOOK

I—is for the Institution KOIL has become in its home city. Serving every worthwhile civic move, it has become a force for great good in its area. During the past year seventy-three—that's a lot of them—public organizations used KOIL donated time. And you should see our "appreciation letters" file.

L—is for the Long Line of satisfied KOIL advertisers. Sixty-three (63) per cent of its contracts are on an annual basis, and 29 per cent are now in their second or third year. And—here's something—more Omaha advertisers used KOIL than used all other stations in the area.

KOIL

KOIL, Omaha and Council Bluffs, owned and operated by
CENTRAL STATES BROADCASTING CO.
in conjunction with KFAB and KFOR.
National Representative
FREE & SLEININGER

Finer Facilities × Bigger Studios

WMEX
MAKES
ENTERPRISING
XPANSION

Best Results = Better Service

Some Radio Resolutions

By STATION BREAK

THERE is a fatal charm about the New Year for resolution making. Possibly the celebrations of the period assist in perpetuating the custom. Perhaps we feel that we should make a new start on Jan. 1. The custom is a good one for radio, since on that date, the seasonal upswing to the March advertising peak begins to get under way.

* * *

RESOLUTION 1 . . . *to sell* . . . not be satisfied with taking orders. Certainly you've sold the medium . . . some of you. And in the hard work of doing it you've learned things about radio which, not far off, will give your competition plenty to worry about. This is especially true of some of the smaller of you who have had to fight tooth-and-nail to stay in the swim.

But on the whole, *it's been too easy.* Radio's power has been such that it has been able to sell itself . . . even against a major depression. Again it's selling itself . . . and outstripping all media in rate of growth.

But the more it grows, the tougher will be the eventual competition. A snowball won't roll uphill all its life on its own momentum . . . someone has to push. Besides . . . where would radio volume rise to, if we all sold hard and intelligently.

* * *

RESOLUTION 2. When we sell radio, *to sell the institution of advertising.* Though the temptation may be great in face of attack, recriminations between media merely lower the general confidence in advertising as a whole. If advertising is worthwhile, every medium has its legitimate place. The task of the medium is to sell itself on its *own merits* . . . not on the shortcomings of its competitors.

* * *

RESOLUTION 3. To sell *radio broadcast advertising facilities,* not merely time or announcements. Too often we sell announcements where time could be sold. Too often we sell time without realizing that time must be filled with program and sales material that will produce results. Broadcasting is unique as a medium and must be handled in that light. Broadcasting experience is necessary, and the broadcaster stands in the best position to lend counsel.

* * *

RESOLUTION 4. To *understand radio broadcasting sufficiently* to be able to sell it intelligently. Radio possesses probably more fundamental information than any major medium. Yet it is surprising the extent to which that information has not been disseminated among the industry. Appreciation of what might be called the *philosophy* of broadcasting . . . we hate such a high-hat word but can't think of any other . . . is as necessary as knowledge of its details.

* * *

IF the compilation and dissemination of much of the fundamental promotional material of the medium were centralized in a well-financed trade association, instead of being the product of competitive individual enterprises, broadcast advertising would benefit materially. All credit to those who have carried the burden . . . but the time has come to grow past present development.

* * *

RESOLUTION 5. To consciously build radio circulation. Radio circulation has grown to the point where additional listening will come only from additional service. So far we've taken our circulation as manna from above . . . a blessing which followed rather remotely from our good behavior. What we could do by aggressively building circulation remains to be seen. Sure we've built circulation . . . by programs, by community cooperation, by extension of our activities . . . but don't tell me that the surface has been more than scratched. If it has . . . the soil is deep and fertile and there's room for intensive cultivation.

* * *

RESOLUTION 6. To pioneer in the program field. Sometimes *Station Break* wonders whether or not radio is beginning to show the same signs of stereotype which the movies exhibited several years ago, before the recent burst of new departures. If so . . . it's time to experiment. Rising income should make it possible. Let me suggest that Leslie Howard and Helen Hayes indicate much wider radio drama possibilities than have thus far been applied.

* * *

RESOLUTION 7. To foster, consciously, sound trade practices and business organization *for the industry as a whole.* A recognition system for broadcasting died because too few stations could appreciate its value in the creation of *new* business . . . How many stations have applied the NAB's standard accounting procedure? A unified approach will continue to be vitally necessary if the present efforts of the ANA, AAAA and NAB for a radio research bureau are to be successful. So also with copyright. An industry succeeds to the measure to which it has vision. It dare not be handicapped by the astigmatism of its component units.

* * *

RESOLUTION 8. To develop a healthy respect for one's own importance . . . *for the importance of radio.* Too often radio has been the gawky schoolboy, bullied by his fellows . . . afraid to assert himself. It has been prey for every fool reform group without other outlet for its activities. It has listened respectfully to other reformers . . . with axes to grind . . . whom it should have kicked down the stairs. It has been equally respectful to legislative and regulatory programs . . . thank goodness the good sense of those really in authority stopped most of the worst brain storms . . . constructed without any seeming appreciation of the economic and social characteristics of the medium or those whom it serves.

* * *

PARDON us . . . we get rabid on this subject. You can add, from your own experience, the great deal more we would like to say. We're the most potent development in communication since the printing press was invented. We're more than a business . . . we're a profession . . . the Fifth Estate . . . as they call it sometimes. Let's be the Fifth Estate, in all its glory and with all responsibility . . . and not play dead dog.

RESOLVED...

The Radio Transcription Company of America hasn't any "resolves" for the New Year . . . except to reiterate its oft told policy that this pioneer transcription program organization is ever abreast of the rapidly changing times in which we are living.

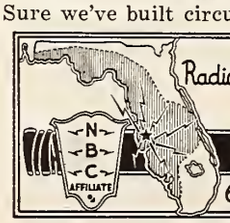
An informed contact service organization constantly in the field . . . a staff of program producers who can really "feel the pulse" of the fan audience and concoct entertainment features of real value . . . and an administrative department that is in touch with broadcasters the world over.

That is what Transco offers to radio stations today and tomorrow. Customers of six years' standing will attest to the genuine friendly cooperative spirit of the firm. Subscribers to Transco's bloc unit sales plan are not "just another customer". They join a business family wherein each and every client receives personal service.

So, on the verge of a new year, Transco does not rush forth with vague promises and glib phrases. But it does want the radio fraternity to know that it squares every promise with performance.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive



Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Radio Political Flurry

(*Continued from page 10*)

n the other without regard to hether a candidate is iu office or out.

Throughout this compauy's existnce Columbia has always acceded to equests for time to be used by the resident in addressing the people of he United States. With regard to he specifications of your request for ime, I must inform you that I do not elieve it is either possible or wise or broadcasting to adopt a mathehatical formula of fairness. This is rue first because broadcasting has hany duties and responsibilities beides serving as a medium for the disemination of political discussion and econd because public interest in arying issues, as nearly as we can udge it; the speakers, the probability f their effecting the action which hey advocate and many other factors nter into the decision as to how much ime to allot to whom.

For us to adopt anything like a hathematical formula would be wholly o disregard other demands of halnced programming and to surrender nto the keeping of others the exerise of editorial judgment and responibility which we believe devolves pon us and which we gladly accept ud seek to discharge.

We believe that a demand similar o that made upon us would be almost nanimously rejected by the newsaper editors of this country who would not commit the allotment of ither position or space in their newsapers into the hands of others but who on the contrary have, rightly I believe always reserved to themselves udgment as to relative position and pace to he allotted to political adresses and all other news events.

We are not under the domination f this administration and we have ever been under the domination of ny other. I am therefore forced to hallenge the statement in your teleram to me that for us to accede o your request would be proof that ve are not under such domination. Ve do not need such proof. Our ecord is proof enough. Throughout ur history we have allotted freely ime on the air for political discusion and we shall coutinue to do so. Within the past few weeks we have resented among others in opposition Senator Borah, Former President Hoover, Representative Hamilton Fish, the Honorahle Henry P. Fletcher, and we have scheduled to peak in the near future, in a number f instances at our own invitation, Former President Hoover, John W. Davis, Jouett Shouse, Colonel Frank M. Knox, Governor Alf M. Landon nd Senator L. J. Dickinson.

After the President has delivered is address to the Congress and to he people, if the Republican Party lesires that we allot time to certain peakers for the purpose of combating such portions of his address as eave them in disagreement, we hould be glad in fairness and in the exercise of our hest editorial judgment to allot such available time as ve believe befits the circumstances. On the other hand, so that you will understand our position and our reasons for it, I must explain that in he interest of what we judge to be good broadcasting, this company cannot accept the principle that all broadcast activities of the Government of he United States or its spokesmen re in the nature of political activities nd are to be mathematically balanced by similar broadcasts at similar time by a political party in opposition to he party to which Mr. Roosevelt belongs.

I hope I have made clear to you hat we distinguish hetween the Presdent of the United States and Frankin D. Roosevelt as a candidate for political office and we shall try to apportion time among the political candidates and their supporters with fairness and with good editorial judgment.

ASCAP Cracks Down on Stations

(*Continued from page 7*)

all groups, such as ASCAP, Warner, Associated Music Publishers, European Society of State Authors and Composers, and miscellaneous groups.

Up to the time of the ASCAP summary action on Jan. 10 some 200 stations had Warner contracts, and were paying substantially more for the right to perform the same amount of music they have held heretofore. The major networks and the remaining 400 stations were going without the music controlled by the Warner houses and evidently have been able to survive the loss without serious trouble to themselves, their listeners or their time-buying clients.

That the networks are contemplating litigation against Warner because of the ASCAP withdrawal was indicated in correspondence released Jan. 7 by the Warner organization.

CBS, in a letter dated Dec. 31 to the five Warner publishing houses, brought out that its contract with ASCAP was made at a time when the Warner houses were members of the ASCAP and that in legal effect Warner was "a party to such agreements". Mention also was made that Warner had notified CBS that it intended to sue for copyright infringement in the event musical compositions published by Warner were broadcast.

"Furthermore," said the CBS letter, "we are advised that all of the authors and composers who wrote the compositions which you purport to restrict have continued their membership in the American Society of Composers, Authors & Publishers. The Society claims to have the right to license us to perform the works published or copyrighted by you, both because of your aforesaid membership in the Society at the time that our contracts were made, because of the continued membership in the Society of the authors and composers of the musical compositions published by you, and for numerous other reasons."

The NBC letter was in the nature of a "formal protest" against refusal to furnish the requested information. "It is, of course, our intention to hold you responsible for any damages which may be sustained by us by reason of your acts in connection with musical compositions which you claim to own or control, and to take such action as may be necessary or appropriate for the protection of our rights under our license agreements with the American Society of Composers, Authors & Publishers," the letter concluded.

The Warner replies, signed by Herman Starr, categorically denied the contentions, and alluded to alleged misstatements in the CBS letter. Supplementing the written replies, Warner released a press statement in which it said it was not true that ASCAP claims to have the right to license the net-

(*Continued on page 46*)

Cantor and Pebeco

(*Continued from page 12*)

the large size for a shilling—or the junior size for a thin dime. Julius Caesar, what a toothpaste! Folks, just goeth to thy Merchant of Venice—venice time to buy a toothpaste—and shout, "Avaunt, avaunt, avaunt—a tube of New Pebeco. It acts quickly. You won't have to wait till the Twelfth Night for your mouth to feel like "A Midsummer Night's Dream".

So if the proof of the pudding is in the eating—Eddie Cantor is a truly great radio comic and a super radio salesman. The constantly upward slanting curve of Lehn & Fink's "New Pebeco" sales chart proves my point. Last spring, when the Eddie Cantor "New Pebeco" program went on the air, the sales jump started from scratch. Results were tremendous.

Getting into action again this fall there was a high mark to shoot at. To secure increases radio practically had to carry all the load. There was no supplementary newspaper or magazine advertising campaigns, little or no dealer helps or tie-ins to merchandise the program in the way of window or counter displays. A few trade paper ads to foster distribution and acquaint dealers with the appeal of the new "Red, White and Blue" cartons about covered everything aside from radio.

Returns at this date indicate at least a gain of between 25 and 35% over last season's high mark—the Yankee Doodle Red, White and Blue carton is on more dealers' shelves and counters—but the outward movement is gaining more than satisfactory momentum.

Dari-Rich on NBC

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink) will sponsor a new series on a split NBC-WEAF network beginning March 1, Sundays, 1:30 - 1:45 p. m., and Thursdays, 5-5:15 p. m. The sponsor had been using transcriptions in the East and Midwest, but this is the first network program. The program is contracted for 52 weeks, and will originate in Chicago. Russell C. Comer Advertising Co., Chicago agency, placed the account.

WSYR

Offers New

Quality

Reception

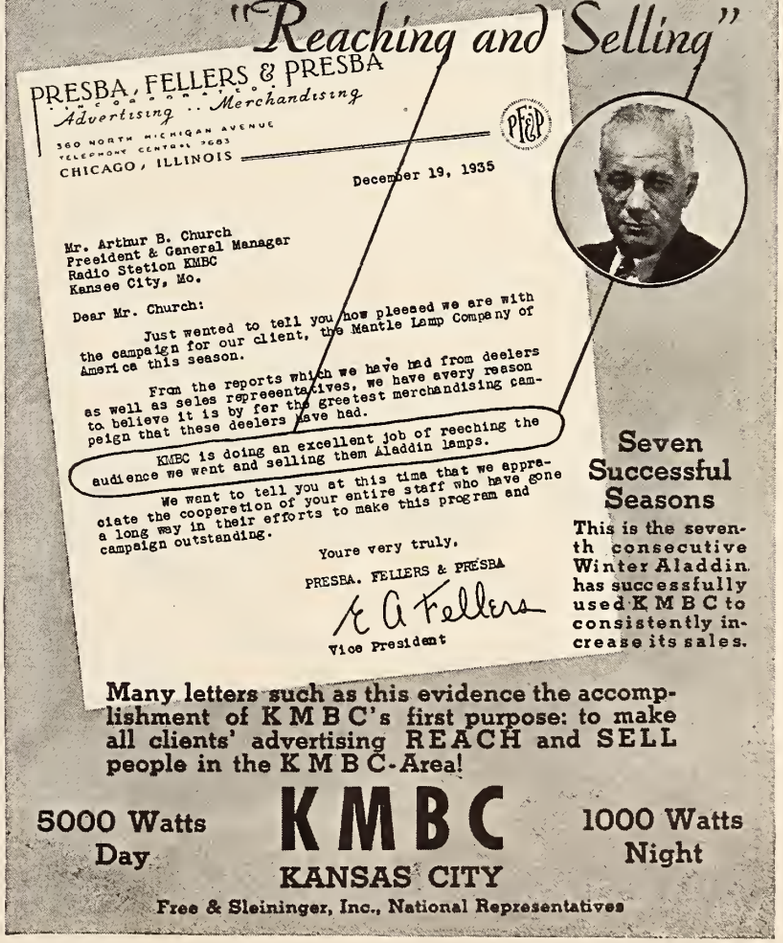
to

SYRACUSE

New High Fidelity Transmitter on Air this month.

KMBC *is...*

"Reaching and Selling"



Seven Successful Seasons

This is the seventh consecutive Winter Aladdin has successfully used KMBC to consistently increase its sales.

Many letters such as this evidence the accomplishment of KMBC's first purpose: to make all clients' advertising REACH and SELL people in the KMBC-Area!

5000 Watts Day — **KMBC** — **1000 Watts Night**

KANSAS CITY

Free & Sleininger, Inc., National Representatives

IN THE
SUPERIOR COURT OF THE STATE OF WASHINGTON,
IN AND FOR THURSTON COUNTY

STATE OF WASHINGTON EX REL G. W. HAMILTON, Attorney General, *Plaintiff*,
vs.
AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, an unincorporated association; GENE BUCK, its President; LOUIS BERNSTEIN, its Vice-President; JEROME KERN, its Vice-President; JOSEPH YOUNG, its Secretary; ROBERT CRAWFORD, its Assistant Secretary; SAUL H. BORNSTEIN, its Treasurer; SIGMUND ROMBERG, its Assistant Treasurer; NATHAN BURKAN, its Counsel; E. C. MILLS, General Manager; JOHN L. STANLEY; ET AL, *Defendants*.

NO. 16114

NOTICE TO CREDITORS

NOTICE IS HEREBY GIVEN that the undersigned has been appointed and has qualified as receiver of AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, an unincorporated association, and each and every member thereof for the uses and purposes specified in the orders and judgment heretofore entered in this cause and that all persons having claims against said defendant A. S. C. A. P., or any member thereof, are hereby required to serve the same, duly verified, on said receiver or his attorneys of record at either address below stated and file same with the Clerk of said court, together with proof of such service, on or before the first day of April, 1936, or same will be barred.
Dated at Olympia, Washington, this 31st day of December, 1935.

TRACY E. GRIFFIN,
Receiver,
Suite 1107 American Bank Building,
Seattle, Washington.

G. W. HAMILTON,
Attorney General, for the State of Washington.
E. P. DONNELLY,
Assistant Attorney General,
Temple of Justice, Olympia, Washington.

Hollywood Office Opened By J. Walter Thompson

TO ACCOMMODATE increasing program activity in Hollywood, J. Walter Thompson Co. has opened an office there to handle talent and production. Temporary quarters are not being occupied. The agency will continue to maintain its Los Angeles branch office.

In charge of the new office is Danny Danker, with Herbert Polesie being transferred from New York as his assistant. Calvin Kuhl, who has been in charge of Hollywood production, has been transferred from the Los Angeles and will continue to head the production staff. Frank Woodruff will be transferred from New York. Sam Moore and Edward Rice will write radio scripts.

420
MADISON AVE.
Between 48th and 49th Streets, Adjacent to Radio City

Office Bargains

A limited number of choice offices at bargain prices in modern building, particularly convenient for Radio interests.

250 sq. ft. up

BRETT & WYCKOFF, INC.
400 Madison Ave., N. Y. C. ELdorado 5-6900

"Roxy" Is Dead

ALL RADIO is mourning the death of S. L. (Roxy) Rothafel, pioneer showman and radio impressario, who died in his sleep the morning of Jan. 13 in his suite in the Hotel Gotham, New York. He was 52, and lived at the hotel with his wife. Two children also survive, Arthur, now in California, and Mrs. George Bijur, wife of the vice president of Fletcher & Ellis, New York, who until recently was promotion manager of CBS. "Roxy" was one of the earliest program conductors in radio, his famous hours having won wide popularity as both sponsored and sustaining features on the networks. He is credited, along with M. H. Aylesworth, former NBC president and now its board vice chairman, with conceiving the original plan for Radio City as a world entertainment center focusing around radio.

Sleetex Announcements

SLEETEX Co., New York (gadget to take sleet off automobile windshields) used a concentrated one-minute weather announcement campaign on 13 stations in the East and Midwest this month. The stations were: WBZ-WBZA; WMCA, WBEN, KYW, KDKA, WTAM, WTCN, KSD, WJR, WCKY, WENR, and WBNS. Humbert & Jones, New York agency, placed the account.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

ASCAP Cracks Down on Stations

(*Continued from page 45*)

works to perform Warner works. (Letters are published herewith in full.)

Further, the Warner statement said, the effect of the withdrawal of its music "has already become noticeable in radio programs from the big chains and from stations not included among the 170 which have already accepted the new contract submitted by the Warner companies. Old tunes are being played again and again. Formerly a restriction existed against the use of any given tune more than once in three hours. This restriction has apparently been abandoned as a result of the shortage of music created by the refusal of the chains and certain stations to meet the requirements of the new Warner contract.

Since Dec. 31, both of the networks have been functioning without the music of the Warner Bros. houses. Despite the Warner statement, they feel they have proved that they not only can get along without it, but also that there has been no loss in quality or diversity.

Networks notified their advertisers and their affiliated stations Jan. 6 that music from "George White's Scandals of 1936", "Jumbo", and "I Dream Too Much" may be performed pursuant to the ASCAP license. Heretofore there was some question about this music because of the difference between ASCAP and Warner Bros. Furthermore, it was stated that examination is being made of contracts and documents relating to other composers and compositions looking toward their clearance for performance without Warner Bros. licenses.

CBS, in its letter, stated that the numbers in the three shows removed from the doubtful list are as follows:

George White Scandals of 1936: Cigarette; Anything Can Happen; I Forgot My Gloves; I'm the Fellow Who Loves You; Life Begins at Sweet Sixteen; Tell the Truth, and I've Got to Get Hot.

I Dream Too Much; I Got Love; I'm the Echo; Jockey on the Carrousel, and I Dream Too Much.

Jumbo; Diavolo; My Romance; Little Girl Blue; Over and Over Again; Circus on Parade; Most Beautiful Girl in the World, and Song of the Razorbacks.

The network view is that the longer Warner Bros. music remains off the networks, the easier it will be to forget the catalogs for future use. Gradually, it is contended, uncertainties over performing rights of many of these numbers will be cleared up and a good portion of them guaranteed under ASCAP licenses. It appears, it was reported, that about one-half of the Victor Herbert numbers will be available via the ASCAP license, with only his operettas held by the Warner group.

The ASCAP-Warner feud has been the cue for much buffoonery on the networks and over many stations. Restricted numbers are mentioned almost nightly in network shows particularly in the amateur hour, and comedians are making real capital of the situation.

NBC announced Dec. 6 that Sigmund Romberg, composer and conductor of the Swift & Co. program over an NBC-WEAF network, has found his way out of the music plight. He is forbidden from playing most of his own hits, published by Warner houses, so he is going to write new songs for his program. And the songs will be published by an ASCAP publishing house member, thus making them available to the "major networks".

Mr. Romberg, president of the Songwriters Protective Association, also is going to be honored by the music world during the week of Feb. 9, which has been designated "Sigmund Romberg Week". Frank Black, general musical director of NBC, is chairman of the national committee arranging the tribute. Directors of orchestras on every program, in every hotel and in every theatre are being asked to play at least one Romberg composition during "Romberg Week".

Numerous Conferences

MR. BALDWIN remained in New York following the temporary adjustment of both ASCAP and Warner catalogs on Dec. 29 and 30. He conferred with the smaller performing rights groups such as Associated Music Publishers and Society of European Stage Authors & Composers, in an effort to evolve a basis upon which music could eventually be procured under the same terms from all licensors.

Obviously this had to do with tentative discussion of a "per piece" basis, which is specifically provided for in the revised contract negotiated by Warner Bros. It is this form of payment which is vigorously opposed by the major networks. The logical effect of universal adoption of "per piece" if it comes to that, would be passing of the costs along to the advertiser.

Meanwhile, it was ascertained that Mr. Starr, president of Music Publishers Holding Corp., and vice president of Warner Bros., was conferring with American Association of Advertising Agencies' executives. This, it is believed, had to do with reports of attempts to have the agencies and the advertisers do without the use of Warner Bros. music. There was loose talk of possible "restraint of trade" action by the Warner houses against the networks.

Despite the unsettled conditions associated with negotiation of performing rights arrangements, the broadcasting industry was united in the effort to accomplish something on the more fundamental issues of legislation and judicial review of music performance.

Regarded as sheer propaganda was the story published in a theatrical paper that the Government had dropped its anti-trust suit against ASCAP. Denied in the last issue of BROADCASTING because of the unrest it had caused, an official refutation of it was issued Jan. 3 by Attorney General Cummings in a letter to Powel Crosby, president of WLW, Cincinnati, who had sent a strong telegram to the Attorney General urging Federal regulatory action to curb the inroads of the music monopoly.

The Department of Justice head replied that the Department did not authorize publication of the article and was not responsible for it. Further, he stated the Depart-

ent's attorneys were working ith counsel for ASCAP in an ef- rt to stipulate certain evidence the suit, seeking to simplify the se, and that the trial had been mporarily removed from the cal- dar of the Federal District Court New York pending these efforts. ather than drop the suit, the rthright statement was made hat it will be pressed.

It was made clear at the Depart- ent that the Warner defection om ASCAP has no bearing what- er in the pending suit, since the tigation, alleging a monopoly in SCAP, was begun prior to the arner withdrawal.

Mr. Crosley's telegram to the ttorney General read as follows: Variety magazine December 25 in- icates likelihood that government ill abandon current anti trust suit gainst American Society of Compos- rs Authors and Publishers as indi- ated by dropping of the case from he calendar in New York Federal ourt due to inability of government ttorneys to obtain mutually accept- ble stipulations from Society Stop ate developments including Warner rothers withdrawal from Society eem to indicate necessity of even reater diligence upon the part of the overnment in this action in order hat independent broadcasting stations hall not have already exorbitant fees oubled up on them Stop The whole etup of levying fees is inequitable rossly unfair and definitely requires ome form of government regulation n order that the rights of the gen- ral public and independent broad- asters may be properly safeguarded nd protected the principle of charg- ng royalty fees whether copyright aterial is used or not is particularly nequitable Stop May I respectfully uggest that complete investigation be ade regarding existing special agree- ents if any between copyright hold- rs broadcasting networks and other ypes of broadcasters Stop Before en- ering into or agreeing upon any stip- lations with any copyright group it ould seem only fair that the Na- ional Association of Brodcasters rep- esenting most of the independent roadcasting stations and all other roadcasting stations concerned should e aware of and perhaps have a voice n the establishment of such stipula- ions.

On Capitol Hill

THE INDUSTRY also had an ear ocked toward Capitol Hill, where he Duffy Bill to amend the copy- ight law is pending before the House Patents Committee. Passed y the Senate last session, the bill ould eliminate the statutory in- ocent infringement of $250 per umber and thereby deprive Tin Pan Alley of its most effective eapon in exacting royalties from usical copyright users.

The bill, obviously, is being vig- rously opposed by ASCAP and he associated music organizations. uring the off-session, much lobby- ng has been done in the House. At he office of Chairman Sirovich D.) New York, of the House Pat- nts Committee, it was said Dec. 0, hearings probably will be held n the measure. No date, however, as indicated, because Rep. Siro- ich is too busy with other matters.

Passage of the Duffy Bill, es- oused by the State Department, nd strongly urged by the Senate Patents Committee which minced no words in its report last session challenging the arbitrary powers vested in the music combines under the existing law, is regarded as essential for eventual solution of the copyright issue.

No official action on infringements has been taken by Warner Bros. Unofficially it is stated there have been several. Warner has set up a "spotter" organization in most cities to check on infringements.

Ironically enough, one of the first cases reported was that occurring in California, over KFI, NBC outlet in Los Angeles. On New Year's Day, in picking up the Rose Bowl football game, the number "California Here I Come" was played by one of the college bands and picked up by the KFI microphones. It was a Warner number. This, it is reported, happened twice during the game. KFI, so far as known, has not yet signed a Warner contract for the three-month temporary period.

Transcontinental Broadcasting System, which has as its original objective the setting up of a wax chain and time-selling organization for independents, on Jan. 7 released a partial catalog and order blank of transcribed musical compositions available to stations. Mr. Baldwin last month had notified stations of the availability of this service and drew a sharp protest from Gerald King, head of Standard Radio Inc., transcription library service.

James Waddill, counsel for Transcontinental, in announcing the partial catalog, declared 200 numbers were available out of a potential 5,000 to be ready at an early date. The price fixed was 60 cents per number C. O. D., for delivery during January. Most of the compositions listed appeared to be copyright free in this country, or in the public domain. The order form carried the provision that Transcontinental had acquired the radio right for public performance of the literary and musical selections contained in each and all of the recordings.

"This music activity," said Mr. Waddill's letter to BROADCASTING, "is our first step toward assisting in the present music problem."

Reflecting the feeling evidently typical among broadcasters over the current contingency was a letter sent New Year's Day to all broadcasters by James R. Curtis, president of KFRO, in Longview, Tex. Declaring the radio business is becoming a football to be kicked about by ASCAP, Warner and other music copyright holders, he urged stations to get behind the Duffy Copyright Bill and press for its enactment at the current session.

"Warner Bros." said the letter, "weren't satisfied with their share of the ASCAP forced contracts, so now they want broadcasters to sign a contract with them to pay and pay. Who knows but what Warner Bros. and ASCAP got together in advance and planned this additional raid on the funds of radio stations? Broadcasters are being harassed from every angle to sign these contracts or quit broadcasting."

Oklahomans Organize



Mr. Gillespie

PLANS for a state network are under consideration by Oklahoma Broadcasters, who on Jan. 3 organized the Association of Oklahoma Broadcasters at a meeting in Oklahoma City. They elected William C. Gillespie, manager of KTUL, Tulsa, as president; Neal Barrett, manager of KOMA, Oklahoma City, vice president; H. J. Porter, KCRC, Enid, secretary-treasurer. The next meeting will be held Jan. 17.

"OPPORTUNITY HOUR" has been started on KFAC, Los Angeles, with an evening hour six days each week. Los Angeles Railway and 12 other commercial sponsors underwrite the program cooperatively.

"Plug" Kendrick says:

"Want to be in good company? Join impressive list of NBC advertisers using... WIRE"

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented Nationally by
WILLIAM G. RAMBEAU COMPANY
New York . Chicago . San Francisco

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RESTRICT-O-PADS
(Trade-Mark)
A convenient and foolproof item which permits Station use of recordings restricted only on one side . . . Check your record library with these *once* — be safe *always* against restriction penalties while maintaining best recorded program standards.
Prices, postpaid:
Per hundred..$6.00
500 or more..$5.50 per C
McNALLY'S SERVICE
STAR BLDG. Wash., D. C.

BUYING BALTIMORE and MARYLAND, Then Check The STATION Which
A NATURAL
1 Has the greatest power
2 Is first in local showmanship
3 Carries more national spot advertising
4 Has the clearest signal
5 Receives the greatest amount of revenue from local dealers
6 Has a newspaper affiliation
7 Can give close merchandising and publicity cooperation
8 Reaches more radio homes within its .5 millivolt line
9 Has a lesser cost per 1,000 families within its .5 millivolt line
10 Has an acknowledged dealer acceptance
11 Has proven consumer acceptance
THEN YOU NEED
1060 KCS. 10,000 WATTS WBAL BASIC NBC BLUE
HEARST RADIO
National Representatives
NEW YORK CHICAGO SAN FRANCISCO

Network-Warner Letters

(*Continued from page 7*)

sition owned or controlled by" you may be given, does not furnish us any aid in determining what compositions you purport to control. We regard your failure to furnish us the necessary information with reference to such purported withdrawal as calculated to entrap us into copyright violations, and put you on notice that we will raise such defense in any action which you may bring against us.

Damages will not be wholly determinable, nor wholly compensative, for the injuries which will be suffered by us because of your purported withdrawal from the American Society of Composers, Authors & Publishers, and because of your threatened suits against us for copyright infringement. We shall hold you to account, however, for such damages as may be determinable, and we expressly reserve against you all rights and remedies, equitable as well as legal, which may accrue to us, or to which we may be or become entitled by reason of your course of conduct. We also put you on notice that we shall, at our option, make this letter a part of the complaint or moving papers in any action which we may bring against you.

Mr. Starr's reply to CBS:

Your letter of Dec. 31, 1935, addressed to Harms, Inc., M. Witmark & Sons, Remick Music Corp., T. B. Harms Co., and New World Music Corp., containing self-serving declarations and self-serving conclusions of law, has been received.

We note particularly the use to which you intend to put your letter by the significant statement in it that you intend to make it a part of the complaint or moving papers in any action you may bring against us. The fact that your letter contains so many mis-statements of facts with which you should be familiar, as to make irresistible the conclusion that the mis-statements were intentional, renders it advisable, in our judgment, to call your attention to the facts which actually exist.

You state that we have "purported" to withdraw from the American Society of Composers, Authors and Publishers as of Dec. 31, 1935. Not only have we withdrawn, but the American Society has acknowledged publicly that fact, as well as the fact that our musical compositions have been withdrawn from the repertory of the Society.

We, the corporations to which your letter of Dec. 31, 1935, has been addressed, and each of us denies, that it is a party to or in any wise obligated by any present contract between the American Society and the signatories to your letter or any of them. No person, firm or association at any time had authority to act for us or any of us in entering into any agreement with you or any of you, for the period beginning Jan. 1, 1936. You and your respective executive officers, and counsel, prior to the date when you state you renewed your contract with the American Society on June 4, 1935, were in negotiation with us looking to the acquisition separately from us of licenses in respect of our musical compositions. You chose not to consummate those negotiations but, notwithstanding the pendency thereof, and without our knowledge, you entered into an alleged renewal contract with the American Society after full knowledge on the part of your executive officers and counsel of the fact that our assignments to the American Society terminated Dec. 31, 1935, and of our intention not to renew them, and further of our intention to resign from the American Society at the end of the year 1935, and with full knowledge of the fact that no person, firm or association could in any manner commit us to any contractual obligation effective after or beyond that date.

Your alleged renewal agreement with the American Society, according to our information which is corroborated by your counsel, was signed with an extraordinary unexpectedness and alacrity on the eve of the commencement of the Government Equity Suit against the American Society. For upwards of two months prior to June 4, 1935, the date when you say that the agreement was signed, we had been negotiating with you regarding a separate license to you for the use of our musical compositions. Notwithstanding that fact, we were not accorded the usual business courtesy of being informed of your discussions and negotiations leading to the alleged renewal agreement. On the contrary, your activities were such as to lead to no other conclusion than that your purpose was to cause us embarrassment and to confront us with a consummated agreement with the Society, and thereby to seek to deter us from carrying into effect our declared intention not to renew our arrangements with the Society at the conclusion of the year 1935. The predicament of which you now complain is the direct result of such activity and such purpose on your part.

It is not a fact that all of the authors and composers of our works have continued their membership in the American Society and, further, it is not true that the Society claims, for any reason whatsoever, to have the right to license you to perform the works published or copyrighted by our companies. Under our respective agreements with the Society, we had the right not only to withdraw from membership but also to withdraw our musical compositions from the Society's repertory, and the Society has given notice of our withdrawal from its membership and also of the withdrawal of our works from its repertory.

As aforestated, all licenses held by you for the use of our musical compositions terminated on Dec. 31, 1935 and were not extended beyond that date, and there is, therefore, no contractual relationship existing between us. Furthermore, we and each of us have duly registered in the Copyright Office at Washington, D. C. all our publications and have published such compositions with their copyright imprints thereon together with all information necessary for you to protect your interests. Therefore, we do not recognize that any burden rests upon us to furnish you with a list of our copyrighted compositions and regard your charge that our failure to furnish the information requested is calculated to entrap you into copyright violations or to cause you to act at your peril on and after January 1, 1936, as wholly unwarranted.

Irrespective of whether or not your reference to "questions in dispute between the Society" and ourselves is relevant, we are confident that if and when such questions arise, we shall be able to dispose of them in a more orderly manner than you have chosen in attempting to intimidate us by your letter under reply. Moreover, we do not recognize that there is any obligation upon us to render available to you copies of private contracts between ourselves and composers and authors. We have taken the position of which you have been advised, based upon our contractual rights and our rights under the copyright law and there is nothing contained in your letter which in any way changes our views or suggests to us that we should recede from that position.

Letter of NBC

NBC's letter (signed by Richard C. Patterson Jr., executive vice president) to Warner:

This will confirm the oral request which we have made from time to time that we be furnished with a list of the musical compositions referred to in your recent announcement that you have resigned from the American Society of Composers, Authors and Publishers as of Dec. 31, 1935, and that you claim the exclusive right to license the performance, on and after Jan. 1, 1936, of musical compositions owned or controlled by you.

As you know, we have for many years held licenses from the American Society of Composers, Authors and Publishers to broadcast musical compositions copyrighted or composed by members of the Society, which licenses were, in June, 1935, extended to and including Dec. 31, 1940. We are advised that the rights acquired by us by virtue of such licenses include the right to broadcast, during the terms thereof, musical compositions published by you, and, accordingly, do not recognize the validity of the claim which you now assert.

Nevertheless, your threat to enforce your claim by actions for injunctions and damages under the Copyright Law has made it seem in-

Shorts for Warner

THOUGH Warner Brothers may be at odds with the broadcasters over copyright, notably with the networks, that has not deterred its subsidiary, Vitaphone, from signing 12 leading announcers and commentators for a series of movie "shorts" to be titled *Our Own United States*. Those signed include Milton Cross, David Ross, James Wallington, Kenneth Roberts, Gabriel Heatter, H. V. Kaltenborn, Howard Claney, Harry von Zell, Paul Douglas, Harlan Reed, John S. Young and Don Wilson.



Complete, Accurate Data on Your Prospects

The Standard Advertising Register provides you with a list of about 9,500 advertisers, giving complete information regarding personnel, agency, time of the year advertising budgets are made up, types of advertising media used and other data that is of real value in sales promotion work.

Write our nearest office

National Register Pub. Co.

330 W. 42nd St. New York — 333 N. Michigan Ave. Chicago

STANDARD ADVERTISING REGISTER

ACCURACY *for* BROADCAST POLICE AIRCRAFT

• "A" CUT CRYSTALS

Low Temperature Coefficient Crystals sold mounted in precision Isolantite air-gap crystal holder with micrometer adjustment of upper plate. Crystal and holder, plus-minus 50 CPS, 550-1600 kcs. $37.50

• FREQUENCY MEASUREMENTS

Precision Measurements. Twenty-four-hour service.
Single Measurement .....$1.75 each
Once-a-week Measurements $5.00 per month
Frequency Adjustment Service $3.00 per hour

COMMERCIAL RADIO EQUIPMENT COMPANY
2905 BALTIMORE • KANSAS CITY, MO.

dvisable, for the present at least, as matter of business policy, to assume the risk of broadcasting musical ompositions affected by such claim, otwithstanding the provisions of our ense agreements.

It is, however, necessarily impossible for us to identify the particular ompositions of which you claim ownership or control. You have been a ember of the American Society of omposers, Authors & Publishers for any years, during which period the usic published by you has been permitted to be grouped by the Society s a part of the great body of music er which the Society has consistently exercised licensing rights. Because ur contractual relationship with you as been only through the Society, we ave in the majority of instances not een aware whether or not you laimed ownership in or control over usical compositions broadcast by us.

Under the circumstances, therefore, e wish to make this formal protest gainst your refusal to furnish us the equested information, for the avowed urpose of having us proceed at our eril in broadcasting musical compotions on and after Jan. 1, 1936, and eiterate our request that you furnish s forthwith a list of all musical ompositions which you claim are wned or controlled by you and which ou claim cannot be performed on nd after January 1, 1936, without a ense from you.

It is, of course, our intention to old you responsible for any damages hich may be sustained by us by reason of your acts in connection with usical compositions which you claim own or control, and to take such ction as may be necessary or appropriate for the protection of our rights nder our license agreements with he American Society of Composers, uthors and Publishers.

Response by Mr. Starr

IR. STARR'S reply:

Receipt is hereby acknowledged of our letter of Dec. 31, 1935, addressed me as President of Music Publishers Holding Corporation, for and on ehalf of its subsidiaries named in the tter. I know of no oral request ade by you that you be furnished ith a list of the musical compositions eferred to in our recent announcement of resignation from the American Society of Composers, Authors nd Publishers.

We, of course, are familiar with the ct that for some period of time you eld licenses from the American Soety of Composers, Authors and Pubshers to broadcast musical compositions, including those of our subsidiries, which licenses expired on Dec. 1, 1935. We have been informed hat you undertook to enter into a rther agreement with the American ociety of Composers, Authors and ublishers purporting to extend the censes which terminated on Dec. 31, 935, for a further period of five (5) ears.

Prior to the date when you entered into this further agreement with the American Society, which you state was in June 1935, you were in negotiation with us looking to acquiring separately from us licenses in respect of musical compositions of our subsidiaries. You choose not to consummate those negotiations but notwithstanding the pendency thereof, you entered into the further agreement with the American Society referred to, after full knowledge from us of our intention to withdraw from the Society at the end of the year 1935 and that we were willing to proceed to negotiate with you for the use of our music after that date.

In view of the fact, therefore, that commencing with the period Jan. 1, 1936, there exists between us no contractual relationship — a situation of your own choosing—we do not recognize that any burden rests upon us to furnish you with a list of our copyrighted publications. All of those publications have been duly registered with the Copyright Office at Washington and every printed copy contains thereon all of the necessary information to give you or anyone else notice that we are the copyright proprietors and to enable you to avoid the use thereof without previous licenses from us. Any imputation that the failure to furnish further information for the purpose of having you proceed at your peril after Jan. 1, 1936, is entirely unjustified.

We note the advices which you say you have received, as set forth in the second paragraph of your letter. These advices in your opinion and in that of our counsel, are unsound, particularly in the face of the fact, as stated above, that for a long time prior to June 1935, it was known to your organization and widely and continuously publicized that after Jan. 1, 1936, our subsidiaries would no longer continue as members of the American Society of Composers, Authors and Publishers.

This notice of intention to resign from the American Society and to withdraw the works of our companies from the repertory of the Society, was given in good faith, voluntarily and without legal or contractual obligation. We preferred to give this advance notice, in order that intending users might avoid infringement of copyright, rather than to wait until such infringement might occur and then institute suit for injunction and damages.

We have made and make no threats, but we do not expect that the compositions of our companies will be used by you or any other person, firm or corporation in violation of law. This statement was made to you when I was in your office for the purpose of trying to negotiate a proper basis for the issuance of a license to you. I then stated that if no basis for the issuance of a license could be agreed upon, we expected that our music would not be used.

That is our position today.

H. C. Connette

H. C. CONNETTE, 53, production manager for MacGregor & Sollie Inc., San Francisco transcription producers, died in Los Gatos, Cal., Jan. 10, after a prolonged illness. Connette, nationally known in radio as the writer of "Memory Lane", heard over NBC from San Francisco for approximately five years under his supervision, joined MacGregor & Sollie in July, 1935, coming from KYA, that city, where he was continuity writer and producer. He resigned from NBC Jan. 23, 1933, after five years. A graduate of Hobart College, Geneva, N. Y., he worked on newspapers all over the United States, leaving this country later to carry on his journalistic work in China. Connette wrote his first radio continuity in Shanghai, where he was telegraph editor and read dispatches over a radio station. To relieve the monotony of a half hour of straight news broadcasting, he introduced musical selections and continuity. NBC engaged him by mail and Connette traveled all the way from China to join the network's San Francisco studios.

ARTHUR GERBEL Jr., formerly with the Foster & Kleiser and the Gunther - Bradford Agency, Chicago, has been named manager of the sales staff of KOMO and KJR, Seattle, handling food and amusement accounts.

Affiliated Products on CBS

AFFILIATED PRODUCTS Inc., Chicago will return to CBS this month with two shows. The first, *Romance of Helen Trent,* will start on 17 CBS stations Jan. 20, Mondays through Fridays, 11:15-11:30 a. m., for 52 weeks. It is now a spot program on WGN, Chicago. The program will be in the interest of Edna Wallace Hopper's cosmetics. The second series will promote Louis Phillippe products over 39 CBS stations starting Jan. 22, Wednesdays, 7:15-7:30 p. m., with rebroadcast 11:15. The sponsor is said to be contemplating two more programs to begin shortly. Blackett - Sample - Hummert Inc., New York, placed both accounts.

FOUR 15 - minute novelty studio programs during the week of Jan. 20 have been purchased over WOR, Newark, by the National Association of Engine & Boat Mfrs., New York, to promote the 1936 motor boat show, account being handled by Wortman, Brown & Co., Utica, N. Y.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts



OMAHA is in the heart of the middlewest whose bosom bulges with the foodstuffs of a nation. And, from Omaha, WOW with its new power of 5,000 watts dominates this vast empire. The field is fertile . . . your harvest certain . . . if cultivated through WOW.

JOHN BLAIR CO., *Representatives*

New York, Chicago, Detroit, San Francisco

ON THE N. B. C. RED NETWORK

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods

Label and Formula Requirements

RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.

Telephone DIstrict 1169

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JANUARY 2 TO JANUARY 13, INCLUSIVE

Decisions . . .

JANUARY 10

APPLICATIONS GRANTED:

WWJ, Detroit—Modif. CP trans. site Myers & 8th Mile Road, Oak Park.

WHBB, Selma, Atlanta — Modif. CP change equip., approving antenna; granted license for CP.

WMBD, Peoria — Modif. CP antenna, trans. sites; change equip., extend commencement.

WJR, Detroit—License use old 10 kw trans. as aux. same site main trans.

KPOF, Denver—License CP new trans., change equip.

WCAE, Pittsburgh—License new equip., increase to 1 kw N 5 kw D; granted license for aux., granted auth. antenna measurement.

WMPC, Lapeer, Mich. — License new equip.

WJAX, Jacksonville, Fla.—License for CP change equip., increase to 5 kw D.

KABC, San Antonio—License for CP change equip., increase to 250 w D.

KIUP, Durango, Col.—License for CP new station 1370 kc 100 w unltd.

WMT, Cedar Rapids, Ia.—Consent vol. assignment license to Iowa Brdcstg. Co.

KSO. Des Moines—Same.

WMT, Waterloo—Modif. exp. auth. change equip. 1 kw N directional 2½ kw D.

WOW, Omaha; KQV, Pittsburgh—Auth. antenna measurement.

WSAI, Cincinnati — CP change equip., move trans. to Cincinnati.

NBC, New York—Auth. transmit selected recorded programs to CJOR, CFAC, CJOC, CJCA.

NEW, Springfield, Ill.—CP pickup 2 w.

NEW, Evening News Assn.—CP gen. exp. 100 w.

NEW, Kosiusko, Miss.—CP exp. 100 w.

NEW. Memphis—CP gen. exp. 50 w.

SPECIAL AUTHORIZATIONS—KNOW, Austin, KFKB, Sacramento; WSMB, New Orleans, temp. auth. operate without freq. monitor; KIRO, Seattle, granted extension temp. auth. 710 kc 500 w unltd.; KGA, Spokane, granted extension temp. auth. 50-w trans.; KHQ, Spokane, same; WMBF, Miami, granted extension temp. antenna; WMBC, Richmond, Va., extension spec. hours; WKAR, E. Lansing; WWJ, Detroit, granted temp. approval operate without freq. monitor; WIBA, Madison, granted temp. auth. reduce power to 500 w N non-directional pending construction.

SET FOR HEARING — NEW, Wolverine Brdcstg. Co., John E. Fetzer, Ann Arbor, Mich., CP 800 kc 1 kw D; NEW, Star-Chronicle Pub. Co., St. Louis, CP 1250 kc 1 kw unltd.; NEW, Times Dispatch Pub. Co., Richmond, Va., CP 1500 kc 100 w unltd.; NEW, W. T. Knight Jr., Savannah, CP 1310 kc 100 w unltd.; NEW, Douglas G. Doozer & Jack Richards, Brunswick, Ga., CP 1420 kc 100 w D; NEW, Gomer Thomas, Bellingham, Wash., CP 1420 kc 100 w unltd.; NEW, B. A. Thompson, Santa ruz, Cal., CP 1310 kc 100 w N 250 w D unltd.; NEW, Springfield Newspapers Inc., Springfield, Mo., CP amended 790 kc 1 kw D; NEW, Hunt Brdcstg. Assn., Fred Horton, Greenville, Tex., CP amended 1200 kc 100 w D; WIOD-WMBF, Miami Beach, CP change equip., move trans. 3 miles; WCOL, Columbus, CP change equip., increase to 250 w D; WLBL, N. Ellis, Wis., CP change equip., increase from 2½ to 5 kw D; WSBT, South Bend, Ind., CP change equip. directional antenna, change from 1360 to 1010 kc, increase from 500 w to 1 kw, move trans., change hours to unltd.; WELI, New Haven, modif. license from 900 to 930 kc from 500 w D to 250 w N 500 w D unltd.; WEHS, Cicero, Ill., applic. modif. license to 250 w D, change antenna; WHFC, Cicero, CP amended new equip., vertical radiator, increase 100 to 250 w D; NEW, Continental Radio Co., Columbus, CP in docket amended re equip. 1310 kc 100 w unltd.; NEW, John E. Fetzer, Saginaw, Mich., CP in docket amended to 630 kc 1 kw D; KFPM, Greenville, Tex., CP change equip., increase from 15 to 100 w D; NEW, Ralph E. Smith, San Diego, CP in docket amended to 1200 kc 100 w; KFOX, Long Beach, Cal., applic. vol. assignment license from Nichols & Warinner Inc. to Hal Nichols Inc.

ACTION ON EXAMINERS' REPORTS:

KGKB, Tyler, Tex.—Granted modif. license for spec. to unltd. D, spec. N LS to 8 p. m., 1500 kc 100 w, sustaining Examiner Walker.

NEW, Eugene DeBogory & Mildred English, d/b Dallas Brdcstg. Co., Dallas—Denied CP 1500 kc 100 w D spec. N, reversing Examiner Walker.

NEW, Eugene DeBogory, d/b Paris Brdcstg. Co., Paris, Tex.—Denied CP 1500 kc 100 w D, reversing Examiner Walker.

NEW, Centennial Brdcstg. Corp., Dallas—Denied CP 1200 kc 100 w unltd., sustaining Examiner Walker.

NEW, Eugene DeBogory, d/b Brownsville Brdcstg. Co., Brownsville, Tex.—Denied CP 1370 kc 100 w unltd., sustaining Examiner Walker.

NEW, Eugene DeBogory, owner Denton Brdcstg. Co., Denton, Tex. — Denied CP 1420 kc 100 w D, sustaining Examiner Walker.

WQDM, St. Albans, Vt.—Remanded to hearing docket.

NEW, Wm. A. Schall, Omaha—Denied CP 1500 kc 100 w unltd., sustaining Examiner Hyde.

NEW, W. R. Cramer, G. A. Anderson, d/b Omaha Brdcstg. Co., Omaha—Denied CP 1500 kc 100 w unltd., sustaining Examiner Hyde.

NEW, F. N. Pierce, Tyler, Tex.—Remanded hearing docket.

NEW, Mountain States Brdcstg. Corp., Salt Lake City—Dismissed with prejudice applic. CP 550 kc 500 w unltd., sustaining Examiner Seward.

WGST, Atlanta—Granted modif. license 500 w to 1 kw N & D 890 kc unltd., sustaining Examiner Seward.

WROK, Rockford, Ill.—Granted modif. license from Sh-WHBL to unltd. 1410 kc 500 w. sustaining Examiner Seward.

NEW, Pat Whitaker, d/b Tampa Brdcstg. Co., Tampa, Fla.—Dismissed with prejudice applic. CP 1370 kc 100 w unltd., sustaining Examiner Bramhall.

NEW, D. B. Sutton, Miami—Dismissed with prejudice applic. CP 1210 kc 100 w unltd., sustaining Examiner Bramhall.

WJJD, Chicago — Reaffirmed grant CP move trans. to Des Plaines, Ill., sustaining Examiner Walker.

ACTION ON CASE HEARD BY COM. BROWN — KFBI, Abilene, Kan., granted renewal license 1050 kc 5 kw ltd., reversing Com. Brown.

MISCELLANEOUS — WDRC, Hartford, approved modif. license to 5 kw D; WHIS, Bluefield, W. Va., reconsidered and granted applic. CP as amended move locally new equip., applic. increased power withdrawn; WKRC, Cincinnati, denied reconsideration applic. modif. license; KGKO, Wichita Falls, Tex., protest grant applic. move trans. to Fort Worth, filed and withdrawn by Temple, Okla., C of C, reinstated; KIT, Yakima, Wash., denied reconsideration action setting for hearing applic. vol. assign. license to Valley Brdcstrs. Inc.; WHDL, Olean, N. Y., denied reconsideration and grant applic. transfer control to Olean Times-Herald Corp.; W6XKG, Ben S. McGlashan, Los Angeles, granted license for CP gen. exp. 100 w.

RATIFICATIONS:

WFAM, South Bend, Ind.—Granted extension temp. auth. Simul.-WWAE (12-20).

KECA, Los Angeles—Granted extension temp. auth. 250 w portable 1430 kc (12-21).

WHIS, Bluefield, W. Va.—Granted extension temp. auth. temp. transmitter (12-20).

WIS, Columbia, S. C. — Granted temp. auth. 560 kc 1 kw N 5 kw D non-directional (12-19).

WWJ, Detroit—Granted extension temp. auth. temp. antenna (12-26).

WCBD, Waukegan, Ill.—Granted extension temp. auth. use studio at Zion, Ill., as main studio (12-20).

KSCJ, Sioux City, Ia.—Granted extension temp. auth. LS-8 p. m. (12-20).

WDBO, Orlando, Fla. — Granted extension temp. auth. added 750 w N (12-23).

WJEJ, Hagerstown, Md. — Granted extension temp. auth. 50 w spec. (12-20).

WINS, New York—Granted temp. auth. spec. hour (12-31).

WLBC, Muncie, Ind. — Granted temp. auth. spec. hours (12-20).

WAPI-KGGF, Coffeyville, Kan.—Granted temp. auth. spec. hours (12-27).

KGHL, Billings, Mont.—Granted extension exp. auth. 870 kc (12-31).

KYA, San Francisco — Granted temp. auth. 100 w portable 1230 kc (12-27).

KNET, Palestine, Tex.—Granted modif. CP change equip., move studio locally (12-21).

WKBV, Richmond, Ind.; WIND, Gary, Ind.; WOW, Omaha; KPOF, Denver; KFKA, Greeley, Col.; WCAE, Pittsburgh —Granted extension test period.

WOW, Omaha—Granted extension temp. auth. 5 kw (12-31).

KGDY, Huron, S. D. — Granted temp. auth. spec. hours (1-3).

KGEK, Sterling, Col. — Granted temp. auth. spec. hours (12-27).

WCAU, Philadelphia — Granted temp. auth. use aux. trans. as main (12-27).

WKAR, E. Lansing, Mich. — Granted temp. auth. spec. hours (12-31).

WNAD, Norman, Okla.—Granted temp. auth. spec. hours (12-27).

WSOC, Charlotte, N. C.—Granted temp. auth. operate without freq. monitor (12-20).

WREC, Memphis—Granted temp. auth. temp. transmitter 1 kw D & N directional (12-20).

WMFO, Decatur, Ala.—Granted temp. auth. operate without freq. monitor (12-27).

Mutual Brdcstg. System—Granted modif. auth. exchange programs with CKLW.

APPLICATIONS DISMISSED — NEW, Broadcasters of Penna. Inc., Erie, Pa., dismissed request applicant; NEW, Springfield Newspapers Inc., Springfield, Mo., same; WPTF, Raleigh, N. C., same; NEW, John E. Fetzer, Kalamazoo, Mich., same.

APPLICATIONS DENIED—NEW, Hubert H. Hall, Erie, Pa., denied as in default; NEW, A. O. Jenkins, Jacksonville, Fla., same.

Examiners' Reports . . .

NEW, Leon S. Packard, Lewis Stebbins, Alden C. Packard, d/b Valley Brdcstg. Co., Pomona, Cal.—Examiner Hyde recommended (I-174) that applic. CP 1160 kc 250 w D be denied.

NEW, Golden Empire Brdcstg. Co., Redding, Cal.—Examiner Dalberg recommended (I-175) that applic. CP 1200 kc 100 w unltd. be granted.

KEPY, Spokane—Examiner Hill recommended (I-176) that applic. CP change from 1 kw to 1 kw 5 kw LS be granted.

NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis. — Examiner Bramhall recommended (I-177) that applic. CP 1310 kc 100 w 250 w LS unltd. be denied.

New, E. L. Clifford, Pottsville, Pa.—Examiner Dalberg recommended (I-178) that applic. CP 580 kc 250 w D be denied.

Applications . . .

JANUARY 2

WHDH, Boston—CP change equip.

WNRI, Newport, R. I.—Modif. CP new station to extend completion.

WDAS, Philadelphia—CP aux. trans.

NEW, Miami Valley Brdcstg. Corp., Dayton—CP gen exp. 100 w.

NEW, WKY Radiophone Co., Oklahoma City—CP exp. relay 5 kw.

WTJS, Jackson, Tenn.—CP new equip. etc. amended to 920 kc.

NEW, State Capitol Brdcstg. Assn., R. B. Anderson, pres., Austin, Tex.—CP 1120 kc 500 w 1 kw D spec. directional.

WSGN, Birmingham — Vol. assign. license to Birmingham News Co.

KWKH, Shreveport, La. — Extension spec. auth. 1100 kc unltd. directional N.

WBOW, Terre Haute — License for CP change equip., increase power.

WEDC, Chicago—Modif. license re hours.

W9XAF, Milwaukee—Renewal license.

W1OXFZ, Don Lee Brdcstg. System—License for CP gen. exp. portable.

KVOS, Bellingham, Wash. — Consent transfer control to Rogan Jones.

APPLICATION RETURNED — KIUN, Pecos, Tex., modif. license from 1420 to 1310 kc.

JANUARY 4

WMFF, Plattsburg, N. Y.—Modif. license from D to 7:30 p. m. 100 w N.

WBNY, Buffalo—Modif. CP trans. site to 154 E. Eagle St.

WFVW, Brooklyn—Transfer control to Brooklyn Council, Kings County Dept. of N. Y. Veterans of Foreign Wars, 51 shares common stock.

WBAL, Baltimore—Extension exp. auth. change from S-WTIC to daily Simul. 1060 kc with KTHS to LS Hot Springs, Ark., from LS to 9 p. m., synchronize with WJZ 760 kc 2½ kw to 8-1-36.

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc D to LS New Orleans.

WJAR, Providence — Extension spec. auth. use added 250 w N.

WTIC, Hartford—Extension exp. auth change from 1060 to 1040 kc, time from S-WBAL to simul. KRLD.

WKRC, Cincinnati—Extension exp. auth 1 kw.

KRLD, Dallas—Extension exp. auth simul. WTIC.

KTHS, Hot Springs, Ark.—Extension exp. auth. change from 1040 to 1060 kc time from S-KRLD to simul. WBAL t LS, suspend until 8 p. m. and unltd. fro then to midnight.

APPLICATION RETURNED — KILU Little Rock, Ark., modif. license to a 2060, 2790 kc.

JANUARY 7

WFBR, Baltimore—Modif. CP chan equip. increase aux. power, to increas max. rated carrier power from 500 to 1 kw.

WMFD, Frederick, Md.—License for Cl new station.

WTEL, Philadelphia—CP change equip frea., power, time, amended re transmitte site to Bustleton Ave., Castor Highlands Pa.

NEW, Harold F. Gross, Edmund C Shields, Saginaw, Mich.—CP 1210 kc 10 w N 250 w D unltd., facilities of WJI if latter's applic. 1010 kc is granted.

NEW, Ben S. McGlashan, San Diego— CP 1210 kc 100 w D.

JANUARY 10

NEW, Power City Brdcstg. Corp., Ni agara Falls.—CP 630 kc 250 w D.

NEW, NBC, New York—CP exp. 177 mg. 15 w.

W2XK, New York—CP increase from 2. to 15 kw.

W2XF, New York—CP increase from to 12 kw, change visual transmitter.

NEW, Radio Air Service Corp. — Cl gen. exp. 10 w.

NEW, Saginaw Brdcstg. Co., Saginaw Mich.—CP 1200 kc 100 w 250 w D spec amended to omit prev. amendment.

NEW, Harry C. Lowe & Clara A. Lowe DuBois, Pa.—CP 850 kc 250 w D, amend ed to 1210 kc 100 w, move trans. locally.

WPFB, Hattiesburg, Miss.—License C change equip., hours, move trans.

NEW, Metropolis Co., Jacksonville, Fla —CP 1200 kc 100 w unltd., amended t 1310 kc.

KIUN, Pecos, Tex.—Modif. license fron 1420 to 1310 kc.

NEW, Charles E. Wilkinson, Maso City, Ia.—CP 1370 kc 100 w unltd., amend ed re trans. site.

KHQ, Spokane—CP increase from 1 kw 2 kw D to 5 kw, move trans. locally amended re equip.

NEW, Christina M. Jacobson, d/b Val ley Electric Co., San Luis Obispo, Cal.— CP 1090 kc 250 w D, amended to 1200 kc

NEW, Howard G. DeLong & Maurice E. Kennedy, Los Angeles—CP gen. exp 100 w.

APPLICATION RETURNED — KNOW Austin, Tex., spec. exp. 1330 kc 250 w change equip.

Hormel Soup on CBS

GEO. A. HORMEL & Co., Austin Minn. (Hormel soups and chile con carne) will inaugurate a new se ries on a special Midwest CBS net work Jan. 20, Mondays, 8-8:30 p. m (CST). The program, yet unselected, will originate from WCCO, Min neapolis, and is contracted for a initial period of 13 weeks. Stations comprising this special network besides WCCO, are: WBBM, Chi cago; KRNT, Des Moines; WOC Davenport; KSCJ, Sioux City KFAB, Lincoln; and KMBC, Kans as City. Batten, Barton, Durstine & Osborn Inc., Minneapolis, is han dling the account.

JOHN H. MacDONALD, formerly of Trade-Ways Inc., New York marketing and management coun sel, has joined NBC to supervise installation and operation of a cos record system. He will report di rectly to David Rosenbloom, NBC vice president and treasurer.

FCC Inquiry on "Fixing" Charge Ordered; Investigation by Congress Is Threatened

A FACT-FINDING investigation of allegations of "fixing" of broadcasting cases is being conducted by a committee of five members of the FCC, it was disclosed Jan. 10. The decision to investigate, reached at a meeting of the full FCC on the preceding day, grew out of a reported "drunken" conversation said to have taken place in a Washington hotel in November in connection with the competitive applications for broadcasting stations facilities in upper New York State.

At the behest of Chairman Anning S. Prall, the incident had been investigated by the Bureau of Investigation, Department of Justice.

Numerous press reports stated that the Bureau's agent had reported that the whole incident grew out of a "drinking party", and that the conversation was, in his opinion, wholly irresponsible.

In spite of this, however, the FCC majority decided at its meeting Jan. 9 to conduct the fact-finding inquiry. Chairman Prall and Judge E. O. Sykes, Broadcast Division chairman, were excluded from the committee at their own request. Dr. Irvin Stewart, vice chairman of the FCC, was named chairman of the investigating committee. Other members are Paul A. Walker, Thad H. Brown, Norman S. Case and George H. Payne.

Urges Congress Inquiry

AN IMMEDIATE repercussion to the FCC action was a blast from Capitol Hill threatening an investigation of charges of "playing politics" by the communications agency. It was in the nature of a revival of the "Mexican incident" of last year when a delegation of Congressmen, lead by Rep. Connery (D.) of Mass., protested against an NBC broadcast of an allegedly lascivious poem sponsored by the Mexican Tourist Bureau.

It was Rep. Connery who burst forth Jan. 11 by styling the FCC self-investigation as "an attempt to cleanse the Commission before Congress takes action". He said a Congressional investigation into all activities of the FCC would be requested at this session. If such an inquiry were held, it presumably would be before the House Interstate and Foreign Commerce Committee.

Feeling in Congress

IN THIS connection, it has been obvious for months that certain groups have been urging such an investigation, particularly because of protests of Catholic groups against the Mexican broadcasts. A Congressional delegation of 16 which protested to the FCC last session, about the incident, was dissatisfied with the FCC report which concluded that no punitive action should be taken. Deletion of the NBC stations which carried the broadcast had been requested on the ground that the Communications Act had been violated in that the broadcast fell in the "obscene, profane or indecent" class.

"Every bit of evidence seems to indicate that the FCC is playing the game of the big broadcasting systems to the detriment of the smaller ones, particularly the labor stations," Mr. Connery declared. "We want to investigate the Commission's method of operating. If the Commission is just playing along with the big broadcasting companies, I personally am in favor of abolishing it to permit the government to take over broadcasting facilities.

"The least I myself want is to bring about that at least 50% of all radio time be allocated to non-profit-making enterprises. The investigation will be conducted purely on a fact-finding basis."

As BROADCASTING went to press Jan. 13 it was indicated that Mr. Connery would be disposed to await the conclusion of the FCC's self-imposed investigation before taking steps for a Congressional inquiry.

What tack the Congressional investigation plan would take is problematical. It is known that a group of Congressmen, up in arms over the so-called "Mexican incident", have held meetings this session to discuss the course of procedure. Their plans had not crystallized at the time the disclosure of the FCC self-imposed investigation was made. That, however, opened an opportunity for them, it is believed, and Mr. Connery made his public announcement.

It is believed a House resolution, requesting an inquiry later will be offered. Alleged playing of politics on the FCC is talked of as the theme.

What has irked many members of Congress, in addition to the "Mexican incident", it is reported, has been the failure of FCC members to respond promptly to correspondence and to inquiries. Rep. Wigglesworth (R.) of Mass., it is understood, sent to the FCC a letter propounding a series of questions about FCC actions on broadcasting, but after several weeks had not received a reply.

While it had been reported that the Department of Justice concluded its investigation on the "fixing" charges, as late as Jan. 13 it was learned that certain persons implicated in the Willard Hotel conversation had been interrogated about it by Department agents.

The whole controversy grew out of the application of the Knox Broadcasting Co., for a new re-

(*Continued on page 52*)

FCC Annual Report

(*Continued from page 39*)

"this international broadcasting is being greatly impaired by reason of mutual interference. It is very important, therefore, that agreements be made between the various participating nations of the world for the shared use of these frequencies during periods of time when interference may be caused." A sound engineering and economic allocation of these frequencies, it concluded, requires close cooperation, mutual agreements, and treatise between the nations of the world.



Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

● WE WANT GOOD MEN

Only good men can buckle down to the hard work we expect of them . . . whether it's home-study or residence training in Practical Radio Engineering. Results have justified our bid for Radio's better men because, we're respected, and so are our many graduates who found out that Technical Training pays.

Write For FREE Catalog

● IF YOU WANT GOOD MEN

Radio executives who require the services of highly trained engineers, are invited to obtain detailed description of CREI graduates who are now available to fill your most exacting requirements.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-1
14th and PARK ROAD
WASHINGTON, D. C.

TRUE



. . . and ACCURATE Frequencies

are easily obtainable with Scientific Radio Service Crystals . . . because they are ground to an accuracy of BETTER than .01% before leaving our laboratory.

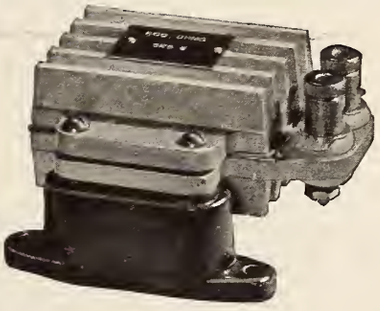
CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals---$90

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-162

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS



PRECISION
DUMMY-ANTENNA RESISTORS

The *General Radio Type 525 Resistor* is designed for use in testing the power output of radio transmitters as the resistive element of a dummy antenna.

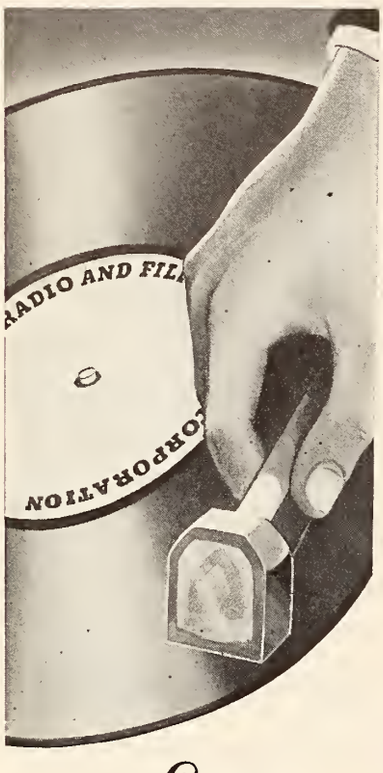
These resistors are rated to dissipate 100 watts, and are adjusted to an accuracy of 0.1 per cent.

They are available in 5 resistance sizes from 4 ohms to 600 ohms, and are uniformly priced at $8.00.

For Complete Details Write for Circular P-19-B

GENERAL RADIO COMPANY
30 State Street Cambridge, Mass.

Quick, WATSON, THE NEEDLE!



Listen

TO THE FINEST RECORDINGS that cost 40% less!

IF you will take time off—in your offices or ours—fifteen minutes will satisfy your ears and your good judgment.

To all agencies and advertisers who want perfect recording for their programs (studio and off-the-air) for filing and electrical transcription—here is the most successful and economic method.

Fifteen minutes, in your offices or ours, will satisfy your ears and your good judgment. You will hear our regular 16 inch—15 minute recordings, and the *special 16 inch —uninterrupted 30 minute recordings.*

40% lower costs mean large savings not only in overhead but in production, mailing, shipping and storing.

A letter or telephone call will arrange for a hearing.

RADIO & FILM METHODS CORP.

Dyer Process Recording

101 PARK AVENUE, NEW YORK

CAledonia 5-7530

NATIONAL PRESS BLDG., WASH. D. C.

FCC "Fixing" Inquiry

(*Continued from page 51*)

gional station in Schenectady, N. Y., and the competitive application of WNBF, Binghamton, N. Y., for the same facilities. Although not verified officially, the report was that in a none-too-sober conversation which occurred in the Willard Hotel shortly following oral arguments before the Broadcast Division of these applications, extravagant statements were made about the ability of one or two individuals in Washington to have cases decided favorably by the Broadcast Division. There was mention of $25,000 in this connection, but whether this was in connection with a "pay-off" or with attorneys fees or handling charges constitutes the question as to its propriety.

This conversation, it is reported, was overheard by Mortimer Prall, son of Chairman Prall, who happened by accident to be occupying the adjoining room. He is understood to have reported it to his father. An "unnamed" commissioner implicated in the conversation, it appears, is responsible for the decision to prosecute a full investigation.

Dr. Stewart, as chairman of the investigating committee, made the following statement:

"Upon motion of Commissioner Sykes, the Commission, acting as a committee of the whole, with the exception of Commissioners Sykes and Prall, who were excused, is investigating the facts as to the talk which was reported to have taken place in the Willard Hotel.

"The investigation will be factual in character, designed completely to cover the story told to us as to what was overheard in the Willard Hotel."

While no further announcement was made, it is believed that the Committee will call before it, behind closed doors, all those individuals in any way implicated in the incident, the story told by Chairman Prall's son, and the report made by the Department of Justice agent.

The FCC, following its meeting Jan. 9, had decided not to make public its action. The following day, however, it was confronted with many of the details by a reporter who said he had received his information from an "unimpeachable source". The result was that it was decided to release the fact that a committee had been appointed.

Presumably, the committee will decide for itself what will be done following the investigation. Nothing was said on this point officially.

There are possible political ramifications involved in the investigation. Charges of political fixing have been made in the past against the old Radio Commission, and have been inferred against its successor. The fact that this is a campaign year also adds zest to the investigation.

Despite known differences between individual FCC members on policy matters, it was emphasized that there is "no malice" associated with the current investigation, but that on the contrary, it is an impartial effort to clear up innuendos cast against one of its members.

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents



● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "*Famed for Performance*" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

Public Operation of KOB By State of New Mexico Urged in Advisory Report

A RECOMMENDATION that the State of New Mexico acquire KOB Albuquerque, and operate it on a non-commercial basis for the purpose of promoting the State, is made in a report made public Jan. 4 at the State capitol in Santa Fe. The report is the work of H. A. Engel, executive secretary of the National Association of Educational Broadcasters, who was engaged to make a study of proposed state ownership and control. The station, 10,000-watt clear channel outlet, sharing the 1180 kc. wave with KEX, Portland, is now licensed to the New Mexico College of Agriculture but operated under lease by the *Albuquerque Journal*.

A committee of six concurred in the report, which presumably goes to the governor or legislature. Mr. Engel estimates that the cost of operation per year would run $20,620 for salaries and $18,300 for operation. He recommended against commercial operation, suggesting that "ultimately, by making out-of-state people 'New Mexico conscious' the station might easily bring in revenues in the form of increased gas tax receipts and general business which would repay the expenditure many fold."

Funds for operation, he suggests, would be obtained from the general budget. At present he states, the station is not being operated profitably by the *Journal* which reported losses of more than $8,000 from Sept. 1, 1934, to March 31, 1935, which he declares indicates that "New Mexico is not a radio advertising market". He proposes a plan for operating the station under a Radio Advisory Council, comprising representatives of state institutions, departments and civic organizations, with a State Radio Board of five members.

KFBI, Abilene, Kans., cited on license renewal, because of alleged ly improper programming, on Jan 10 was granted a renewal on a regional basis. Commissioner Thad H. Brown, who heard testimony in the case, had recommended deletion.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE



ADIO MODERNE—Modernistic even down to the fountain pen set is e office of John J. Gillin Jr., genial and efficient young manager of OW, Omaha, which has just moved into its completely rebuilt quarters.

OMPLETELY rebuilt at a cost $150,000, with new modern stu-os, WOW, owned and operated the Woodman of the World Life surance Association, began oper-ion this month with its new ansmitting equipment and power epped up from 1,000 watts to 000 watts. The station has been the air since April 2, 1923. The w location of WOW is the In-rance Building, Omaha's most odern building, completely air-nditioned, and within one block the heart of the city's business strict. On a site in suburban maha, carefully selected as an eal broadcast locality, is the rtical radiator rising 454 feet in e air, weighing 29 tons and sup-rted by a porcelain insulator at e base.

There are three studios, the rgest of which is capable of ac-mmodating every broadcast need, eing large enough to hold a mphony orchestra. Even the nallest studio is large enough for ost program requirements. Other partments of the station in-ude a control room, equipped ith the newest type of facilities, announcers' studio, the artists' unge, and a large audition room.

uring mid-December a preshow-g of the studios was made for e general public. It was esti-ated nearly 40,000 persons visited e station. In a single day as any as 6,000 persons registered.

In addition to Manager John J. illin Jr., other members of the studio personnel include, William Ruess, Woodmen of the World auditor and personnel director of WOW; Harry Burke, program manager and announcer; Howard Peterson, promotion manager; William Kotera, chief engineer; Joseph L. Herold, chief control operator; Edward R. Anderson, chief transmitter operator; Thomas B. Chase, John K. Chapel, F. Russell Baker, Lester Palmer and Foster May, all announcers.

Smith Brothers Returns

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops) returned to the NBC-WEAF basic network Jan. 5, 2-2:30 p. m., with a musical program to be heard each Sunday. Muriel Dickson, soprano, the Cavalier's Quartet and Victor Arden and his orchestra comprise the talent. The program is titled *Melody Matinee* and contracted for 13 weeks. Brown & Tarcher Inc., New York, placed the account.

APPLICATIONS for new stations in Texas sought by Eugene DeBorgory in association with others, were denied Jan. 10 by the FCC. The local stations were sought in Dallas, Paris, Denton and Brownsville. Simultaneously, the Broadcast Division denied applications of the Centennial Broadcasting Co. for a new station in Dallas.

Dr. West Series on NBC

WECO PRODUCTS Co., Chicago (Dr. Wests' toothbrushes) will sponsor a weekly half-hour program on an NBC-WJZ network starting Feb. 24, Mondays, 10-10:30 p. m. George Olsen orchestra and Ethel Shutta will be the talent. J. Walter Thompson, Chicago, has the account.

New Kreuger Program

G. KRUEGER BREWING Co., Newark, on Jan. 21 starts a new *Musical Toast* series on a CBS network, Tuesdays, 7:15-7:30 p. m. Biow Co. Inc., New York, is the agency.

Edward J. Stackpole Sr.

EDWARD J. STACKPOLE, Sr., 78, publisher of the *Harrisburg* (Pa.) *Telegraph*, which owns and operates WHP and WKBO in that city, died at his home Jan. 2 following an illness of several weeks. He is survived by two sons, Edward J. Jr. and Albert H., and two daughters. The sons are expected to carry on the newspaper, radio and printing businesses in which they have been active for many years.

BETTY LEE, of Los Angeles, daughter of the late Don Lee, West Coast network owner, and Mrs. Annabelle Lee, was married at Yuma, Ariz., on New Year's eve to David Frey of San Francisco.

License Fees

(*Continued from page 24*)

their stations and sell enough stock to not only pay the cost of the station but some profit in addition to that.

We are conducting now, through the Legal Department, a sort of an investigation of that subject because there are some stations that are issuing stock at this time. Now, just how much they can issue before they get into the value of the license given them by the Government, for which they pay nothing, is a question.

I know of a case where within 6 months a corporation able to pay offered $3,000,000 for one station. Now, of course, that station has no such value but in the scheme of things it would have fitted into this other corporation's assets to that extent that it would have been, for their purpose, worth $3,000,000.

Mr. BOLTON. Has the Commission given any thought to various licensees pooling their interests and joining in a corporation, the propriety of it or not?

Mr. PRALL. You mean in the way of change?

Mr. BOLTON. I know of one or two instances where four or five stations have joined together under one corporation.

Mr. PRALL. We have gone into that and also into the matter of the ownership by one concern of many stations.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

BLILEY FREQUENCY MEASURING SERVICE

ACCURATE to 1 part in 5,000,000.

DEPENDABLE equipment in charge of trained engineers.

CONVENIENT schedules and types of notification.

Write for quotation and complete details

FREQUENCY MEASURING DIVISION,
BLILEY ELECTRIC COMPANY, ERIE, PA.

FROM EVERY ANGLE
it assures good "pick-up"



Western Electric's new
NON-DIRECTIONAL
MIKE
$70
(Including cord and jack)

Picks-up equally well from all directions . . . Dynamic . . . works into your present equipment. Order yours from Graybar Electric Company today.

Western Electric
BROADCASTING EQUIPMENT

ACTUAL SIZE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

The Other Fellow's Viewpoint . . .

Growth of Spot

To the Editor of BROADCASTING:

1935 has witnessed the greatest growth of spot broadcasting since its inception. This expansion has been in four directions.

First, in volume. Major radio stations throughout the country have reported 1935 as their top year in spot broadcasting.

Second, in number of advertisers. A larger number of advertisers have used spot broadcasting during 1935 than ever before in the history of radio. Notable in this increased group are a number of the largest advertisers in the country. Also, smaller advertisers and agencies, who have taken little interest in radio in the past have found spot broadcasting to be the proper method of utilizing this great medium.

Third, advertisers and agencies have employed, more than ever before, the multiple usages which only spot broadcasting offers.

And fourth, there has been a notable increase in the number of five day a week and three day a week 15-minute transcription and live talent programs.

1936 holds forth great promise for this great medium. Some of the country's largest advertisers who, in 1935 have tested spot broadcasting and tasted the fruits of its successful application, will become large and regular 1936 users of spot broadcasting. More widespread standardization of spot broadcasting practices, increased station attention to locally produced programs, and sounder station cooperation to spot broadcasting campaigns, offer to advertisers and agencies wider possibilities than ever before for the resultful regular use of spot broadcasting.

EDWARD PETRY
Jan. 3, 1936 New York City

ON THE new John H. Woodbury Co.-Paul Whiteman program, Sundays, on an NBC-WJZ network the sponsor is offering radio listeners a sample cake of Woodbury soap, two jars of germ-free cream, and a sample of face powder. The kit will be sent to listeners who send 10 cents to cover postage and mailing charges.

Earliest Broadcast!

To the Editor of BROADCASTING:

The Iowa Network stands ready to contest the claim of KMOX, St. Louis and WLS, Chicago, upon producing the earliest studio audience broadcast. Please refer to the box entitled "Biggest A. M. Audience", page 26 in the Jan. 26 issue of BROADCASTING.

Tall Corn Time broadcast over network hookup over KRNT, Des Moines, and WMT, Cedar Rapids-Waterloo, goes on the air at 5 o'clock every morning. This two-hour show produced in the KRNT studios in Des Moines, regularly entertains visitors. By actual count we have had as many as 26 persons waiting in the studio at 5 a. m. when the broadcast starts. We cordially invite WLS and KMOX to better that record.

A. H. BURTIS,
Iowa Broadcasting System,
Jan. 7, 1936 Des Moines, Ia.

Boston Survey

(*Continued from page 9*)

all feature broadcasts, are considerably greater than non-mechanical surveys show.

To acquaint agencies and advertisers with the nature of the mechanical method of surveying audience, Mr. Shepard has prepared a pamphlet describing the method. There is only one way to determine accurately the radio listening habits of a particular family, it is stated. "That method is to attach to the family radio set an instrument which will register each time the set is turned on and off and record precisely the station tuned in and the listening time."

Concerning the accuracy of the returns, the booklet states:

"The precision of the results can be expressed mathematically. The figure as to the number of sets 'on' at various hours of the day or on different days of the week is highly precise. The measurement of the average time spent listening to the various stations should also be expected to be highly accurate. The measurements of audiences for individual programs will be accurate in proportion to the percentage of families listening to each program. Thus where a program gets 30% to 40% of all families tune it in, the possible error in measurement is very small relative to the total audience. Where a program gets only 1% or 2% of sets tuned in, the possible error may be quite large in terms of audience.

The distribution of sets was kept in proportion to the number of radio homes figured to be in each economic category. For example, 5% were in class "A" homes of substantial wealth, above average in cultural, that have at least one servant; 20% in Class "B" homes or those in the comfortable, middle class category, personally directed by intelligent women; 45% in Class "C" homes, or those in the industrial or skilled mechanical, or petty tradespeople category, and 30% in Class "D", embracing unskilled laborers or in foreign districts.

The Boston undertaking is being watched closely by all groups interested in broadcasting because of its potentialities as a survey medium that might be universally adopted. It is being considered also in conjunction with the joint work of the American Association of Advertising Agencies, Association of National Advertisers, and NAB for the creation of a radio audit bureau to authenticate station coverage and audience reaction data.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Station WLBC, Muncie, Indiana, wit construction permit for 250 Watts, desire an additional salesman. Must furnish photograph, record of achievements, and personal history. Our station employees kno about this advertisement. Address W. I Craig, Commercial Director.

Situations Wanted

Engineer; announcer; three and ha years experience. High and technical schoo graduate. Radiotelephone First Licens Other departmental experience. Oppor tunity for advancement desired. Twenty two; single. References. Box 434, BROAD CASTING.

Station Manager: Looking for this man Client contact and merchandising exper ence, two "first ten" agencies; credibl selling and sales promotion record; cre dentials; New York contacts. Please writ Box 435, BROADCASTING.

Network experience, commercial, pro duction, program, and announcing are m qualifications—now employed network bu seeking eastern connection. Exceller references. Box 419, BROADCASTING.

Wanted Representative

Station WLBC, Muncie, Indiana, desire National Representative that can reall produce.

Wanted to Buy Equipment

100 Watt Transmitter with speech inpu equipment. Price must be right. J. E Payne, 1739 Barr Avenue, Crafton, Pitts burgh, Pa.

For Sale—Equipment

One RCA 21-A field strength set. Newl overhauled and calibrated by the factor; Box 420, BROADCASTING.

One Western Electric 1KW Transmitte complete with spare tubes and parts, in cluding thermostatic Crystal Control pan and generators. Box 405, BROADCASTIN

The only 50,000 watt station in an area of 700,000 square miles, KOA's local broadcast advertisers sing its praises thusly:



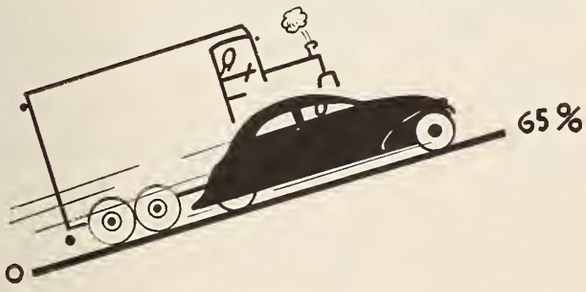
"The radio station that has the undivided attention of its listening territory."

...The W. H. Kistler Stationery Company



"This year, 1935, using KOA once or twice weekly, 11,951 new cars and trucks were sold—an increase of nearly 65% in sales."

...McCarty-Sherman, *Ford Dealers*



"If our present plans materialize, the Melody Master and the Tone of The Baldwin will be heard through KOA for many years to come."

...The Baldwin Piano Company



KOA

KOA's potential circulation is 257,700 radio families according to the New NBC Method of Audience Measurement, *by aireas.*

50,000 WATTS • DENVER

KOA is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WBZ-WBZA,** Boston and Springfield • **WGY,** Schenectady • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KGO, KPO,** San Francisco

NBC Thesaurus Recorded Programs available at all these stations



This unit is also used in the following foreign countries:

SPAIN	NORWAY
CHILE	JAPAN
MEXICO	FRANCE
ENGLAND	COLOMBIA
RUSSIA	HOLLAND
ICELAND	PANAMA
VENEZUELA	ARGENTINA

Most popular program amplifier in the broadcast field

over 400 *in use* throughout the country

The tremendous popularity of this RCA Victor Program Amplifier, type 40-C, is in itself ample evidence of its supreme capabilities. Used at the studio or the transmitter, it amplifies the signal without objectionable distortion. Proper design and shielding account for the low noise level. Hum is inaudible. Frequency characteristic is flat from 30 to 10,000 cycles. Is entirely self-contained, and operates from 110 volts, 60 cycle a. c. Total gain 65 db. Volume indicator built in. Write for complete details.

•

Get in touch with one of these offices: New York, 1270 Sixth Ave.; Chicago, 111 No. Canal St.; San Francisco, 170 Ninth St.; Dallas, Santa Fe Building; Atlanta, 144 Walton St., N. W.

TRANSMITTER SECTION

RCA MANUFACTURING CO., INC. CAMDEN, N. J.

A SUBSIDIARY OF THE RADIO CORPORATION OF AMERICA

BROADCASTING

combined with

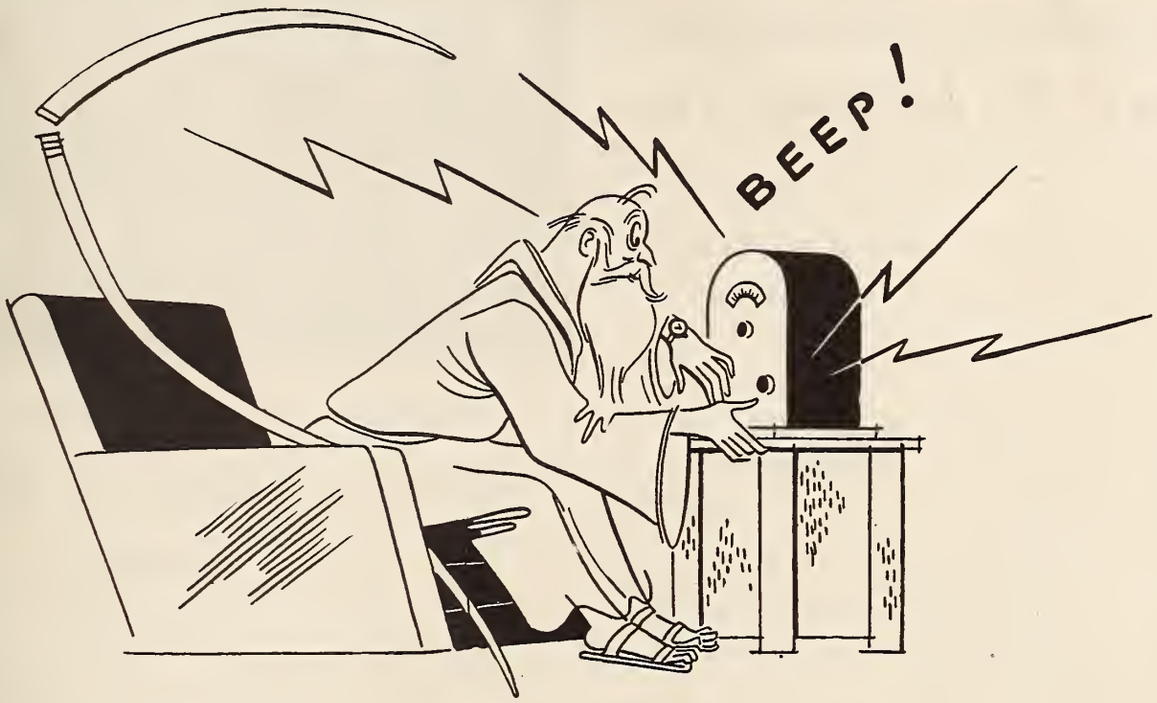
Broadcast Advertising

Published Semi-Monthly • Vol. 10 No. 3

WASHINGTON, D. C.
FEBRUARY 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy



NOT *two-timers*

We *sell* time. Everybody knows that. Not everybody knows that our time sold is 45% ahead of last year*. Sold to advertisers who agree that WOR sells the *correct* time for reaching the country's wealthiest market. **BUT** we *give* time. On the hour every hour a relentless "beep" announces to our part of the world that the Naval Observatory has consigned another sixty minutes to eternity. Our files guard scores of letters from yachtsmen, ships' officers, amateur chronometrists—not to mention overclocked housewives—thanking us for the most accurate and dependable time service on the air. Just another straw in the wind . . .

*figure given is for December 1935, as compared with December 1934

WOR

Special News Flash

TO 129 THESAURUS SUBSCRIBERS*

Thesaurus Subscribers will Receive Special Washington's Birthday Program Free

Ideal for Holiday Sustaining Feature or for Local Sponsorship

Thesaurus declares *still another* real dividend!

A complete dramatic half hour presentation of the life of George Washington will be sent to all NBC Thesaurus subscribers for use on February 22nd.

This special gift feature is ideal for local sponsorship, or for a sustaining show. Painting a character portrait of this great man, it is bound to attract and interest the attention of a large local audience.

This is simply another example of the service we render to NBC Thesaurus subscribers.

**129 Thesaurus subscribers to date . . . and still increasing!*





Famous Buccaneers Octet Added to List of Thesaurus Artists

Favorites of Stage, Screen and Radio Offer Special Arrangements for Thesaurus Audience

For the first time, NBC Thesaurus presents the world-famous Buccaneers . . . one of the finest musical organizations in radio broadcasting. Tops among singing groups, the Buccaneers add ever more prestige to the fine list of artists available to Thesaurus subscribers.

The Buccaneers were featured with Burns and Allen, Ferde Grofe and others, for many weeks. They have headlined theatre programs and have starred at famous New York night clubs. All in all, they have the reputation and the ability as entertainers which we are proud to offer our Thesaurus subscribers.

The Buccaneers make an effective program alone or they can greatly add to a variety show built from a group of other Thesaurus artists. They are certain to win local popularity, and help to increase the prestige of your station.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO

At last, a scientifically accurate survey!

METERED AUDIENCES

Here are the results of the first precision survey ever made by mechanically recording the stations dialed and the listening time for each program. The percentages given below are for the first five weeks of a ten-week survey of Boston stations which started Sunday, November 7, 1935. Results of the complete survey will be published later.

Boston Station Popularity Percentages Broken Down into Hour Periods

	WNAC	WAAB	1st N. B. C. OUTLET	2nd N. B. C. OUTLET	1st LOCAL STATION	2nd LOCAL STATION	3rd LOCAL STATION	4th LOCAL STATION	OUTSIDE STATIONS	TOTAL
7 — 8 A.M.	35.8%	5.8%	31.1%	17.1%	7.6%	*	2.2%	*	.4%	100%
8 — 9 A.M.	29.1%	16.8%	22.5%	15.3%	5.4%	4.9%	5.1%	.1%	.8%	100%
9 — 10 A.M.	26.1%	10.0%	24.2%	13.5%	11.4%	5.0%	9.0%	.1%	.7%	100%
10 — 11 A.M.	26.2%	13.8%	22.5%	12.8%	8.0%	6.4%	7.0%	1.1%	2.2%	100%
11 — 12 Noon	26.1%	13.1%	22.2%	12.7%	9.5%	6.0%	7.4%	1.1%	1.9%	100%
12 — 1 P. M.	26.7%	10.8%	18.3%	14.1%	14.1%	3.8%	9.1%	1.5%	1.6%	100%
1 — 2 P. M.	31.9%	14.8%	14.8%	11.2%	11.2%	6.6%	6.7%	1.5%	1.3%	100%
2 — 3 P. M.	24.2%	15.3%	15.9%	18.8%	9.8%	6.3%	6.5%	1.0%	2.2%	100%
3 — 4 P. M.	22.0%	19.6%	14.0%	22.4%	6.2%	7.0%	5.6%	1.2%	2.0%	100%
4 — 5 P. M.	27.3%	18.3%	18.2%	16.4%	9.6%	5.6%	2.4%	.7%	1.5%	100%
5 — 6 P. M.	30.2%	17.1%	15.7%	17.3%	11.2%	5.3%	*	*	3.2%	100%
6 — 7 P. M.	29.6%	17.9%	24.0%	16.1%	7.0%	3.0%	*	*	2.4%	100%
7 — 8 P. M.	32.6%	10.5%	30.5%	19.9%	*	2.1%	*	*	4.4%	100%
8 — 9 P. M.	23.2%	7.0%	37.0%	26.6%	*	1.9%	*	*	4.3%	100%
9 — 10 P. M.	29.0%	8.0%	24.5%	33.0%	*	1.7%	*	*	3.8%	100%
10 — 11 P. M.	32.1%	15.3%	14.1%	29.6%	*	3.2%	*	*	5.7%	100%
11 — 12 P. M.	28.9%	22.6%	18.2%	19.3%	*	2.8%	*	*	8.2%	100%
12 — 1 A.M.	57.3%	*	17.5%	10.3%	*	*	*	*	14.9%	100%
ALL DAY AVERAGE	28.5%	13.2%	22.8%	20.7%	5.0%	3.8%	2.3%	.4%	3.3%	100%

*Station not on the air.

Write for our booklet "The New and Most Accurate Survey Method for Determining Listener Interest in Programs," giving complete details and cost. Every agency and advertiser should have this booklet in order to plan radio campaigns intelligently, whether they are for Greater Boston or for the nation.

THE YANKEE NETWORK, INC.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representatives



Just as in August, 1920, WWJ pioneered regular daily broadcasting, so it pioneers in the latest field of radio activity.

Atop the Penobscot tower, highest Detroit building, WWJ has erected the first ultra high frequency station in Michigan—one of the few in America.

Already fans are building sets to tune W8XWJ—the official designation for WWJ's offspring just as they did in 1920 when the parent came on the air.

These facts are of interest to advertisers because they indicate how WWJ stands in the Detroit market—America's fourth. We repeat, WWJ is Detroit's own radio station, listened to by more of the homes of the city than any other.

National Representatives: GREIG, BLAIR & SPIGHT, Inc.
New York *Chicago* *San Francisco* *Los Angeles*

WWJ 920 KC — W8XWJ 31600 KC

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



Off to a Flying Start!

THE VIRGINIA BROADCASTING SYSTEM

Signs Old Gold!

CIGARETTES

2 HOURS WEEKLY (All University of Virginia Sports)

as the first client of its 5-station hook-up

THE Virginia Broadcasting System . . . a group of five progressive stations . . . selected . . . regional . . . popular . . . reaching more than 3,000,000 population of the State of Virginia and contiguous North Carolina.

One concentrated market, blanketed by the Virginia Broadcasting System! Individually these stations lay down a popular and effective mantle of entertainment, striking directly at the center of the five densities of population which comprise Virginia.

Collectively the Virginia Broadcasting System is the most comprehensive and effective sales medium purchasable in a market of proved steady income, assured wealth, and spendability.

Affiliates:

Charlottesville	WCHV
Danville	WBTM
Lynchburg	WLVA
Newport News—Norfolk . . .	WGH
Petersburg—Richmond	WPHR

The VIRGINIA BROADCASTING SYSTEM

Headquarters — WCHV, Charlottesville, Va.

REPRESENTATIVES

AERIAL PUBLICIZING, INC.
30 Rockefeller Plaza New York City

SPANGLER & BEERY
1319 F St., N. W. Washington, D. C.



It *seems* EASY to us!

FIGURED conservatively, we estimate that Cliff Sleininger's ancestors have caused us the loss of 17,243 working hours by dubbing themselves "Sleininger" instead of "Jones".

Sleininger, it seems, is a provocative and devastating name. Telephone operators especially, and others of both high and low estate, derive a sadistic pleasure in its mutilation.

But it's all very simple. *Slei* as in "Sly", *ning* as in "ning", *ger* as in "Gertie". (The name "Free", our spies inform us, is rarely troublesome even to advertising men.)

Anyway . . . now that you know how to pronounce it, how about giving us a ring? Miss Constantinappapolis, will you get Free & *Sly*-ning-ger on the phone, please?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	**Des Moines**	**KFAB**	(CBS)	**Lincoln-Omaha**	**KSD**	(NBC)	**St. Louis**
WGR-WKBW	(CBS)	**Buffalo**	**WAVE**	(NBC)	**Louisville**	**KFWB**		**Los Angeles**
WIND-Gary	—	**WJJD-Chicago**	**WTCN**		**Minneapolis-St. Paul**	**KOIN**	(CBS)	**Portland**
WHK	(CBS)	**Cleveland**	**KOIL**	(NBC)	**Omaha**	**KOL**	(CBS)	**Seattle**
KMBC	(CBS)	**Kansas City**				**KVI**	(CBS)	**Tacoma**

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 3 WASHINGTON, D. C., FEBRUARY 1, 1936 $3.00 A YEAR — 15c A COPY

Transcription Rule Liberalized By FCC

Spot Business Given Impetus as Multiple Announcements Are No Longer Required; Records Placed on Same Basis



Mr. Deutsch

SPOT broadcasting, for many months restrained by rigid Federal regulation governing announcements of transcriptions, received renewed impetus Jan. 28 when the FCC Broadcast Division adopted a new announcement rule liberalizing in many respects the provision in force for four years.

Granting in part the petition of the World Broadcasting System Inc., which had battled since October, 1934, for the revised regulation, the FCC adopted a rule (No. 176) which eliminates multiple announcements in 15-minute transcribed programs. The new regulation becomes effective immediately.

Announcements of phonograph records, heretofore required immediately preceding each rendition, also are placed in the same category with transcriptions in that the announcement is required only at 15-minute intervals. The new rule, however, specifies that there must be clear differentiation between electrical transcriptions and phonograph records. The identifying words, states the new rule, "shall accurately describe the type of mechanical reproduction used."

Transcription producers have contended that narrow interpretations of the former transcription rule placed a severe burden upon the transcribed program for commercial usage. With all ambiguous provisions cleared and with a definite rule prescribing announcements only at 15-minute intervals, it is expected that numerous accounts which have shyed clear of transcriptions now will utilize spot broadcasting.

Aid to Libraries

GREATEST difficulty has been experienced since the introduction of so-called transcription libraries, inaugurated by WBS two years ago. Under interpretations of the former rule by the FCC lawyers, each individual selection, if on separate discs, required a separate announcement, resulting in "breaking in" on programs at intervals of two or three minutes. The new rule published on this page eliminates that requirement in clear-cut language.

In brief, the new regulation specifies that a mechanical reproduction, or a series of them, of longer duration than 15 minutes, shall be identified appropriately at the beginning of the program, at each 15-minute interval, and at the conclusion. Excluded from this requirement, however are mechanical reproductions consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than 15-minutes.

A transcription running longer than five minutes and not in excess of 15 minutes must be identified at the beginning and end of the program. The former regulation required an announcement only at the beginning.

A single mechanical reproduction running not longer than five minutes must be identified only at the beginning. In cases where transcriptions are used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

The latter provision also represents a liberalization of the old rule. Of particular significance is the proviso that no announcement of the transcription is required in cases where the transcribed program serves to identify the sponsorship of the program proper. That is designed to cover local-dealer or distributor tie-ins at station breaks, such as are frequently used by automobile manufacturers.

Rejected Dropping Whole

IN CONSIDERING the amended regulation, the Broadcast Division went deeply into the advisability of dropping altogether the requirement of the transcription announcement for one-minute programs. It was finally decided, however, that they would have to be announced as such prior to the rendition.

That phase of the new rule which waives the announcement at 15-minute intervals in cases of programs consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than a quarter-hour, creates an anomolous situation. This provision conflicts with the station identification rule (175) now in force, which specifies that call letter announcements be made at half-hour intervals, except where they would interrupt a "single consecutive speech".

In this connection, it is understood that the Broadcast Division intends to revise the call letter requirement so that the language covering waiving of announcements will be identical with that in the new transcription rule, and include plays, symphonies, operatic productions, and concerts, along with speeches, thus making them consistent.

The WBS petition was filed by Percy L. Deutsch, WBS president, through Attorneys Paul M. Segal and George S. Smith, on Oct. 17, 1934, after numerous stations using the WBS library service had been cited by FCC inspectors for alleged infringement of the announcement requirements.

The petition sought simply to have the old rule clarified to cover announcements of library service transcriptions made exclusively for broadcast purposes. The American Federation of Musicians filed a memorandum in opposition to the request, citing the issue of "canned music" versus "live talent" and made contentions of unemployment among musicians.

A hearing on the petition was held June 20, 1935, before the FCC Broadcast Division with more than a score of parties represented. The WBS contention was supported by the NAB and by Standard Radio Inc., Los Angeles, which also has a transcription library service, and by numerous independent stations. Opposition came from the Musicians Federation and others, with the networks opposing elimination of the announcement altogether. Local broadcasting stations asked for 15-minute interval announcements covering phonograph records if the transcription library provisions were liberalized.

FCC inspectors have found extreme difficulty in enforcing the mechanical reproduction rule in the past, notably with respect to phonograph records. It has been said that there have been more violations of this rule than perhaps any other on the books. This has been attributed primarily to the ambiguous provisions of the order, which the new rule is believed to clarify in its entirety.

Grounds for Decision

COINCIDENT with its action, the Broadcast Division made available a statement covering its grounds for the new order. This went into the history of the mechanical reproduction announcement situation in detail, with particular reference to the WBS petition. It concluded with the announcement that the WBS petition is granted "insofar

(*Continued on page 58*)

New Mechanical Reproduction Rule

176. EACH broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than 15 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 15 minute interval, and at the conclusion of the program; provided however, that the identifying announcement at each 15-minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 15 minutes;

2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of 15 minutes, shall be identified by an appropriate announcement at the beginning and end of the program:

3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;

4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e. where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Widespread Support for Radio In Political Broadcast Fracas

Controversy Flares Anew as GOP Dramatic Series Is Rejected by Networks But Accepted by WGN

"STATION GOP", as one metropolitan newspaper styled it, sounded off in loud and sometimes bitter fashion during the last month, but public sentiment and editorial comment, except where intense partisanship entered, seemed overwhelmingly to favor radio's side in the twofold controversy aroused over the refusal of the major networks to carry political programs on a sponsorship basis before the Republican and Democratic national nominating conventions next summer.

Chairman Fletcher of the Republican National Committee had no sooner emerged from his tussle with the chains over their policy of differentiating between President Roosevelt as President and Mr. Roosevelt as a potential candidate for reelection, than his radio division chief, Thomas G. Sabin, formerly of WBZ-WBZA, Boston-Springfield, hauled out the manuscripts of Henry Fisk Carlton's dramatic sketches *Liberty at the Crossroads* and sought to buy commercial time over both NBC and CBS. Both networks auditioned the sketches, and then declined to carry them in furtherance of their policy of alloting as much time as possible to party spokesmen on a sustaining basis but not carrying partisan programs on a commercial basis until after the conventions.

Position of Networks

PRESIDENT LOHR of NBC informed Fletcher that "to accept such dramatic programs as you have offered would place the discussion of vital political and national issues on the basis of dramatic license rather than upon a basis of responsibly stated fact or opinion." President Paley of CBS asserted that "appeals to the electorate should be intellectual and not based on emotion, passion or prejudice."

Thereupon the storm broke anew, with the pros and cons of the situation commanding hundreds of columns of news carried to all parts of the country on press association wires and with local stories and editorial comment running into millions of words—all again giving radio the recognition it deserves as No. 1 political campaigning medium. Some of the stories took a satirical vein, especially after the first two sketches had been heard over WGN, *Chicago Tribune* station, which accepted them on a commercial basis under local Republican sponsorship.

The *New York Times* and the Scripps-Howard newspapers, among others, reprinted excerpts of the initial skit of the series, which Mr. Sabin said was being placed on WGN as a test of the listener-interest they could command preliminary to possible placement on transcriptions on other independent stations later. Heywood Broun commented: "I hope *Liberty at the Crossroads* goes on the air again and next time over a network. All Democrats, Progressives and Radicals should join me in that wish, because it turns out that Mr. Fletcher's first campaign show is a sort of Republican 'Shoot the Works' and that is putting it mildly. The Democrats, who have been having a tough time lately, can afford to laugh at last. Their attitude toward their adversaries ought to be, 'Just give them enough radio—' ".

WGN, which formerly had a policy of placing all politics on a sustaining basis, carried the first sketch from a transcription, the second via land line from New York. The first took a young couple to a marriage license bureau where they were deterred from carrying out their plans when the clerk painted a startling picture of the high cost of living under the tax and other burdens of the present day. The remaining skits involve country storekeepers "spending their way to prosperity," Mr. and Mrs. Average Citizen and Andy the Butcher, who satirizes the AAA, among other angles.

The fact that WGN accepted the test series does not necessarily bind Mutual Broadcasting System, it was indicated. Although WOR on Feb. 2 will begin to carry a sponsored series of Sunday Republican talks, A. J. McCosker, WOR president and chairman of MBS, asserted that *Liberty at the Crossroads* has not been definitely offered but that "WOR will not broadcast them if they are political dramatizations." Mr. McCosker set at rest press reports that the Republicans would "go to the country" via MBS by making this statement. "The acceptance by us of National Republican Council commercials does not obligate the MBS," he added.

What the policies of individual stations will be in the pre-convention campaign remained to be seen if and when the *Liberty* sketches are offered on a spot commercial basis. John Shepard, president of Yankee Network, as-

(*Continued on page 16*)



Fitzpatrick in St. Louis Post-Dispatch
First Skirmish

ELWOOD DIRECTING GOP RADIO IN EAST



Mr. Elwood

THE RADIO division of the Republican National Committee headed by Thomas Sabin, has announced the appointment of John Elwood, former NBC vice president and a nephew of Owen D. Young, as Eastern program manager. Keith McLeod has also been added to the New York staff and he will be in charge of radio production. Mr. McLeod was recently with Alsop Radio Recordings Inc. and before that in charge of programs for WFIL. Mr. Sabin stated that in the near future he would appoint the manager of the Western division in Chicago.

The radio division, declared Mr. Sabin, will continue to broadcast *Liberty at the Crossroads* as a live program over WGN for the next few weeks. The radio division is studying the response being received from its five-week test series. The first program brought in 2,000 comments from 30 states. Ninety per cent of this mail endorsed the program, Mr. Sabin said.

As a result of the networks refusal to carry any sponsored political programs prior to the National Conventions, Mr. Sabin said: "We have received a large number of offers from radio stations to take our programs, and they stated that they set their own policies and no one had the authority to speak for them." Stations and their representatives offered their facilities to the Republican Committee, Texas Quality Group being one of the regional networks making such an offer, he said. Whether the division had any plans to use any of these offers or to build up an independent network to carry its programs, Mr. Sabin declined to say, but it was indicated the Republicans plan to buy time for their pre-convention campaign.

NOW operated by the local First Congregational Church, KRE, Berkeley, Cal., has applied to the FCC for an assignment of license to Central California Broadcasters Inc., which would operate the station commercially.



Gregg in Denver Post
Getting the Gong



Quinn in Milwaukee Journal
Another Act Gets the Gong



Cassel in Brooklyn Eagle
Liberty at the Crossroads



Talburt in Indianapolis Times
This Isn't an Amateur Hour

NAB Board Called in Copyright Tangle

Intringement Suits Are Filed by Warner Bros. Against Networks and Stations; Networks and NAB Still Apart

By SOL TAISHOFF

APPARENTLY as far away as ever from a solution of the tumultuous copyright problem, a special meeting of the NAB board of directors has been called Feb. 3 at The Palmer House, Chicago. The call, issued Jan. 24 by James W. Baldwin, NAB managing director, came after more than a dozen infringement suits against the major networks and independent stations in New York and Philadelphia, had been filed by the Warner Bros. publishing houses, each seeking maximum damages of $5,000 for each alleged infringement.

In announcing the board meeting —the third since the copyright crisis developed last fall — Mr. Baldwin said he would submit a detailed report on developments since the last emergency meeting in New York in December. He then will seek "instructions" on future procedure, since he is of the opinion that developments warrant a new appraisal by the NAB's board of 19 members.

Diversity of Viewpoints

THE MEETING is certain to be hot for there has developed a sharp cleavage in the viewpoints of the nationwide networks and of Mr. Baldwin, acting for the NAB, on copyright procedure. Since the year ended the networks have not performed the Warner houses' music, using the remaining ASCAP repertory as well as several small independent catalogs. On the other hand some 240 stations individually have signed Warner contracts for a temporary three-month period which ends March 31.

Among independently-owned stations there has developed a deep resentment over the arbitrary action of ASCAP, taken without advance notice on Jan. 10 and 11, notifying them of the termination of the temporary extensions previously given all stations on a blanket basis and demanding five-year extensions as of Jan. 15. For ASCAP's Warner-less repertory stations were forced to pay the same amounts in royalties and sustaining fees that they had paid the preceding year when the Warner music was included in the ASCAP pool.

Any move for a special membership meeting of the NAB, which would be in the nature of an extraordinary convention of broadcasters, probably will be delayed until determination by the Chicago board meeting. Mr. Baldwin had asserted that the plan for a special meeting of all NAB members, unprecedented in radio annals, is under contemplation. There has been considerable sentiment supporting it. It could be called only by a vote of the board or upon petition of one-third of the NAB membership, which would mean the signatures of some 130 member stations.

In support of a general membership meeting, Ed Craney, manager of KGIR, Butte, Mont., a leader among the "independent" broadcasters, wrote all NAB members suggesting that such a meeting be called by vote of one-third of the NAB membership. Advocating enactment of a law which would end the copyright controversy once and for all time, he declared "this is an emergency—if broadcasting in the United States is to be carried on by representative citizens from every one of these states, it is time Congress acted."

Mr. Craney praised the work of Managing Director Baldwin declaring that "indications are that independent stations will not be sold down the river". He added that it was necessary for stations to "dig in and do the job we should have done long age."

ASCAP Signs 558

ASCAP, according to E. C. Mills, general manager, on Jan. 28 had five-year license renewals from 558 stations. He declared that there were "no substantial stations" which had not renewed or which had not signified their intentions of so doing, pending clearing up of certain technicalities.

Of great importance was Mr. Mills' asertion that no additional "newspaper" contracts would be issued. Those in force prior to the Warner withdrawal, he asserted, are being renewed but no others will be written. The newspaper contract differs from the regular 5% of gross, plus sustaining fee, in that stations pay only on programs using music, with the guarantee that the revenue will be four times their original sustaining fee mutually agreed upon.

Meanwhile, reports were widespread that there would be a sweeping reorganization of ASCAP and that Mr. Mills probably would relinquish his post. To this Mr. Mills said: "So far as I know there is no prospect whatever of my leaving ASCAP." Election of ASCAP directors, Mr. Mills declared, has been deferred from January to April.

ASCAP Torn With Strife

IT IS QUITE apparent that turmoil exists in ASCAP ranks. Its publisher members obviously are watching closely the activities of the Warner houses. Should they derive from their independent operations revenues substantially in excess of the $342,000 they received through ASCAP, as well as a like amount for their composers, then rather drastic things may be expected.

Mr. Mills from Nov. 1929, until March, 1932, was the president of Radio Music Inc., a music subsidiary created by NBC, but which subsequently was dissolved after having failed to accomplish its purpose. Prior to that time Mr. Mills was ASCAP general manager and he returned to that post afterward.

Despite the ASCAP extensions and of the Warner independent status, there is still the view that the next six months will see far-reaching changes in the entire music copyright picture. Should there be a reorganization or dissolution of ASCAP as such, it is more than likely that Mr. Mills, as the key figure in the radio music situation, will become prominently identified with an independent music pool if one is created either by radio interests or by certain of the music groups.

The long-anticipated litigation over the ASCAP-Warner split developed on Jan. 17, but not with the fury that had been indicated. The pending infringement suits by the Warner houses, localized in the New York-Philadelphia, are still regarded merely as the opening gun. In them, however, the networks see the opportunity of clarifying the most significant of the legal issues that has developed. It goes into the contention of ASCAP that, in spite of the Warner withdrawal, the Society still has the right to license for public performance a substantial portion of the Warner catalogs by its contractual relationship with composers publishing through Warner houses.

There are rumblings of all sorts of suits for legal redress. For example, it is reported that Warner already has drafted suits against the networks which will allege restraint of trade on the ground that the networks have urged their advertisers and advertising agencies to avoid the use of Warner music. Legal authorities were reticent about commenting on this, although they admitted that such a test case might be countenanced by the Federal courts.

Meanwhile the networks and some 300 independent stations were operating without Warner music and, aside from the suits alleging infringement of Warner numbers, claimed they felt no deterioration in their musical offerings. Warner music, it was pointed out, had a peak value to them on Dec. 31, when the split developed. Since then, however, it is asserted the burden has become less and less severe, and possibly in a short time will become a relatively unimportant matter.

Method of Payment

THE MAJOR difference between the nationwide networks and Mr. Baldwin's group of NAB independents has been that of method of paying for copyrighted music. At present, it is argued, both the networks and the independents have lost, since the former are doing without Warner music yet are paying the same price as heretofore while the independents are paying ASCAP the same as before and are forced to pay Warner the equivalent of four times their highest quarter-hour rate (in most instances) for the 25 to 40% of the former ASCAP catalog for which they claim exclusive licensing rights.

In 1935 the ASCAP income from radio was approximately $3,000,000. As things exist at present their income will be about the same while Warner will collect an unestimated amount over and above that sum from independents. Warner's stand, as expressed repeatedly by Herman Starr, vice president of the motion picture firm, has been that the networks must pay their proportionate share

(*Continued on page 56*)

Warner Bros. Contracts On a Three-Month Basis Signed by 213 Stations

FOLLOWING is a list of 213 stations which, up to Jan. 27, had Warner Bros. contracts for the right to perform their music for the three-month period ending March 31. In the case of full-time stations the contracts call for payment of four times the highest quarter-hour rate per month. Part-time, limited-time and daytime stations are being given proportionally lower rates, while small stations doing business below a specified minimum, pay only twice their highest quarter-hour rate. All told, it is reported that 240 stations have actually signified their intentions of negotiating the contracts, but the following list only was made public by Warner:

KAST, KBTM, KDFN, KDLR, KDON, KDYL, KFAB, KFAC, KFBB, KFDM, KFJB, KFJI, KFJR, KFJZ, KFNF, KFOR, KFOX, KFPW, KFSD, KFVS, KFWB, KFXD, KFXM, KFXR, KGBX, KGBZ, KGCW, KGEK, KGEZ, KGFI, KGFJ, KGFK.

KGFW, KGGC, KGHL, KGNC, KHSL, KIDO, KIEM, KIEV, KIUJ, KIWL, KIWP, KJBS, WLS, KLZ, KMA, KMAC, KMBC, KMLB, KMMJ, KMPC, KNOW, KNX, KOIL, KONO, KORE, KPLC, KQW, KRE, KREG, KRGV, KRKD, KRLD, KRMD, KRNR, KSL, KSLM, KSUN, KUMA, KVOA, KVOD, KWBG, KWJJ, KWTO, KWYO, KXL, KXO.

WAAB, WAAF, WAAT, WAAW, WAIM, WAIU, WATL, WATR, WBNX, WBOW, WBSO, WCAX, WCBD, WCBM, WCBS, WCLO, WCPO, WDAF, WDAS, WDAY, WDBJ, WDEV, WDNC, WDZ, WEAN, WEBC, WEBQ, WEED, WEEI, WEHC, WELI, WELL, WEMP, WEXL, WFAA, WFAS, WFBM, WFDF.

WGBF, WGBI, WGCM, WGES, WGH, WGN, WGCP, WHAT, WHB, WHBC, WHBL, WHBQ, WHBU, WHDF, WHDH, WHDL, WHK, WHO, WIBA, WIBG, WIBU, WIBW, WIBX, WICC, WIL, WIND, WJAC, WJAG, WJAR, WJAY, WJBC, WJBK, WJJD, WJMS, WKBH, WKBZ, WKOK, WKY.

WLBC, WLBF, WLBZ, WLLH, WLS, WLVA, WLW, WMAS, WMAZ, WMBC, WMBD, WMBH, WMBO, WMC, WMEX, WMFG, WMFO, WMFR, WNAC, WNBC, WNBF, WNBH, WNBR, WNOX, WNRA, WOAI, WOC, WOOD, WASH, WORL, WORC, WOW, WPAD, WPAX, WPAY, WQBC.

WRBL, WRGA, WRJN, WROK, WSAI, WSAR, WSBC, WSFA, WSM, WSVA, WSYB, WTAG, WTAX, WTBO, WTIC, WTMJ, WTMV, WTRC, WWJ, WWRL, WXYZ, W6XAI, W9XBY.

Public Domain Library Is Offered by Lang-Worth

ANNOUNCEMENT was made Jan. 28 by Langlois & Wentworth Inc., New York, of the formation of Lang-Worth Feature Programs Inc., as one of its divisions offering to stations copyright-free dance music. Describing its public domain repertory as the "largest transcribed copyright-free library in the world", the company said it includes dance tunes, folk tunes, nursery tunes, songs of the masters, and new "pop" songs many of which are destined to be hits.

Seventy programs, including over 300 separate selections, were said to be recorded and ready for immediate shipment. Its new production schedule, the announcement stated, guarantees 120 new selections monthly. All recordings were declared to be RCA-Victor.

AMERICAN network announcers will be assigned to broadcast the maiden voyage of the giant new British liner *Queen Mary* from Southampton to New York next spring, repeating the highly successful relays which were carried from the *Normandie* on its first trip.

Radio's Most Successful Year Records Total of 87½ Millions

Estimates Surpassed as Industry Shows 20% Rise For 1935; Local Volume Registers Notable Gain

RADIO broadcast advertising has just completed its most successful year with a gross time sales volume of $87,523,848, according to data compiled for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania.

Radio's advertising bill for 1935 exceeds that of the preceding year by 20% and tops the estimated depression low of $57,000,000 of 1933 by more than 50%. It may also be compared to the estimated $35,000,000 volume of the medium in 1929.

National network advertising amounted to $50,067,686, a gain of 13% over the previous year. Regional network advertising experienced the heaviest gains, with an increase of 54.7% over 1934 and a gross volume of $1,110,739. National non-network advertising rose 26.0% and totaled $17,065,688.

Local Volume Grows

PARTICULAR encouragement is to be found in the growth of local broadcast advertising volume during the year. Following a slight decrease in 1934 as compared to the preceding year, local radio sponsorship spurted during the year just closed and registered a gain of 26% over 1934 volume.

Compared to radio broadcast advertising, newspaper volume rose 5.8%, magazine advertising increased 5.9% and national farm paper business gained 7%.

Broadcast advertising during December and for the year just closed is set forth in the following table:

	December	*1935*
National networks	$4,944,445	$50,067,686
Regional networks	127,174	1,110,739
National non-network	1,707,140	17,063,688
Local	1,907,600	19,281,735
Total	$8,686,339	$87,523,848

Total broadcast advertising during December rose 5.8% as compared to the preceding month and showed a gain of 20.8% over the December 1934 level. Gains were general as compared to the preceding month, local broadcast advertising rising as compared to the usual seasonal downswing at this period of the year.

National network advertising in December exceeded that of the corresponding month of the previous year by 11%. Regional network volume increased 99.8%, while national non-network business rose 39.6%. Local broadcast advertising showed the strongest gains in recent months, exceeding the previous December's level by 33.4%.

Non-network advertising gains were fairly general among all classes of stations. Regional stations showed the greatest increase over the corresponding period of 1934, rising 43.5%. Local stations continued to show the strength exhibited in recent months and registered a gain of 38.8% over the preceding December. The South Central and Mountain and Pacific States showed the greatest gains in non-network advertising during the period under review.

In the national non-network filed transcription and live talent volume both gained approximately 5% as against November while announcement business declined. Transcriptions increased 15.0% during the month in the local field while records rose 16.2%. Live talent and announcement volume dropped slightly, a normal seasonal trend at this period of the year.

National transcription volume rose 34.2% as compared to December 1934, while local transcription business rose 82.3%. In the national field, live talent business still continues to show the greatest strength. Studio programs sponsored by national and regional advertisers rose 43.8% as compared to the corresponding month of the preceding year.

December Network Gains

GAINS in the national network field were fairly general during December as compared to the corresponding month of 1934. Accessory advertising increased 35.1%, housefurnishing volume doubled, and radio set advertising rose 31.2%. Beverage advertising over national networks rose 90%. Drug volume dropped 25%, while confectionery advertising declined 26.4%.

Regional network volume also experienced material increases in a number of fields. Accessory and gasoline, cosmetic, confectionery and tobacco advertising showed especially strong gains. The increase in the regional network cosmetic volume is to be marked as a new development in this field. It also is interesting to note that the rise in confectionery volume has been due to sponsorship by candy manufacturers rather than those of chewing gum and allied lines. This gain is a seemingly new trend.

General gains were also experienced in the national non-network filed as compared to December 1934. Principal increases included a doubling of automotive volume, a 66.3% rise in cosmetic advertising, a gain of 46.8% in the foodstuffs filed and very material increases in beverage, confectionery, radio set, and tobacco advertising. Accessory and gasoline advertising in the national non-network field continued its decline of recent months. Housefurnishing advertising also declined.

Local Time Sales Up

LOCAL broadcast advertising showed fairly general increases. Beverage advertising lead the field with a rise of 162.2% as compared to the corresponding month of 1934. Clothing volume was second with a rise of 65.7%. Automotive advertising gained 50%, and financial advertising 40%. Housefurnishings also gained materially. On the whole, local trends have merely been a continuation of those exhibited with marked regularity during the major portion of the year just closed. Advertising by retail establishments was 41.2% greater than during December of the previous year.

Particular encouragement is found in the fact that broadcasting has continued to show the same margin of growth of the corresponding periods of the previous year during the latter months of 1935 as shown during the earlier portions of the year. On the basis of this trend the year just opening should register further important gains in the medium's advertising volume and should bring it considerably closer to the goal of the $100,000,000 year concerning which the industry has been seeking for some time.

MIDNIGHT SPONSOR
12-4 a. m. Every Night Bought By Chicago Brewery

PETER FOX BREWING Co., Chicago (Fox De Luxe Beer), has contracted for a four-hour program to be broadcast from midnight to 4 a. m. seven nights a week for 52 weeks beginning Feb. 1 over WIND, Gary, Ind. In addition to being one of the largest sales of radio time ever made to a local advertiser (1464 hours), this is also the first commercial exploitation of the after-midnight hours in the Chicago area. The idea was conceived by E. S. Mittendorf, manager of WIND, who has recently returned from California where this type of program has been a pronounced success. The program will consist largely of recorded music, with some studio talent, and will be announced by Brooks Connolly. The commercials will be short announcements, featuring the names of dealers throughout the Chicago area. Agency: Gale & Pietsch Inc., Chicago.

Automotive Billings Up

AUTOMOTIVE advertising over the NBC and CBS networks reached a new high in dollar volume during 1935. CBS had a total billing of $2,492,374 from nine accounts; and NBC grossed $1,734,672 from seven automobile manufacturers, making a combined total of $4,227,046, an increase of 12% over 1934 figures of $3,772,486. There has been a steady increase in the amount of radio advertising done by the automotive industry since 1931, when the combined total was only one-third of the present billings. In the network figures are not included any spot broadcasting campaigns such as the Chevrolet transcriptions now being broadcast over nearly 400 stations, nor any of the spots being used by Chrysler, Ford, Studebaker, Plymouth and others.

Nine Over $1,000,000

PROCTER & GAMBLE Co., Cincinnati, spending 80% of its network appropriation of more than $2,000,000 for NBC daytime hours for its products through various agencies, was first on the list of NBC clients during 1935, rising from ninth place in 1934. Eight other NBC clients spent more than $1,000,000 on the networks, NBC reports, ranking as follows after Procter & Gamble: General Foods Corp., Standard Brands Inc., Ford Motor Co., Colgate-Palmolive-Peet Co., Sterling Products Inc., American Home Products Co., Lady Esther Co., Pepsodent Co.

CBS, MBS Booking Finds B-S-H Again First Radio Agency

N. W. Ayer Takes Second Place On CBS, Erwin, Wasey Third

LEADING the CBS and Mutual Broadcasting System time placements for 1935, Blackett-Sample-Hummert Inc. reported total billings for all radio time during the last year at $6,014,246. Of this amount, CBS accounted for $2,501,395, NBC for $2,114,962, MBS for $163,746 and spot for $1,234,143.

The Blackett-Sample-Hummert breakdown for the year was the only one disclosed in detail by any agency. Although CBS and MBS reported the agencies placing the greatest billings on their networks NBC has declined to do so for policy reasons. It is believed, however, that Blackett-Sample-Hummert also led the NBC list. The agency reported a 32.3% gain in radio billings over 1934 when it also was the leader.

Total NBC and CBS network time sold during 1935 amounted to $48,786,735, of which the NBC Red network accounted for $18,722,715, CBS for $17,637,804 and NBC-Blue for $11,659,499. MBS also reported time sales of $697,821. Although Blackett-Sample-Hummert reports $163,746 worth of time on MBS, that network itself reported $154,419 but the network's figures cover its basic network of four stations only. The MBS figures also cover only the last six months of 1935, the only period during which statistics were compiled.

Leading Agency Billings on CBS (*1935*)

Blackett-Sample-Hummert Inc.	$2,501,39
N. W. Ayer & Son Inc.	1,822,52
Erwin, Wasey & Co. Inc.	1,046,67
Batten, Barton, Durstine & Osborn Inc.	999,01
William Esty & Co.	946,10
F. Wallis Armstrong Co.	893,51
Frances Hooper Agency	795,71
J. Walter Thompson Co.	792,53
Stack-Goble Adv. Agency	745,84
Newell-Emmett Co. Inc.	729,44
Hutchins Adv. Co. Inc.	556,98
E. W. Hellwig Co.	535,30
Young & Rubicam Inc.	498,63
Ruthrauff & Ryan Inc.	417,25
Lennen & Mitchell Inc.	393,42
McCann-Erickson Inc.	320,45
Lord & Thomas	297,93
Roche, Williams & Cunnyngham Inc.	288,37
Cecil, Warwick & Cecil Inc.	263,08
Geyer, Cornell & Newell Inc.	248,09

Agency Billings on MBS (*July to December, 1935*)

Blackett-Sample-Hummert Inc.	$154,41
Lord & Thomas	67,23
Reincke-Ellis-Younggreen & Finn	44,92
Erwin, Wasey & Co. Inc.	39,86
H. M. Kiesewetter Adv. Agency	36,40
DeGarmo-Kilborn Corp.	36,30
Marschalk & Pratt Inc.	35,81
Earl Ludgen Inc.	23,18
Hanff-Metzger Inc.	19,38
Kenyon & Eckhardt Inc.	17,68
Aitken-Kynett Inc.	12,99
Young & Rubicam Inc.	12,99
N. W. Ayer & Son Inc.	10,52
J. Stirling Getchell Inc.	9,86
Paris & Peart	8,08
Neisser-Meyerhoff Inc.	6,48
Kelly & Stuhlman Inc.	4,10

Armand in South

ARMAND Co., Des Moines (cosmetics) is using one minute spot announcements five days a week over five stations in the South. The announcements are on WBS transcriptions and are broadcast over the following stations: WAPI, WSB, WMC, WFAA, WBT. H. W. Kastor & Sons Adv. Co., Inc., Chicago, is the agency.

Kleenex Cuts Price 25%—Thanks to Radio

By STUART SHERMAN
Vice President, Lord & Thomas, as told to Bruce Robertson

And Uses Radio Exclusively to Introduce Quest and Bring It to the First Rank Among Products of the Type

WHEN International Cellucotton Products Co. put Mary Marlin to work as its ace salesman, it really started something (see headline above). That's the success story in a nutshell, but don't stop yet because there's a behind-the-scenes story that is a beautiful example of modern merchandising. And between them, Mr. Sherman and Mr. Robertson present an intriguing trade narrative.

A FEW WEEKS ago the announcer on *The Story of Mary Marlin* program told listeners that the price of Kleenex, advertised by the broadcasts, had been reduced 25%. "This new low price," he said, "has been made possible through your support of our program by buying our product."

A 25% reduction in cost to consumer! A remarkable result in itself from a radio program just over a year old. But the program did even more than that.

The International Cellucotton Products Co., sponsor, also used the *Mary Marlin* show to introduce and promote its newest product—Quest, a deodorant. In less than eight months Quest had pushed itself up into the top ranks of this highly competitive field, its radio backing supplemented only by an announcement in the drug trade press and a single page in the October, 1935, *Vogue*.

That's what *Mary Marlin* has done for the products it sells. What it did for itself as a show is equally amazing. Entering into competition at the outset with old, well known programs, the end of the first year's broadcasting found *The Story of Mary Marlin* ahead of all other shows in its class in listener popularity! It won its spurs in the entertainment field and — perhaps because of that — proved itself a superb selling tool in the bargain.

Success Secret

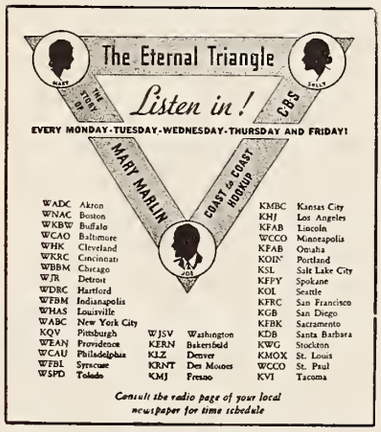
THE SECRET of this outstanding radio selling success? Careful planning, testing, showmanship and merchandising — together with a novel twist here and there in applying all of them. Here's the story:

International Cellucotton laboratories perfected Quest in the fall of 1934. Plans for a radio program were under way, but Kleenex alone was to be featured at first—an established product which previously had been advertised in newspapers and magazines.

After the usual number of auditions of several types of programs, *The Story of Mary Marlin* was selected as the one which would best win and hold the interest of women, the principal buyers of Kleenex. The program and its potential audience also qualified as a vehicle for advertising Quest, should plans materialize for radio selling.

The show chosen is a 15-minute serial, broadcast five days weekly and timed to reach women during their morning or noon-time "at home" moments. Its story is that of a wife whose husband is in love with another woman, and who must make a decision either to give him up or fight to regain his love.

To make sure they were right about the program and its appeal before embarking on a costly nation-wide campaign, the makers of Kleenex decided to test the program in the Chicago area. Early in October, 1934, the first episode was heard over WMAQ. Thanksgiving week—less than two months after the serial's debut—a full size package of Kleenex was offered to any listener writing in. Returns totaling 70,000 proved that the local audience was there and that the program was clicking.



PROGRAM PROMOTION — This insert in Kleenex packages tells buyers of the Mary Marlin network programs.

After that reassuring information the program was launched on a Coast-to-Coast NBC network on Jan. 1, 1935, and built a loyal, enthusiastic following immediately. Consecutive Crossley reports during the three months that *Mary Marlin* was on NBC showed steady gains in popularity ranging upward to as high as 3 points at a time. The program was moved to a CBS network April 1, 1935, coincident with its sponsor's decision to use it to sell Quest as well as Kleenex. The shift involved a time change as well as a network transfer.

A Problem in Time

NOTIFYING listeners of the change was a bit of a problem. Obviously full information could not be broadcast on the program itself; neither, it was felt, would newspaper announcements alone do the best job possible. So—to move the large and valuable audience along with the show — Kleenex went directly to listeners through a free offer of a picture of the three principal characters in the show, accompanied by an announcement of the new station lineup, new time and date of change.

Mailing of the gift was so timed that pictures and announcement reached listeners the last week in March—just before the shift. Simutaneously, the free offer was backed up by newspaper publicity and advertising to make the plan complete. As a result. *Mary Marlin's* transfer did not mean a loss of audience. The old audience went right along. Better still, a new and equally responsive audience was created over the new stations.

Quest and Kleenex have shared equal advertising honors from the first CBS broadcast. An opening announcement on one product and a closing one on the other is the usual system followed. So effectively has radio sold Quest that today drug and department stores in every part of the country agree in placing this newcomer among the top three best selling deodorants, and many of them rank it in first place.

Sales results have been matched by program popularity all the way along over CBS. By the end of the summer of 1935 Crossley reports ranked it an undisputed first in listener popularity among 15-minute daytime programs. Since that time it has ranked either first or second continuously—a record, inasmuch as it took *Mary Marlin* just one year to equal, and surpass, other programs which had ranked as favorites for months—years, in some cases — before *Mary Marlin* made its bow.

A great deal of attention is given to the preparation and treatment of Quest commercial announcements to guard against any hint of offensiveness. Nothing stronger than "a positive deodorant for personal daintiness" is ever used. In addition, the statements made are credited almost exclusively to Mary Pauline Callender, known the country over through printed advertisements as a woen's consultant.

Wins Listener Favor

THAT such treatment has won favor among listeners is best proved by the fact that so far not one of the thousands of letters which pour into the *Mary Marlin* mail box has ever complained about Quest's use of radio for advertising. Plot developments, time of broadcast and amount of advertising are criticized just as they are on every radio program, but not a single objection has been received which even implies that the writer finds the program's commercial credits objectionable. On the contrary, the International Cellucotton Products Co. reports that many women have written their thanks for the product and its advertising.

The Story of Mary Marlin is heard Mondays through Fridays over 38 CBS stations from 12:30 to 12:45 a. m., EST. Lord & Thomas is the advertising agency.

BROADCASTS OF KING'S DEATH

Networks and Stations Give Elaborate Coverage to Events Attending Death and Funeral

AMERICAN networks kept pace with the British empire radio service in reporting the death of King George, carrying special reports from London over their own short-wave circuits and picking up the British short-wave broadcasts through the week. The funeral also was broadcast, with Mutual Broadcasting System joining the Canadian Commission network's pickup of the BBC reports while the NBC and CBS had their own reports. American listeners heard the flash reporting the death at the moment it was being broadcast to the world via Daventry and the Empire system, and in the early hours of Jan. 28, from 4:15 a. m. onward, they heard the funeral services from London.

It was learned later that the anonymous voice telling the news of the death of the British monarch the night of Jan. 20 was that of Sir John Reith, director-general of BBC, who is well known in this country. NBC received a radiogram stating that the announcement of the sovereign's death by Britain's highest radio authority was deemed consistent with the momentous importance of the event, although he would not permit his name to be mentioned.

Canadian stations, for the first time since broadcasting began in the Dominion, went silent on Jan. 20. All stations closed down after 7 p. m. in deference to the dead monarch, with no broadcasts on the Canadian wave lengths until 10:45 p. m. when regular news flashes went on. Then they signed off again and remained silent until the following morning.

Jack Benny Leads Radio Poll Again

Winners Are Almost Identical With Those Picked in 1934

IN THE FIFTH annual *New York World-Telegram* radio editors' poll, the 239 radio editors selected Jack Benny as their favorite air comedian and also his program as 1935's most outstanding. Bob Burns was chosen as the year's new star.

Edwin C. Hill was again selected as the radio editors' idea as to what a commentator should be. Boake Carter ran Mr. Hill a close second, being only three votes behind.

The Rudy Vallee Hour, Fred Allen's Town Hall, Major Bowes Amateur Hour and Waring's Pennsylvanians, in the order named, where the next to the Jack Benny program in tallied votes. In fact the first three programs listed above were closely balloted: Rudy Vallee got 91 votes, Fred Allen 90, and Major Bowes 85.

In the field of radio comedians after Jack Benny came Fred Allen, and Burns & Allen.

Taken as a whole the list of top selections for this year is much the same as in 1934. The list shows only three changes from the 1934 poll: Kate Smith replaces Jane Froman as most popular songstress; Lux Radio Theatre replaces WJZ Sunday *Drama Hour* as the most popular dramatic program; Bob Burns is rated as the outstanding new star, replacing Helen Jepson.

The tabulation of the votes was conducted as in the past, three points for first choice, two for second, and one for third. The first choices of the various groups follows:

Jack Benny	Favorite Program
Jack Benny	Comedian
Kate Smith	Popular Songstress
Bing Crosby	Male Popular Singer
Guy Lombardo	Dance Orchestra
Mills Brothers	Harmony Team
Leopold Stowkowski	Symphonic Conductor
Lawrence Tibbett	Classical Singer
Albert Spalding	Instrumental Soloist
Fred Waring's Pennsylvanians	Best Musical Program
Lux Radio Theatre	Dramatic Program
SingingLady	Children's Program
Edwin C. Hill	Commentator
Ted Husing	Sports Announcer
Jimmy Wallington	Studio Announcer
Ida Bailey Allen	Household Assistance
Bob Burns	Outstanding New Star

Major Bowes' Magazine

ABOUT Feb. 14 a new monthly magazine will appear on the news stands of the United States and Canada titled *Major Bowes Amateur Magazine*. The publication will be printed on glossy paper, have a format similar to *Cosmopolitan*, sell for 25 cents, and contain 100 pages. The front cover will have a picture of Major Bowes and the contents of the magazine will be devoted to success stories with an Horatio Alger angle. Henri Weiner is editor, and the Butterick organization will be in charge of distribution. The initial order to the printer is for 250,000 copies.

WJR Gets Clean Bill

WJR, Detroit, was given a regular renewal of license by the FCC on Jan. 29 after having received only a temporary extension on the preceding day because of a program investigation. [See story on page 26.] The first action was rescinded upon receipt of information that the program in question had not been broadcast since last June.

TINY MICRO-WAVE TRANSMITTER

Midget Set Good For Four Miles Developed After Two Years of Research by O. B. Hanson



DEVELOPMENT of the world's smallest micro-wave transmitter, for portable use in covering special events, was announced Jan. 20 by O. B. Hanson, NBC chief engineer (see cut). The midget transmitter covered distances up to four miles in exhaustive tests, and is expected by Mr. Hanson to become the successor of the more cumbersome relay broadcast portable transmitters, in that it can be carried in the "coat-pocket" of the announcer.

Development of the transmitter, Mr. Hanson said, is the result of two years of research, which included experimental ultra-high frequency transmissions from the top of skyscrapers in New York. It will enable announcers to carry a microphone to any desired point, or circulate at will among large assemblages and feed to a pickup for regular broadcast transmission.

The micro-wave set is a three-inch cube, with two 10-inch rods as antenna. It transmits with two-tenths of a watt, using the latest type of "acorn" tube developed by RSA. Current is supplied by a battery unit of 90 volts, also newly developed. The complete battery unit weighs less than four pounds, and the transmitter proper less than a pound.

"Investigations in the micro-wave field," Mr. Hanson explained, "suggested that work in this band of 300,000,000 cycles [300,000 kc. or 1 meter] and more would permit the midget antenna equipment necessary for the compactness we sought. Micro-waves also offered a phenomenal degree of penetration through intervening structures, so the tiny waves were employed in developing the new portable transmitter."

AUDIT GROUP PLANS NEW RADIO CENSUS

WITHIN the next month the Co-operative Committee of Fifteen created jointly by the NAB, Association of National Advertisers and American Association of Advertising Agencies will make available its computation of radio set ownership and distribution in the United States, estimated as of Jan. 1, 1936, according to an announcement Jan. 24 by NBC. A subcommittee of the cooperative unit has been working on this for several months.

The estimate of the committee, it is understood, will be accepted as official by all interested parties. NBC stated it would use the compilation in drafting new potential circulation figures. Early estimates of set sales for the year made by the Radio Manufacturers Association run over 5,600,000.

The Cooperative Committee was created to draft plans for a projected independent radio audit bureau. The set survey was the first task assigned it. The subcommittee entrusted with this work comprises John Karol, CBS research director; Paul F. Peter, RCA statistician, for NBC; A. W. Lehman, assistant managing director of ANA; David A. Robinson, AAA, and Herman S. Hettinger, NAB.

Big Series on CBS For General Mills

GENERAL MILLS Inc., Minneapolis, plans a full-hour program five days a week on about 60 CBS stations, starting in April. Plans for the series are still in the formative stage but it is understood that an hour will be devoted to Eastern and Midwestern listeners, 10:15-11:15 a. m., with repeat for the Far West at 1:30 p. m.

Among plans considered is that of promoting a different General Mills product each day. Another idea is to break each program into four divisions, with each division promoting a separate product. CBS is completing the shifting of several accounts to provide across-the-board clearance.

Currently General Mills is sponsoring *Betty Crocker* for Gold Medal flower and *Betty & Bob* for Bisquick, using NBC. On CBS the sponsor has the *Jack Armstrong* series promoting Wheaties. The fate of these programs has not been decided but they may be shifted to the new series. An extensive spot user, the sponsor may rely on networks alone for a while. Blackett-Sample-Hummert Inc., Chicago, places the account.

Muzak Enters New York With Its Wired Radio

MUZAK Inc., a division of North American Co., utility holding company, is planning to introduce shortly in New York its wired radio recently tested in Cleveland residences. The plan is to sell the idea of wired music to public places, such as hotels, restaurants, barber shops, tap rooms, etc., for the time being.

A charge of $15 per month will be made. If the client desires special equipment an additional charge will be made. Muzak will give 24-hour service and the programs will be transmitted via regular telephone lines. Only establishments within the five boroughs which comprise New York City can subscribe. Muzak will use only music from its own library. Service will emanate from the Pocono Bldg., Fourth Avenue and 17th St.

WILLIAM E. WITZLEBEN has resigned as advertising manager of American Tobacco Co.

PLYMOUTH MOTORS STARTS CAMPAIGN

PLYMOUTH DIVISION of Chrysler Corp., Detroit (autos), went on the air late in January with the first of a series of radio shows designed to aid dealers in the sale of used cars. The new program, featuring "Truth" Barlow, dealing out a variety of homespun, truthful humor, and including musical numbers, is being heard by transcription over 81 stations.

The transcription program is unusual in that there is no attempt at "build-up" by Master of Ceremonies Barlow. A western type small town character, Barlow is calculated to have widespread appeal because of his unassuming manner and candid attitude toward both artists and the product he is selling, namely, Plymouth used cars. Plymouth plans for a CBS network series are pending. Walter Chrysler was said to have been pleased with an audition of Ed Wynn and Lennie Hayton's orchestra.

The transcriptions, placed by the agency in charge, J. Stirling Getchell Inc., are being heard over these stations:

WBRC, KLRA, KFBK, KOA, WICC WTIC, WJSV, WJAX, WQAM, WDAE WSB, WTOC, WMAQ, WMBD, WOWO WFBM, WSBT, WOC, WHO, KSCJ WIBW, KFH, WHAS, WSMB, KWKH WCSH, WFBR, WEEI, WMAS, WTAG WJR, WOOD - WASH, WEBC, KSTP WJDX, WDAF, KSD, WOW, KOH WFEA, WOR, WOKO, WBEN, WHAM WGY, WFBL, WBT, WBIG, WPRF WADC, WSAI, WHK, WBNS, WHIO WSPD, WKBN, WKY, KVOO, WCAU WCAE, WEAN, WIS, WDOD, WNOX WMC, WSM, WFAA - WBAP, KTRH WOAI, KDYL, WTAR, WRVA, KOMO KHQ, WWVA, WIBA, WTMJ, KFI KFSD, KFRC, KOIN.

Feenamint Goes to MBS, Using 10-Station Network

HEALTH PRODUCTS Corp., Newark (Dillard's Asparagus Feenamint) will transfer the *National Amateur Night* program from CBS to MBS on Feb. 23, using the same 6-6:30 period on Sundays. The program will be called the *Feen-A-Mint National Amateur Night* and talent will remain intact with Ray Perkins as master of ceremonies, Arnold Johnson's orchestra, and amateurs. The sponsor was obligated to leave CBS because of the network's policy regarding laxatives, announced last year. The new MBS network contains 10 stations, whereas 45 CBS stations were used. In addition to the four stations that comprises MBS (WGN, WLW, WOR and CKLW), there are: WFIL, Philadelphia; WNAC, Boston; WKBW, Buffalo; WGAR, Cleveland; WCAE, Pittsburgh, and WPRO, Providence.

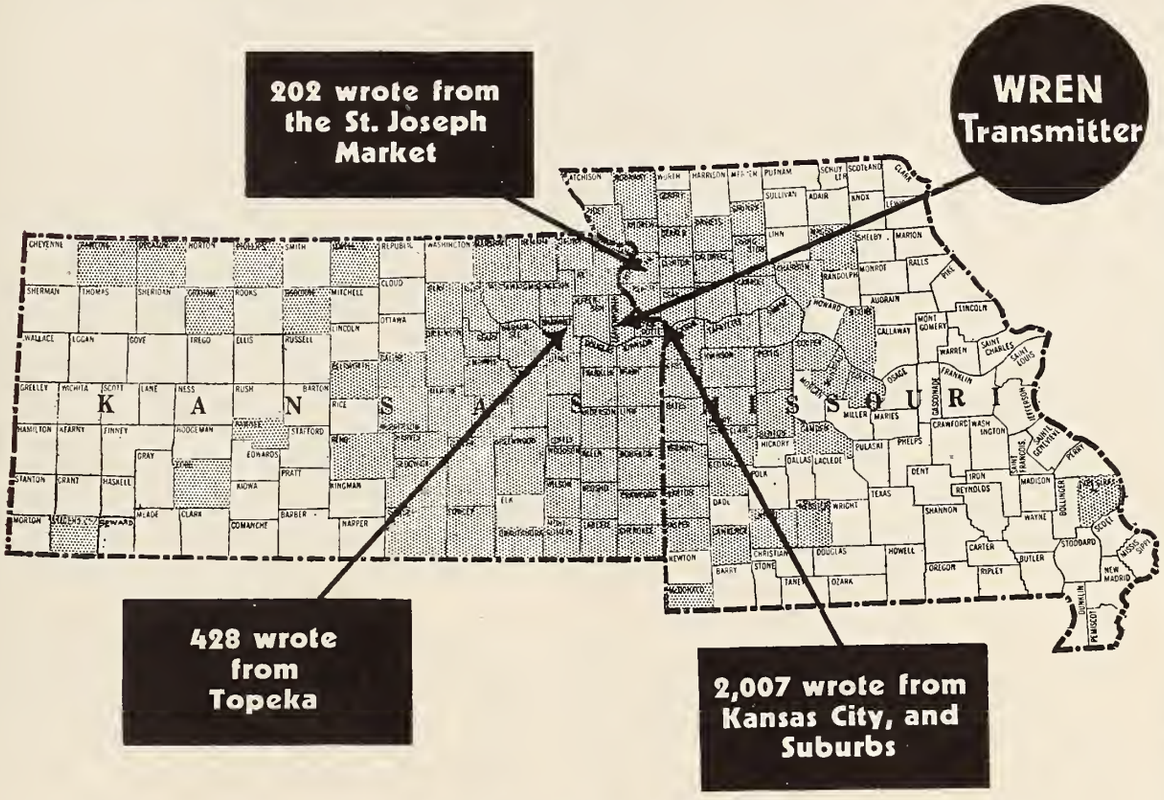
The program will originate from New York. WOR will not be available until April 12 because of the Whelan drug store series. The contract is for 52 weeks. William Esty & Co., New York, is the agency.

Health Products Corp. announced Jan. 28 that plans had been completed for a substantially increased campaign in Canada, using radio, magazines, newspapers, sampling, direct-by-mail and window displays. Simultaneously, it announced appointment of A. McKim Ltd., of Toronto, as advertising agents in charge of the new Canadian campaign.

COVERAGE

From 7:30 to 8:00 P.M. on the night of January 7, 1936, during the network program of the Household Finance Corporation featuring Edgar A. Guest, a poem-calendar by Mr. Guest was offered to the listeners. To secure the poem-calendar, listeners were instructed to write the station to which they were listening. The following map shows the distribution of mail by counties received at the WREN offices from the states of Missouri and Kansas.

★ It should be noted the map is based on the mail received at WREN during the first 5 days following the program of January 7th. Only that mail actually directed to WREN was computed. Mail directed to the National Broadcasting Company or to the sponsor was not included and mail received by WREN after 5 days was not computed.



★ Listeners had no advance notice of the offer. A sizable amount of mail was received from 16 states and from Canada in addition to the states of Missouri and Kansas.

N B C BLUE NETWORK

WREN

LAWRENCE, KANS.

Transmitter now located 18 miles west of Kansas City, to serve the greatest number of listeners in the Kansas City, Topeka and St. Joseph markets.

It's 900 miles from St. Louis to Denver and WREN is the only outlet for NBC Blue Network Programs.

Now 5,000 Watts Power---New RCA high Fidelity Transmission.

Final Ruling on Station Rights To Phonograph Records Sought

Higher Court Action Likely After Recent Decision In Favor of Fred Waring in Suit Against WDAS

FINAL adjudication of the legal right of broadcasting stations to perform phonograph records for profit without the authority of the recording artist is indicated both on behalf of the broadcasting industry and the organized recording artists, as a result of the injunction granted by a local Philadelphia court against WDAS of that city on petition of Fred Waring, orchestra leader.

The Philadelphia decision, which applies only to WDAS and restrains that station from playing Waring recordings only, does, however, set a legal precedent. On behalf of the NAB, James W. Baldwin declared Jan. 22 he was hopeful the case would be decided finally by a Federal court. WDAS also has indicated it would appeal.

The suit brought by Waring last year was regarded as a test case. Waring is president of the National Association of Performing Artists, a new organization created for the avowed purpose of preventing performance of phonograph records via radio. Following the decision, it was stated that the Waring organization would press its new advantage and launch a widespread campaign.

The temporary injunction, assessing court costs against WDAS, was granted by Judge Harry S. McDevitt, of the Court of Common Pleas. Exceptions will be filed by counsel for the station and for the NAB, as intervenor, and probably will be argued before the full court of three judges in March. William A. Schnader, former attorney general of Pennsylvania, was retained by the NAB. WDAS was represented by William A. Carr and James Gilliland. The Waring counsel was Maurice J. Speiser.

Court's Findings

THE COURT upheld the Waring contention that his band was a "unique" organization, and that his interpretations of musical compositions were factors to be considered in enhancing the sales of his records. WDAS counsel, along with the NAB, had argued against this and had maintained that the recording artists, paid by the recording company and using the musical works of others, had no performance right in connection with the record.

Particular reference was made in the opinion to the fact that Waring receives $13,500 per week for his radio performances "promoted" by an international manufacturing corporation. On the other hand, it said his records are purchased for 75 cents at retail. The effect, it was concluded, was that Waring was placed in competition with himself.

The court held that WDAS' use of the Waring record in the face of the restriction stamp on it stating it was not for broadcast use, was "an unlawful interference with complainant's right". It also held it was an interference with Waring contractual relations with his network sponsor, Ford Motor Co., which has a contract for exclusive broadcasting purposes.

The creator of a unique and personal interpretation of a musical or literary composition, said the opinion, possesses a common law property right, and has a right to control and limit its use. Thus, it is added, his production, creation or performance in such manner gives it a special value with pecuniary worth.

"The interpretive talent of the complainant is creative and vests in him an incorporeal property right, just as firmly as though it were corporeal property. Such incorporeal property is entitled to protection," the court ruled.

The works of a performing artist, the opinion continued, may be used only under the terms and conditions imposed by the creator. Any other use, it held, is an infringement of his property right, "and an injury to his name and commercial worth." Holding that the law will follow science and arts in protecting property rights, corporeal and incorporeal, tangible and intangible, the court said the manufacture and sale of the record under the conditions in the WDAS case, "does not constitute a publication."

"Unfair competition" was created by the WDAS performance, the opinion concluded. The court said the limitation of use of restriction stamped on the record was a condition inseparable from the record, and that the stamped restriction is not an interference with the purchaser's use of them for the purpose intended, because it is not an "unreasonable condition".

New Evidence Is Offered Against KFYR Deletion

NEW evidence, designed to show that the power of KFYR, Bismarck, N. D., was not willfully "stepped up" with the knowledge of its owner, and that neither listeners nor other stations suffered from the alleged infractions of technical regulations, was offered before the FCC Broadcast Division Jan. 16 upon rehearing of the deletion case. The station originally had been ordered deleted for technical violations.

Supplementing engineering evidence offered by E. C. Page, consulting engineer, Duke M. Patrick, counsel for the Bismarck station, asked for a full license renewal contending that the citation was the first against the station in 10 years of operation. Moreover, he contended that deletion would mean a loss of service to listeners in that Northwest territory of a character that has been unquestioned in the past.

WTHT is the call of the new 100 watt daytime station on 1200 kc. for which Hartford Times Inc., Hartford, Conn., holds a construction permit.

TO WAX AND BACK

WSAI Gives Post-enactment of Mayorality Election



"Presto Chango Broadcast"

FROM VOICE to wax and back to voice again, all within the same day! That is what WSAI, Cincinnati, accomplished in an election broadcast last month with unexpected success.

At the Cincinnati Council Chambers on Jan. 8 the issue was that of election of the Mayor. After a week's deadlock, Mayor Russell Wilson was reelected for his fourth consecutive term. On the day of the election, however, commercial commitments prevented WSAI from broadcasting the session. So the entire proceedings were recorded.

That same evening the heated session, "edited" to 40 minutes of transcription, was broadcast. Joe Ries, WSAI educational director, superintended the broadcast and ad libbed in the spots edited out of the records so effectively that the engineers in master control were hardly able to detect when the recording stopped and the ad libbing began.

WSAI reports it was deluged with congratulations over the broadcast, because of the intense local interest in the campaign. As a final touch the transcriptions were presented to the city councel for its archives as an "audible" record of the session.

In the picture are, left to right: Joe Ries, WLW-WSAI director of educational activities; Mayor Russell Wilson of Cincinnati; Jimmy Alderman, WSAI announcer, and Fritz Witte, WLW publicity staff.

Bathasweet in West

BATHASWEET Corp., New York (bath salts) is using daily one-minute dramatized announcements over four stations in the West, five days a week, for an indefinite period. On the KSTP, St. Paul, *Polly the Shopper* participation series the sponsor has been using announcements since last fall. More recently KNX, Hollywood; KJBS, San Francisco; and WJJD, Chicago have been added. H. M. Kieswetter Adv. Agency Inc., New York, is the agency.

Grove Renews Discs

GROVE LABORATORIES Inc., St. Louis (Grove's nose drops) has renewed for four weeks the *Flash Gordon* series transcribed by WBS. Stations are: WHEC, WOR, WFBL, WENR, WJR, KYW, WNAC, WJAS. The transcriptions are broadcast four times weekly—Monday to Thursday inclusive. Stack-Goble Adv. Agency, New York, is the agency.

Musicians' Strike Settled in Chicago

THREATS of a strike by union musicians engaged at the Chicago headquarters of NBC and CBS were dispelled Jan. 15 for two years at least when the network officials signed a new contract with James C. Petrillo, president of the Chicago Federation of Musicians. This contract calls for the employment of a minimum of 20 musicians (five more than were required by the previous agreement) for each NBC or CBS station originating network musical programs, at the union scale of $110 if the musician works on sustaining programs and $140 if on commercial shows for a 30-hour week. Practically this means $140 per week per man, as most of the men are employed on both sustaining and commercial broadcasts.

The further demand of the musicians that the music librarian of each network be a union man did not affect CBS, according to Bob Kaufman, program director who says that this network has been employing a union man as librarian for some time and has merely added five additional musicians to comply with the terms of the new contract. At NBC program director Sidney Strotz said that their present non-union librarian is being retained but that an additional union man is being employed to meet the federation's demand. Although NBC operates two stations in Chicago (WMAQ and WENR) Strotz states that the addition of five men will bring them up to the quota required by the new contract.

Before the contract was signed both sides scrupulously observed the amenities of the situation. Petrillo presented the union's demands to the networks officials who said they could not see their way clear to accept them. Petrillo then threatened a strike, which the networks met with a counter threat to originate all chain musical shows from points outside of Chicago. Both sides then stood pat until the last day of the old agreement, when the chains continued to follow tradition by complying with the terms set by the musicians and signing up.

WGN, Chicago, key of MBS, has a separate contract with the federation and was not concerned, and the same situation applies to the other individual stations in the city.

Nelson Named Radio Head

JACK NELSON, formerly producing the Eddie Cantor program, has been appointed radio director of Lennen & Mitchell Inc., New York to succeed Marion Parsonett who is on leave of absence to go to the West Coast for Donahue & Coe Inc., New York agency, where he will produce the National Ice Manufacturers Mary Pickford show on CBS which starts Feb. 11. Burt McMurtie has rejoined Lennen & Mitchell to work on the production staffs handling the Paul Whiteman-Woodbury and the Eddie Cantor-Pebeco broadcasts. In 1930, Mr McMurtie was connected with the agency when it handled the Paul Whiteman-Old Gold cigarette program.

"THE WINNAHS"



ANOTHER Example of KNX's *Program Exploitation* Service!

To get youngsters to 'sample' *ALL* of its seven 'KID' programs — KNX gave away seven puppies for the best letters on why listeners liked each of the seven feature kid shows broadcast during the KNX 'Children's Hour' (5 to 7 P. M. nightly).

Contestants *had* to listen to *all seven* programs before writing!

From 'Dick Tracy' at 5 P. M. to 'Elmer Goes Hollywood' at 7 P. M., the entire kid tune-in 'sampled' each of KNX's seven kid shows for one solid week . . . and that, gentlemen, is building audience . . . seven audiences!!

"WHAT JUNIOR WANTS—
MOTHER BUYS"!

If *you* want to sell kids, select time during KNX's 'Kids Hour',* — one of the biggest ready-built juvenile audiences in America . . . yours for the asking.

* A 'natural' for KID 'test campaigns'!

KNX THE VOICE OF HOLLYWOOD • Natl. Repr. **JOHN BLAIR & CO.**

How the Political Cartoonists Interpreted the Radio Situation



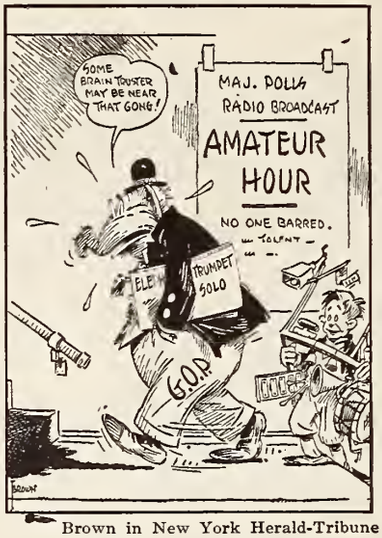
Duffy in Baltimore Sun

Croonin' Low



Hutton in Phila. Inquirer-Public Ledger

Just Use "Editorial Judgment"



Brown in New York Herald-Tribune

Will It Come to This?

Radio Supported in Political Row

(*Continued from page 8*)

serted he would accept them, if offered, on the same basis as any advertising program. Many stations do not go along with the networks on their policy of free time until the actual candidates begin their campaigning, although most of those with network affiliations carry the political sustainings from the network key points when their time is not sold locally.

Time Allocations

MEANWHILE, time was being allocated freely to Republicans and Democrats alike on the networks, and very few if any charges of favoritism were heard from party leaders other than Mr. Fletcher or from sources other than the rabid Republican press. The *New York Herald-Tribune* naturally burst out against radio in editorials and cartoons, suggesting it was politically dominated by the Democrats —a charge most radio executives strongly resent. The networks, on their part, have gathered an array of statistics showing in some cases that in recent months the Republicans have had more time on the air than the Democrats, all on a free basis. And the networks insist they will adhere to their policy that politics over the radio, in the pre-convention period at least, must take the form of speeches by responsible spokesmen rather than dramatizations.

One of the most intelligent editorial summaries of the whole situation was given in the Scripps-Howard newspapers on Jan. 15, which stated, in part:

Sometimes we think our lot in newspaper editing is a hard one. But we must confess that the picture we have above described gives us repose, by contrast.

In the first place, we don't have to meet the "space" problems that the chain broadcasters have. In broadcasting the space consists of 24 hours, about eight of which have to be subtracted before "publication" starts. We can add pages. The broadcasters can't add hours.

But that's not the most important consolation. Without in the least endorsing the implication that the Federal Communications Commission has anything to do with the rulings of the broadcasters, we nevertheless are disposed frequently to give thanks that we aren't operating under a license that might be yanked in six months.

In general, we think Mr. Paley is meeting his problem with wisdom and restraint, despite the kicks from Mr. Fletcher, and the other kicks that inevitably will come from the Democrats also, as the campaign proceeds. We believe he is justified in retaining for himself the right to be the judge on what is of sufficient public interest to get into his "paper." Otherwise the radio would be but one continuous blast of campaign talk from now until November. We think the broadcasters are wise also as a matter of plain business in not accepting political money until the home stretch is reached, for campaigns come only once in a while, whereas commercial sponsors are a steady diet. And then, too, political money has a habit of not holding out.

We believe the chief duty of the broadcasters is to strive for even-handed justice in allocating such radio time as is given to the campaign. That is vital in the public interest, so both sides can be heard.

Our only criticism of the broadcaster policy has to do with the barring of dramatizations. Tho recognizing some truth in what they say about possible distortion, overemphasis, and emotionalism versus intellect, if we were running it we'd let the dramatists perform, nevertheless — barring, of course, profanity, libel and obscenity — and trust the American people to stand it, perchance even to welcome it, as a pleasing relief from the orthodox oratory of the past. We believe it would be surprising to see what a capacity the American people could develop in discounting the political playwright as they now discount the old-fashioned spellbinder.

We say, "if we were running it." But we're glad we're not.

Broadcasters generally, still eager to maintain their integrity above party lines, saw in the whole turmoil one of the finest endorsements of *radio itself* that the medium ever had. The fairness of radio was demonstrated even after Mr. Fletcher failed to get a party spokesman to reply to President Roosevelt's alleged "political talk" to the opening of Congress on Jan. 3. When the Republican National Committee decided to schedule the keynote speech of its June convention during an evening hour, as President Roosevelt did his speech to Congress, the networks willingly agreed to carry that speech regardless of who makes it. The night time was decided upon, naturally, in order to reach the fireside audience. But, of course, practically the entire proceedings of both of the big conventions, day and night, will be carried by the networks, as in 1928 and 1932—all on a sustaining basis and at an enormous cost in staff and arrangements and in displacement of regular commercial schedules.

The broadcasting industry joined with Harrison E. Spangler, western division director of the Republican National Committee, in "laughing off" the alleged reports from radio fans that the air channels were being "sprayed" with deliberate interference while WGN on the night of Jan. 15 was carrying the first of the *Liberty* sketches. Yet the situation was deemed sufficiently important by Chicago headquarters to issue a press release quoting Mr. Spangler as saying:

"I talked with Tom Sabin, national director of radio for the national committee, and he tells me that what happened to the transmission of the first part of our program last night was the breakdown of a piece of WGN equipment which had always functioned perfectly heretofore." WGN gave the sponsor one extra run of the *Liberty* show to compensate for the first night trouble.

A UNIQUE "PLUG"

Inter-City Urges Audience To Tune Over to CBS Station

AN UNUSUAL "commercial" was carried over seven stations of the Inter-City Group the night of Jan. 25 when Al Smith addressed the Liberty League dinner in Washington. Since CBS had secured exclusive rights to the Smith speech from 10 to 11 o'clock, Inter-City broadcast the hour of speeches immediately preceding— and, what's more, got its full sponsorship rate of $1,265 for the period. The "commercial" ordered by Jouett Shouse, Liberty League president, was Announcer Ted Ostenkamp's statement to the audience just before the Inter-City switchover to CBS for the Smith speech, urging all listeners to tune to their nearest CBS station if they wanted to hear Al Smith.

Talmadge Charges New Deal Control

But Drops Complaint as CBS Provides Half-hour Hookup

MORE flame was temporarily added to the fires of controversy that burst around radio's use for political purposes during the last fortnight when Gov. Eugene Talmadge, Democrat, of Georgia, joined the Republicans in charging NBC and CBS with favoring Roosevelt and the New Deal by their refusal to broadcast the full proceedings of his convention of Constitutional Democrats in Macon, Ga., Jan. 29. Gov. Talmadge charged "conspiracy to prevent free speech" when the networks declined to give or sell time to broadcast the full convention and handle it along the lines of their usual extensive reporting of the Republican and Democratic national conventions.

The networks were willing to carry Talmadge's own speech (which CBS later scheduled from the convention from 1:15 to 1:45) but declined to disrupt regular program schedules by handling the full convention, which he planned to stage at night if given a nationwide hookup. Thereupon the magazine *Plain Talk*, edited by Morris A. Bealle, applied to the FCC for authority to extend land lines from Macon to Reynosa, Mexico, and also to Villa Acuna, Mexico, 75,000 and 10,000 watt border stations respectively said to be operated by Dr. John R. Brinkley, in order to broadcast the convention from across the border. The FCC Broadcast Division, as in similar cases in the last year, set the case for hearing, but the matter was dropped by Mr. Bealle after Talmadge had secured the half-hour CBS hookup.

Charges "Domination"

BEALLE charged FCC domination of the networks in their refusal to broadcast the Talmadge convention, and said it was with the "consent" of FCC that CBS finally agreed to carry Talmadge's speech. He said he had contracted for a series of sponsored periods for Talmadge on the Brinkley stations and might use them later if he desired, claiming that the law giving the FCC authority over land line connections with foreign stations was unconstitutional.

Precedent guided the FCC in setting the case for hearing, though there was little time between its Jan. 24 decision and the Jan. 29 date of the convention of Talmadge's anti-Roosevelt forces, for such a hearing. So far the FCC has turned down all applications for U. S. hookups with Mexican border stations that are obviously operated to circumvent American regulations, taking the position that to favor such transmissions to the U. S. from just across the Rio Grande would be to encourage border outlets beyond U. S. control. Unlike Canada, Mexico has declined to enter into any agreement governing the North American wave lengths, with the result that a dozen or more American-financed stations have been built along the Mexican border to reach U. S. citizens with advertising messages of lotteries, etc., which are either banned or frowned upon here.

SPEED

is what counts!

That is why you, whose station is served by Transradio, were able to flash the news of the death of King George V of Great Britain to your listeners before the British Broadcasting Company itself could tell an anxious nation of its monarch's passing.

Not only four minutes ahead of the famed BBC, but also of every press association in America by twice that margin, Transradio scored an astounding beat on the first great world news event of 1936. It did not concern itself with the usual, risky "unconfirmed rumors". At 7:10½ p.m. (EST) on January 20, it flashed what its clients and their listeners really wanted to know: "King George is dead – Prince of Wales is King."

1936 promises to be the biggest news year of a decade. Transradio, already possessor of the most sensational record of "beats" ever known, started it off auspiciously by being *first* with the AAA decision, the reprieve of Bruno Hauptmann, the death of King George. If your station pretends to give its audience "news while it is news," Transradio service is essential.

Write or wire for rates.

Transradio Press Service

342 Madison Ave. **NEW YORK**

No fish hooks IN CLEVELAND POCKETS



When factories in our town reported more than one hundred twenty-seven thousand wage earners at work, we thought that sounded pretty good. When auto sales hopped as much as twenty percent, and private building permits practically doubled, we were inclined to lead a cheer or two. But, when bank debits climbed well over a half billion additional and factory payrolls were upped a cool seventeen million . . . Eureka! . . . we just had to break into print with the news!

What, you say, is this . . . an advertisement for the City of Cleveland? No, we answer. But, because we believe that Cleveland and its retail area represent a market you can't afford to pass up in 1936 . . . a densely populated, rich, spending territory . . . we take this space to tell you so. But why? Because we know that, to crack or capture this market, you'll need to tell your story to the audience of WGAR, Cleveland's Friendly Station.

Cleveland's pockets most certainly are not lined with fishhooks, depend on that. And when you plan to cast for your part of the coin of the realm being spent in Northern Ohio, we'd like to have you keep these facts in mind. WGAR is "tops" in dollar volume of advertising and in number of national spot accounts among all Cleveland stations . . . in number of retail accounts among the city's network stations . . . and first in daytime audience in Cleveland's compact 35-mile retail area. So, bank on us to help you sell this market where millions will spend millions in 1936!

Facts mentioned in the first paragraph represent comparisons between the first ten months of 1934 and the first ten months of 1935, as supplied by the Cleveland Chamber of Commerce.

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network

John F. Patt, *Vice President and General Manager*

Edward Petry & Co., Inc., *National Representatives*

Jam in Congress, Party Splits, Halt FCC Inquiry Plan

Connery Plan in Committee; "Hotel Case" Pops Up Again

WITH oratory about politics in radio and radio in politics still at high pitch on the Washington scene, attention in the broadcasting industry is focused on the Connery Resolution (HJ Res. 394) for a full investigation of the FCC by a select House committee.

Now pending before the important Rules Committee, the resolution must receive favorable action of that committee before presentation to the House. Thus far there has been no indication of Committee action. Pressure of other legislation, it has been stated, may delay consideration and possibly block it altogether.

Another factor has been a rather definite split along party lines in connection with the Connery proposal. Sensing the political significance in a campaign year of a fishing expedition into radio, Republican forces are aligning themselves solidly behind it. By the same token, politically, administration leaders in the House are inclined to oppose it at this session.

The "Hotel" Inquiry

TWO other "investigations" of charges of alleged corruption in the FCC, growing out of the now celebrated "hotel conversation" of two months ago pertaining to the so-called Knox Broadcasting Co., case, are in progress. The FCC committee of five commissioners named on motion of Chairman Sykes of the Broadcast Division, is inquiring into the matter, but is saying nothing publicly.

It also has been ascertained that the Department of Justice, apparently at the behest of the FCC committee, has resumed its own investigation. At least a half-dozen individuals, purportedly those who either participated in or whose names we mentioned in the "hotel conversation" have been interviewed by G-men, and have given detailed written statements concerning it. Originally it had been reported unofficially that the department's initial investigation resulted in dismissal of the incident as an "irresponsible drunken conversation". Mortimer Prall, son of the FCC chairman, had reported the alleged conversation, which led to the Department of Justice investigation.

After introduction of his resolution on Jan. 15, Rep. Connery (D Mass.) on three separate occasions took the floor in the House to urge immediate action. Both in his resolution and in his speeches in the House he mentioned especially the failure of the FCC to take action against NBC and its affiliated stations in connection with the allegedly profane song broadcast in a network program of last year sponsored by the Mexican Tourist Commission. A delegation of 16 House members, acting upon complaints from Catholic organizations, had protested against this broadcast and had demanded FCC action.

The Connery Resolution carries this preamble:

To appoint a selection committee [of five] to investigate the charges of irregularities in the granting and renewal of radio licenses; the broadcasting of alleged obscene and indecent utterances by radio stations; the charges of alleged monopolies and to investigate the report on charges made or which may be made as to the charges of alleged misconduct and alleged corruption on the part of certain persons officially connected with said Commission and to investigate the acts and activities of said Commission.

Mexican Case Again

THE RESOLUTION first mentions the protest against the Mexican broadcast and the FCC's reply that the program was construed as not obscene. It goes into the testimony before the House Appropriations subcommittee of FCC officials to the effect that broadcasting licenses were the subject of "profiteering" allegations of monopoly in broadcasting, and alleged denial of facilities to educational, labor and non-profit organizations; and takes cognizance of the FCC "self-investigation".

The committee of five would be authorized to investigate all these changes and all other matters within the FCC jurisdiction and report to the House with recommendations. It would be authorized to hold hearings, to sit and act during sessions and recesses of the present Congress in Washington or elsewhere and employ expert, clerical and stenographic services. Witnesses would be required to attend, by subpoena or otherwise, both from the government or private agencies.

After introducing his resolution Jan. 15 Mr. Connery placed in the *Congressional Record* a "factual history" of the Mexican program incident. Simultaneously he addressed the House on the resolution, and brought into his speech the so-called "Brooklyn case" and that involving KFYR, Bismarck, N. D., both of which had to do with deletions ordered by the FCC for alleged violations of the law. In neither case, however, have the deletions become effective.

On the following day, apropos of the debate on the Independent Offices Appropriation Bill, which includes the FCC appropriation, that agency again became the subject of debate. Rep. Wigglesworth (R Mass.) placed in the record a copy of a questionnaire sent to Chairman Prall, and of the latter's reply to questions propounding respect-

(*Continued on page 59*)



UTILITY AND BEAUTY—Modernism combines with practicality in the new studio building of KFBK, Sacramento, Cal., dedicated last month on the occasion of the station's rise to 5,000 watts on the new 1490 kc. frequency. Harry J. Devine, of Sacramento, was the architect; Robert L. Cramer Co., San Francisco, the acoustic engineers; Frank Maloney Co., general contractors in the modernization project.

ONE OF RADIO's most beautiful studio structures was inaugurated Jan. 15 when the new 5,000-watt transmitter of KFBK, Sacramento, Cal., one of the five stations operated by the McClatchy newspapers, went into operation. The new building houses three studios of most advanced design, all being of live and dead end type and the live end utilizing paneling of Australian mahogany. The paneling itself is unique in that each panel is fastened only at the ends and not at the sides, allowing it to vibrate freely as sound waves strike it.

The large auditorium studio is 30 feet wide, 40 feet long and has a ceiling of 20 feet. The two smaller studios are 18x30x14 feet. Six-inch thick rock wool is used in the acoustical treatment for the walls and ceilings. Each studio has its own separate control room and control panel with the master control room overlooking the larger studio. RCA speech input is used throughout, with some Western Electric and Brush microphones. The station's 350-foot vertical radiator was built by Truscon. It is the first broadcasting tower ever built of even cross-sectional diameter throughout. The transmitter is RCA.

At the inauguration ceremonies, G. C. Hamilton, who supervises all the McClatchy stations and is general business manager of the newspaper group, dedicated the new plant to the public service and made some pertinent remarks concerning newspaper affiliations with radio. Said he:

"We believe in radio. We feel that it will play an increasingly important part in the future as a medium for public service, entertainment and advertising.

"Our experience in operating a chain of radio stations, concurrent with the publication of a group of newspapers, has convinced us that each has a separate field; that neither ever will compete seriously with the other. Other publishers are finding this out. This is the reason why newspaper opposition to news broadcasting is breaking down. It is now recognized that headline news broadcasting stimulates, rather than reduces, newspaper reading."

Westinghouse Buys Ft. Wayne Stations

Purchases WOWO and WGL; Station Renews With CBS

AN AGREEMENT to purchase WOWO, Fort Wayne, Ind., half-time clear channel station, and WGL, Fort Wayne local, was reached Jan. 20 by the owners with Westinghouse Electric & Mfg. Co. The announcement was made by Walter C. Evans, manager of broadcasting for Westinghouse.

While no disclosure was made of the sale price, it was understood to be in excess of $150,000 for the two stations. WOWO is licensed to the Main Auto Supply Co., of which Fred C. Zieg, is head. Mr. Zieg personally has owned WGL which operates on 1370 kc. with 100 watts full time.

WOWO, a CBS outlet, operates with 10,000 watts on the 1160 kc. channel, sharing time equally with WWVA, Wheeling, W. Va.

The agreement to purchase, subject to the consent of the FCC, was reached following consideration of other offers by Mr. Zieg's company. It is understood that among the other bidders was George B. Storer, Detroit broadcaster and industrialist, who controls WWVA.

Mr. Evans, in announcing the agreement, declared that no substantial changes are anticipated in the organization or network affiliation of WOWO or of the local station. He said, however, that both transmitter and studio modernization would be undertaken if the FCC approval to transfer the licenses were obtained.

Westinghouse is the licensee of KDKA, Pittsburgh; KYW, Philadelphia and WBZ-WBZA, Boston-Springfield. The company is the pioneer in broadcasting, having launched KDKA as a regular station operating on daily schedule on Nov. 2, 1920.

In the negotiation of the WOWO-WGL purchase arrangement, it was indicated that Westinghouse, upon acquisition of the two stations, intends to keep them in Fort Wayne, and to operate them itself both technically and in a program way. The CBS contract with WOWO was renewed Jan. 29 for a one-year period, thus dispelling reports of a shift to NBC.

Big Hookup for FDR

ONE of the largest radio hookups in history was arranged for the President's Birthday Ball Jan. 30, with the nationwide networks of NBC and CBS joined by Mutual and many independent stations. The broadcast, scheduled for 11:30 p. m. to 12:30 a. m., included music by 13 outstanding orchestras. Anning S. Prall, FCC chairman, was honorary chairman of the National Radio Committee in charge of broadcasting the Birthday Ball. M. H. Aylesworth, vice chairman of NBC; William S. Paley, CBS president; Alfred J. McCosker, chairman of Mutual, and Leo J. Fitzpatrick, NAB president, were co-chairmen of the committee.

PRESIDENT ROOSEVELT on Jan. 23 signed the bill enacted by Congress authorizing a chief accountant, at $9,000 per year, and three assistants, at $7,500, for the FCC.

Catholic Stations In Frequency Row

FCC Postpones Action on the Protest Filed by WLWL

POSTPONING action upon a petition filed by WLWL, Paulist station in New York, which has the effect of reopening the feud with WWL, Jesuit station in New Orleans, the FCC Broadcast Division Jan. 28 extended for 30 days from Feb. 1 the experimental authorizations under which WWL, New Orleans and KWKH, Shreveport, La., operate full time on their respective channels. In the interim it will consider the petitions.

WLWL, in its petition filed Jan. 28, requested withdrawal of its consent under which WWL and KWKH, both CBS outlets, are permitted to operate full time. WLWL operates the equivalent of two hours daily on the 1100 kc. channel.

The WLWL petition for relief was based upon alleged interference resulting from the operation of KWKH on the 1100 kc. clear channel. WPG, Atlantic City, is the dominant station on 1100 kc. and did not withdraw consent for KWKH's experimental operation.

WWL, licensed to Loyola University, is operating full time on the 850 kc. clear channel which it formerly shared with KWKH. In both instances, the experimental authorizations specify that the stations will revert to their former assignments at any time without hearing, upon 10 days notice.

Strong Language

IN THE petition for relief, which finds the Paulist Catholic order pitted against the Loyola Jesuits, strong language is used. Contention was made that WLWL was "misled" into giving its consent to the operation of KWKH on 1100 kc., which it alleges made possible the full-time operation of both stations. Moreover, it stated that WWL had given assurances that the two stations would operate simultaneously on the 850 kc. channel used by WWL.

As grounds for its petition, George O. Sutton, counsel for the Paulists, said: "It is enough to say that Station KWKH is now causing serious interference within the normally protected service area of station WLWL and without just cause or reason."

In the lengthy petition, mention was made of the pending application of WLWL for full-time on the 810 kc. clear channel to be effected through a realignment involving upwards of 50 stations. This was vigorously opposed at hearings last year by a dozen of the stations primarily concerned.

It was alleged that WLWL's service area is seriously curtailed "by a station which was assigned to this frequency partially due to a consent obtained under false pretenses and without the promised cooperation given at the time the consent was obtained." WWL also was attacked in the petition for broadcasting programs "carrying false and misleading advertising, using the mails in furtherance of the sale of an insurance policy from a concern which is not licensed in Louisiana, carrying programs which have been declared to be unfair competition, and advertising various forms of nostrums inimical to the public health and welfare."

WLWL has been in litigation before the FCC for several years seeking improved facilities. It also has taken its case to Congress, and in a measure induced the action which resulted in the recent efforts for an investigation of the FCC. An answer to the Paulist petition, using just as strong language, was filed in behalf of WWL Jan. 23. First, it was contended that WLWL made no complaint of interference until its petition was filed, in spite of the fact that the experimental operation of KWKH on 1100 kc. had been in progress since September 25, 1934. The "good faith" of WLWL in filing the petition was questioned. It stated that the argument for additional hours for WLWL is so interwoven in the petition for relief that "one cannot help but realize that 'additional hours of operation' is the foremost thought in the mind of the author of the petition, and that the belated origination of a complaint of interference is merely a tool intended to assist petitioner in its demands for additional hours of operation regardless of the injury to other broadcasting stations."

WHEN GOTHAM LIGHTS DIMMED

Candles Are Pressed Into Service; Disc Turntables Put Out of Commission by Power Failure

WHEN for the first time in the history of New York City one-half of the city was without electric lights during the late afternoon and most of the evening of Jan. 15, all the territory above 59th Street that depended on alternating current for their light supply was in darkness; most stations were only temporarily without power for lights, but used their emergency equipment to supply current to the studio microphones and amplifiers.

NBC was without lights within the studios of Radio City for about six minutes in the afternoon, which temporarily interrupted the programs then being broadcast. Flashlights and matches soon were brought into use and musicians and speakers resumed their programs. The CBS lighting system dimmed during the late afternoon, but otherwise everything went according to schedule.

WNEW, located across the street from the CBS studios, reported the same condition, but WNEW was broadcasting transcriptions and the current available would not turn the discs fast enough to be audible.

WINS reported that a jolt interrupted their broadcast schedule for about a second but there was no other trouble the rest of the night.

The two stations hardest hit were WBNX and WLWL, both having studios within the area most seriously affected. WBNX was off the air for 12 minutes, until recorded programs were put on the air from an auxiliary studio in New Jersey where the transmitter is located. Power was restored to the Bronx studio at 5 p. m.

WLWL was without lights for the length of their evening schedule, 6-8 p. m. This made their turntable useless and the station had to build two new studio shows. Flashlights were used to signal from the control room to the studios and candles were used by the orchestras. The station checked for time with the telephone company, their clocks having stopped.

Practically every station broadcast special bulletins relating to the light trouble in an effort to alleviate the tremendous amount of calls that were being received by the police and other city departments, as well as the Edison Co. In connection with the failure of the lighting system the air conditioning of all the radio studios was inoperative.

Every station in New York sent couriers to garner candles for use in the event of further trouble. WOR, WHN, WEVD, WMCA, and WNYC reported they had no trouble.

Samuel Insull Proceeds With Plan to Organize Network in the Midwest

ORGANIZATION of the Affiliated Broadcasting Co., Samuel Insull's proposed network of low-powered stations covering the three Midwest states of Illinois, Indiana and Wisconsin, is said to be nearing completion. Mr. Insull still refuses to make any statement except that plans are progressing, but it is reliably reported that contracts have already been received from 17 stations and that the remaining stations with which the ABC is dickering have agreed to the network's terms and will sign up within the week.

The old WENR studios in Chicago's Civic Opera Building, scene of Mr. Insull's first radio venture, are being remodeled to include offices for the executives of the new network as well as studios from which programs will be sent out to member stations. While Mr. Insull has been deluged with applications for positions, no appointments have been made and will not be until all the details of the station organization have been settled. Work on the lines that will connect the member stations will also be begun as soon as the organization is completed, and it is now predicted that the first ABC program will be put on the air sometime in April.

On hand to welcome Mr. Insull when he returned to the quarters of his former station was Irma Glen, WENR, first staff organist, who went to work there in 1927 and who has stayed on in the same studio ever since, where she originated her organ and dramatic programs for NBC. She will continue to use this studio until NBC's new organ studio, now nearing completion in the Merchandise Mart, where their Chicago headquarters are located, has been finished and the Wurlitzer organ installed and tested out. This will probably be late in February.

CBS in 1935

CBS added five stations to its roster of 95 during last year while more than half of the affiliated stations improved their positions technically, according to an announcement Jan. 17. Stations added were WJR, Detroit, WWL, New Orleans, KRNT, Des Moines, WMMN, Fairmont, W. Va., and WSMK, Dayton.

New Virginia Net Signs Lorillard Co.

Maker of Old Gold Cigarettes To Sponsor College Sports

FORMATION of the Virginia Broadcasting System comprising five stations in the Old Dominion State was formally announced Jan. 24 coincident with the signing of P. Lorillard Co., New York (Old Gold cigarettes) covering sponsorship of University of Virginia athletic activities for two hours each Saturday from Jan. 25 to March 28. The account was placed by Lennen & Mitchell Inc., New York.

Stations in this state network are WCHV, Charlottesville; WBTM, Danville; WLVA, Lynchburg; WGH, Newport News, and WPHR, Petersburg. Hugh M. Curtler, manager of the Charlottesville station, is manager of the system and was the moving spirit in its organization. Ovelton Maxey, formerly manager of Aerial Publicizing Inc., New York, has been named commercial manager of the network.

The Old Gold account covers broadcasts from the University of Virginia gymnasium from 7:30 to 9:30 p. m., although several broadcasts probably will be originated from other points. A. T. & T. lines have been leased for a year and several hours of network operation per day will be inaugurated as expeditiously as the schedules of individual stations can be cleared, it was stated.

Aerial Publicizing Inc., will act as representatives for the chain, having coverage facilities in New York, Boston, Chicago, Detroit and San Francisco. Spangler & Berry, of Washington, will cover Washington, Baltimore and Philadelphia. The organization meeting was held in Richmond Jan. 24. Representing the stations in the system, aside from Mr. Curtler, are E. Ellsworth Bishop, WGH; E. A. Allen, WLVA, NAB vice president and president of National Independent Broadcasters Inc.; S. C. Ondarcho, WBTM, and J. L. Stone, WPHR.

LOUISIANA HOOKUP COVERS ELECTION

CULMINATING in an Election Day hookup Jan. 21 that ran continuously from 7 a. m. to midnight the Louisiana Broadcasting System, comprising seven Louisiana stations keyed mainly from WDSU New Orleans, carried a total of 35 hours of political broadcasts in the keenly contested campaign to decide whether the Huey Long machine should be retained in power. One of the feature broadcasts was a recording of Huey's voice.

Most of the addresses by the candidates and their spokesmen were sponsored, thus proving a big aid to Louisiana stations in a financial way. The hookup, according to Joe Uhalt, operator of WDSU gave complete coverage of the state. In addition to WDSU, the stations linked were KWKH of KRMD, Shreveport; KVOL, Lafayette; WJBO, Baton Rouge; KLMB Monroe; KALB, Alexandria; KPLC Lake Charles. Besides the full network special hookups of two three and four stations were also used.



You CAN'T LOSE . . .

Placing an advertising campaign with KWK is the same as holding a royal flush in a game of straight poker. You Can't Lose! When you let KWK handle your advertising for this important St. Louis area, you may be sure of results. KWK is known as the station that gets RESULTS. Why not let us arrange an advertising campaign for you?

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

Representative

PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

Department Store Tries Novel Stunt And Boosts Sales

SOME said it couldn't be done. But Trask, Prescott & Richardson Co., Erie, Pa., department store, thought otherwise when it sent a one-paragraph letter to NBC last winter, asking for a list of nationally advertised goods advertised over NBC networks, with the idea of displaying these goods in store windows, counters, elevators, etc.

Checking the NBC list, Howard J. Holcomb, advertising manager, found that his store carried 24 items sold by 16 NBC sponsors. He sent letters to the 16 sponsors asking for any merchandising kits they could supply to merchandise their programs.

All advertisers responded with alacrity and considerable enthusiasm. Some even assumed the cost of full-page advertisement in local newspapers to tie in with the plan.

A daily list of NBC programs was run in the regular department store copy and special weeks were declared. At no time did the store increase its newspaper space to plug this promotional program. The price range of these 24 products ran from 5 cents to $175, and included such products as vacuum cleaners, fertilizer, soaps, washing machines, floor polish, toothpaste, face lotions, clocks, etc.

A resume of the increase in sales directly traceable to the special "weeks" idea follow (% increase compared with same week in 1934):

Week of	
Jan. 14—Johnson's Glo-Coat	40%
Mar. 4—Lux, Lifebuoy	110%
Mar. 11—Bab-O	200%
Mar. 18—G-E refrigerators	25%
Mar. 25—Vigoro (fertilizer)	300%
Apr. 1—Hoover vacuum cleaner	92%
Apr. 8—Palmolive soap	35%

National Retail Dry Goods Association figures show that department stores in communities of 25,000 population buy about the same linage as stores in cities of 100,000, the differences coming in the lower linage rates offered by the newspapers in smaller cities.

Cost of the posters and other materials used by the store was negligible, the increase in sale more than warranting the effort. In addition to the seven products listed for special "weeks" the other NBC items merchandised showed increases over 1934 up to 25%. The average increase was 11.1%.

CBS Not "Mad" at All

BY A CURIOUS irony, part of the Republicans' first radio dramatic skit *Liberty at the Crossroads* found its way on the network waves even after it had been turned down as a sponsored network feature. An alert *March of Time* editor culled an excerpt from the sketch and it was broadcast over CBS the night after its debut over WGN as a commercial feature. Another ironical twist was Republican Chairman Fletcher's inability to tune in WGN at his Washington home, which was due to some flaw in his receiver because WGN usually can be heard fairly well in the capital. This led Harry Butcher, CBS Washington vice president, to offer to send a technician to Mr. Fletcher's house to fix his set. The Republican chairman accepted and the fixing was done by Clyde Hunt, CBS ace control operator who usually handles all presidential broadcasts.

Lye Spots in Midwest

PENNSYLVANIA SALT Mfg. Co., Chicago (Eagle and Lewis lye), is using radio to back up its contest advertising in farm papers. Three full-page advertisements, one each in January, February and March, in the papers are followed by 12 spot announcements, broadcast each week-day for two weeks of each month. Two contests are being conducted, one in Oklahoma and the other in the Midwest farm belt generally. In Oklahoma the sponsor is giving away pure bred Hampshire boar and sow, named Sir Eagle Lye and Lady Eagle Lye, as first prize, and five gifts and 63 cash awards. Announcements on stations KADA, KASA, KVSO, and KFPW tell listeners who would like to win a pure bred boar and sow to read the ad in the *Oklahoma Farmer* or write to the station for details. This contest is also merchandised with three weekly five-minute talks over KWKH. The Midwest contest is similar except that the main prize is a pair of Poland China hogs, Sir and Lady Lewis Lye. Six farm papers are used, backed up with announcements over WAIU, WLS, WHO, WCCO, KMMJ, and WIBW. L. W. Ramsey Co., Chicago, is the agency.

PAPER IN ATLANTA SEEKS RADIO ANEW

LIKE the *Birmingham News*, which in the early days of radio was the owner of what is now WAPI, the *Atlanta Constitution*, once owner of WGST, is planning to reenter the broadcasting field. The Atlanta newspaper has applied to the FCC for authority to erect a new full-time station in that city to operate with 1,000 watts on 590 kc. The *Birmingham News* is an applicant for authority to purchase WSGN, Birmingham 100-watter.

Clark Howell, publisher of the *Atlanta Constitution*, some years ago gave WGST to the Georgia School of Technology to be operated as an educational station, but the university later leased it to commercial operators. Victor Hanson, publisher of the *Birmingham News*, gave WAPI to the University of Alabama and Alabama Polytechnic Institute, but those institutions also leased the station to commercial operators when they found they could not support it.

Among other recent newspaper applicants for new stations are the Auburn Publishing Co., publishers of the *Auburn* (N. Y.) *Citizen-Advertiser*, seeking a new full-time 100-watt station on 1420 kc., and the *Tampa* (Fla.) *Tribune*, seeking a new station on 550 kc. with 1,000 watts night and 5,000 day; also the *Niagara Falls* (N. Y.) *Gazette*, seeking 250 watts day on 630 kc., and the Dubuque (Ia.) *Telegraph-Herald*, seeking 500 watts day on 1340 kc. (Full list of pending newspaper applications to Jan. 1, 1936, published in the Jan. 1 issue of BROADCASTING.)

Wasey Products Spots

WASEY PRODUCTS Inc., New York (Zemo, Musterole) began a series of 15-minute transcription programs over 12 stations in the East and South on Jan. 13. The discs, made by RCA-Victor and featuring *Carson Robinson and His Buckaroos*, are being broadcast three times a week with the exception of WLW, Cincinnati, which has a twice weekly schedule. The campaign, signed for 13 weeks, supplements the regular *Voice of Experience* program on CBS. Stations used are: WLW, WGY, WMC, WAPI, WJAX, WRVA, WWL, WHO, WSB, WSM, WFAA-WBAP, KVOO. Erwin, Wasey & Co. Inc., New York, placed the account.

FAA Advertising Rules Contain No Restrictions On Media for Advertising

RULES governing advertising of distilled spirits, approved by the Secretary of the Treasury, Henry Morgenthau Jr., were announced Jan. 22 by the Federal Alcohol Division. They forbid false or misleading statements; disparaging of competitors; obscene or indecent matter and define various terms used in describing spirits. Statements as to curative and therapeutic effects are barred if untrue in any particular or misleading.

No mention is made to limit media which the industry may use, under the terms of the regulations. Members of the Distilled Spirits Institute, former code authority of the distillers and now the industry's trade association, recently voted to cease using radio and are now being polled on their sentiments as to Sunday newspaper advertising. Dr. J. M. Doran, administrator of the Institute, stated Jan. 25 that its members have entirely ceased using radio, so far as he can learn, although some rectifiers and wholesalers are continuing to use the medium.

Sterling Products Inc., New York (Phillips Milk of Magnesia tablets) has taken over the WHN *Amateur Hour* with Jay C. Flippen as master of ceremonies, formerly sponsored by Schenley Products. The program is still broadcast Tuesdays, 7-8 p. m., and is signed for 13 weeks. Blackett-Sample-Hummert Inc., New York, placed the account.

OvenReady Plans Tests

BALLARD & BALLARD Co., Louisville (OvenReady Biscuits, Obelisk Flour, etc.), has placed its advertising with Henri, Hurst & MacDonald Inc., Chicago. A campaign for OvenReady Biscuits will be launched in test markets in New England, Midwest and the South early in 1936, using newspapers and radio. For the present the broadcast part of the campaign will consist of participation in household programs.

THOS. P. LaMONICA & ASSOCIATES, public relations organization of Easton, Pa., announces its entry into radio publicity for national advertisers. Offices are maintained in New York, Palm Beach and Beverly Hills and one is contemplated in St. Louis.



STUDIO MURALS AT WIBM — Not all that is modern and fresh in radio comes from metropolitan centers. Thus, WIBM, Jackson, Mich., built its studios in oversized display windows on a busy street corner. And now, striking murals decorate the inner wall of that studio. The murals were painted by Allan Thomas, a new figure in American decoration and a native of Michigan. His work has a distinct modern flavor but there is no obvious tracing of foreign influence in his painting. In the large center panel, the figures of a religious leader, athlete, actor, singer, sports announcer and musician symbolize the programs of the day. Behind these figures, the character, range and tempo of the audience reached by radio are represented, in streamlined train and airplane, modern architecture, colonial hall, church, remote and isolated village and farm home. In the two companion panels, the electrical genius behind radio is depicted by engineers at a studio control board, by tower, tubes and circuit; and the essential poetry, the emotional demand for radio, by the figures of musicians, instruments and winged horses. The three panels are 38 feet long.

KDKA's Home Forum is a gold mine for Advertisers. *Broadcasters say of it . . .*



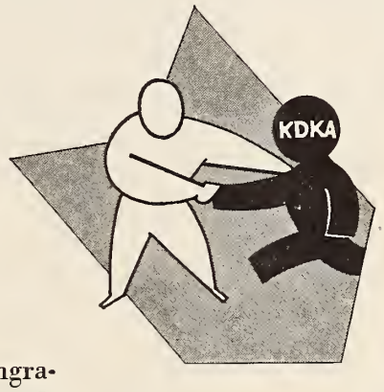
"It is highly gratifying that your station is now producing returns at a lower cost per return than any of the twelve stations on the air."

S. O. S. COMPANY



"I wish to take this opportunity to congratulate you upon the success of your broadcasting our Sur Grip Masons. Orders are coming in 'way beyond our expectations."

BROCKWAY SALES COMPANY



"I cannot tell you how thoroughly delighted we are with the way you are cooperating. We actually count you as a member of our organization."

ALLAN-KNAPP, INC.

KDKA

50,000 WATTS
PITTSBURGH

KDKA's potential circulation is 954,500 radio families according to the New NBC Method of Audience Measurement, by areas.

KDKA is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield, Mass. • **WRC, WMAL,** Washington, D. C. **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco.

NBC Thesaurus Recorded Program Information Available At All These Stations.

Merchandising Notes

Hats for Millions—Tarzan and Milk—In Your Bathroom—The Mystic Code—Tricks With Bisquick

TEXAS Co., New York (Texaco) recently turned over the New York Hippodrome, scene of its Jumbo broadcasts on an NBC-WEAF network, Tuesdays, to citizens of Danbury, Conn., home town of P. T. Barnum. Four trainloads of Danbury folk came to New York, all wearing Fire Chief hats which they wore on the train, all over New York, and at the broadcast. Texas Co. has given away some 5,000,000 Fire Chief hats.

* * *

LOS ANGELES Bureau of Power and Light, city-owned, with a twice-weekly afternoon half hour on KFI, has supplemented the radio series with a semi-monthly eight-page leaflet of recipes. The radio programs are conducted by Agnes White and Ann Martin, who will collate the recipes and issue them in printed form two weeks after the broadcast. The all-electric kitchen is the theme of the series. While the city bureau does not itself sell electrical appliances, it uses the program to plug electricity and to suggest that fans go to their neighborhood dealer. Fifteen thousand of the leaflets are being distributed through electrical stores and downtown department stores. No attempt is made to mail them. Listeners must go in person to their dealer. Card signs and leaflet displays have been distributed to all dealers.

* * *

PISER FURNITURE Co., New York, disappointed at response for a free booklet offered on its WMCA program, was about to go off the air. On the last program, however, listeners were told to write in for a valuable gift and picture of a movie star. Responses quickly passed the thousand mark and the sponsor decided to stay on the air.

* * *

DOW DRUG Co., Cincinnati, sponsoring a series of quarter-hour bridge lessons on WKRC, Cincinnati, thrice weekly, has a tie-up whereby United States Playing Card Co. prints the lessons in return for display space on the reverse side of the printed sheets.

* * *

TO PUBLICIZE their new radio serial, *Tarzan of the Apes*, on WHIO, milk dealers and producers of Dayton and vicinity held a theatre party for Miami Valley children at which time the film *The New Adventures of Tarzan* was the feature. Admittance was by milk cap. On the day prior to the show, 60,000 hand-bills were distributed by milkmen advertising the radio program and theatre party. By curtain time more than 15,000 children were lined up for several blocks on each side of the movie house. Instead of the one performance scheduled, three were presented during the morning. Following each movie the children were directed to the WHIO studios where they made application and were given cards signifying they were charter members in the "Tarzan" club.

SOUTHERN DAIRIES Inc., Washington (ice cream), sponsoring a child program on WDBJ, Roanoke, Va., for a half-hour Saturday mornings, has a "Boys' and Girls' Safety Club of Roanoke", broadcast from the American Theatre. Children are admitted for 5 cents, which entitles them to see the broadcast and remain for the 10:30 a. m. show. Attendance varies from 1,200 to 2,000.

Youngsters are admitted to membership in the club after they have repeated from memory certain safety pledges. They are given a club badge and those who have talent are used in the programs. About 500 now belong to the club. They have elected their own officers and participate in the broadcasts. Prominent speakers give two-minute safety messages.

* * *

CARBORUNDUM Co., Niagara Falls (abrasives), is offering a free booklet entitled *The Romance of Carborundum*, and a souvenir carborundum sharpening stone in a leather case for a box or the printed end of any carton which contained a carborundum product. No proof of purchase is necessary to receive the booklet.

* * *

A SPECIAL issue of the *NBC News Service* was prepared for distribution by members of the building trades to herald the coming of the one-time Johns-Manville program broadcast Jan. 13 over an NBC-WEAF network. Ten thousand copies of the extra issue were sent to prospects and dealers.

* * *

DURING 1935 WOR, Newark, received 980,000 pieces of mail from radio listeners. This does not include mail that was dispatched direct to sponsors or agencies.

CAMPANA Corp., Batavia, Ill. (Italian Balm), has arranged with Western Union for messengers to install dispensers in homes in some 5,000 communities. A call to Western Union brings a specially trained messenger with kit. Western Union will charge the customer ten cents, Campana paying the remainder of the cost. Dispensers may be installed on wood or tile walls without the use of screws.

Some 2,500,000 dispensers already have been installed and another 2,000,000 are expected to develop from the new service. Dealers are offered a special merchandising deal to meet refill business. The new promotion was to be advertised on Campana's two network programs starting Jan. 31 as well as in 20 national magazines.

Mary Morgan, director of Campana's new "Institute of Personality and Charm", offers listeners a series of 50 bulletins giving advice on personal problems. Bulletins may be obtained in exchange for a complete carton from the standard size Italian Balm or Dreskin, or for three small cartons.

* * *

GENERAL MILLS Inc., Minneapolis, using both network and spot radio, has offered a 40-page cook book "Take a Trick a Day With Bisquick", containing illustrated recipe material, in exchange for a box top from a Bisquick package.

* * *

SACHS Co., New York furniture store, frequently sponsors benefit broadcasts on WMCA, that city, and uses other stations for foreign language programs. One of the oldest Gotham radio users, Sachs male harmony trio, has given more than 4,600 programs on WMCA. The store has been on WMCA since 1924 and has just renewed for three years for programs every day except Monday.

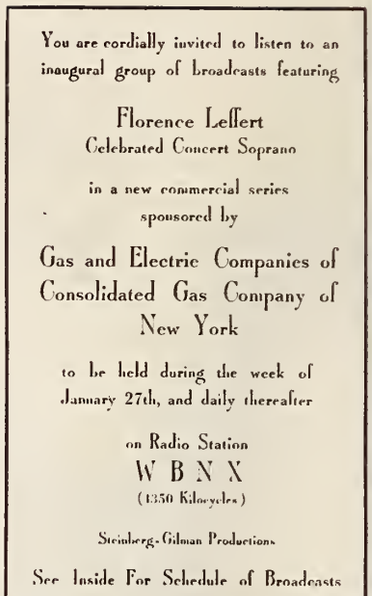
* * *

COOPERATING with Liggett & Myers Tobacco Co., WBT, Charlotte, N. C., is distributing the sponsor's booklet concerning the Chesterfield program.



Promoting Gulf Refining Products With Comic Sheet

GULF REFINING Co., Pittsburgh, broadcasting Sunday evenings on CBS with Phil Baker, puts out four-page tabloid size colored "funnies", like this one. The Phil Baker show is promoted both in the comic strip and on display items on the bottom of the first page. Balloons in the strips do not promote Gulf but the last page is reserved for the sponsor. The Gulf comic sheet has a circulation of 2,500,000 copies and is distributed free at Gulf stations. Young & Rubicam is the agency.



Programs In Seven Languages

TO REACH New York City's polyglot population with its sales and institutional messages, Consolidated Gas Co. of New York, big metropolitan gas and electric utility holding company, on Jan. 27 began a daily series of programs in a different language each day over WBNX, New York, for a period of 13 weeks. Starting Mondays with Hungarian, the programs are successively in German, Italian, Spanish, Greek, Jewish and Polish, featuring Florence Leffert, concert soprano who knows 22 languages. Auxiliary announcements are in English, each program being designed to reflect the taste and temperament of the nationality represented. Illustrated here is the panel from the front cover of the utility's announcement of the program, prepared in formal invitation style.

YALE OIL Corp. of Montana, quickly exhausted its supply of 10,000 Will Rogers photographs after offering them through three announcements of KGHL, Billings, Mont.

* * *

CARLSBAD CRYSTAL Sales Co., New York (salts), received 12,140 responses from three afternoon announcements on WBAL, Baltimore, in the first week of sponsorship of the *Johnson Family*. A sample of the salts was offered, as well as a picture of the script author and cast. Offer of hymnal book by Meadowridge Memorial Park, sponsoring a Sunday afternoon series, drew some 500 requests on the first program.

* * *

WOR LISTENERS to the number of 68,799 went to grocers in a week in mid-January to get applications for the mystic code announced on the MBS *Omar the Mystic* program sponsored by Purity Bakers Corp., Chicago.

SOUTHERN CALIFORNIA FLORAL INDUSTRIES, Los Angeles, a cooperative group of flower growers, wholesalers and retailers, early in February will present for six months a weekly series on KHJ, Los Angeles, through W. Austin Campbell Co. It will be in drama form and will be created as a goodwill broadcast rather than a direct sales effort.

Now serve your listeners

Fresh MUSIC!

in your recorded programs

. . . from the vital and varied transcriptions of the new



If you have become ear-weary from the hackneyed style and constant "re-hash" of recorded program libraries, you have a thrill coming in these new, different and diversified recordings by **ASSOCIATED.** Fresh music from the masters and the moderns; fresh, distinctive orchestrations and arrangements; first-chair musicians under the batons of outstanding conductors, and fresh talent in vocal solos and choruses.

Now available Over 1400 titles! - - - more than 50 hours of continuous playing time!

Included in the initial library of **ASSOCIATED RECORDED PROGRAM SERVICE** are more than 1400 titles—carefully picked selections that are always **good programming.** These total more than 50 hours of continuous playing time . . . with constant diversification.

From Symphonies to Swing Bands

This unusual recorded service already comprises 16 different classifications of musical types and combinations, including large symphony orchestras, chamber music, Gypsy ensembles, organ music (both church and theater), operas, musical comedies, spirituals, sophisticated Continental dance music, swing bands, military bands, martial music and various novelty combinations.

The "Tops" in Talent

Only leading artists of radio and "first-line" name orchestras have been used in these recordings—such names as Emil Coleman, the Dorsey Brothers, Isham Jones, Louis Katzman, Sam Lanin, Edwin Franko Goldman, etc.—all favorites with listeners and synonymous with Broadway and Hollywood.

Three-dimensional recording with quieter surface!

Western Electric Wide-Range-Vertical Cut (Hill and Dale), recorded under license by Electrical Research Products, Inc. And pressed on VINYLITE—**the material with the quieter surface.**

produced by **ASSOCIATED MUSIC PUBLISHERS, Inc.**

25 WEST 45th STREET • NEW YORK CITY

WRITE FOR FULL INFORMATION



"Let George do it"
with proved stations

Each station listed has a record for obtaining splendid results . . . popular broadcasting supported by one hundred per cent co-operation in merchandising assistance.

WHEN YOU WANT

Program Ideas
Distributing Help
Merchandising Plans
Rates and Honest Coverage Figures
Buyers, not just listeners
Facts, not fancies.

KARK —Little Rock, Ark.
WIL —St. Louis, Mo.
WSPA —Spartanburg, S. C.
WJBK —Detroit, Mich.
WEBC —Duluth, Minn.
WMFG —Hibbing, Minn.
WHBU —Anderson, Ind.
WBOW —Terre Haute, Ind.
WHBF —Rock Island, Moline, Davenport, E. Moline

Northern California Broadcasting System
KJBS —San Francisco, Cal.
KQW —San Jose, Cal.

'PHONE OR WRITE

George Roesler
Radio Station Representative

360 N. Michigan Ave. Chicago Central 8020
238 General Motors Bldg. Detroit Madison 2717

Association Is Organized By Stations in Montana


Mr. Craney

MONTANA stations have formed the Montana Association of Broadcasters as a state unit of the NAB, it was announced Jan. 23 by Mrs. Jessie Jacobsen, manager of KFBB, Great Falls, who was elected secretary - treasurer. The organization was formed at a meeting in Helena in January at which all stations in the state were represented.

Elected president was Ed Craney, manager of KGIR, Butte. Arthur J. Mosby, manager of KGVO, Missoula, was elected vice president. The three officers will serve as the executive committee. Monthly meetings are planned. Others present were Don Trealor, owner, KGEZ, Kalispell; C. O. Campbell, owner KGHL, Billings, and Ed E. Krebsbach, owner of KGCX, Wolf Point.

Program Crusade Reopened by FCC

REOPENING its "program crusade" after several months of quiescence, the FCC Broadcast Division Jan. 28 granted temporary licenses to a number of stations pending investigations of certain programs. One station — WAAW, Omaha—was set for hearing on program questions.

Sterling Casualty Life Insurance Co., Chicago, using spot announcements on a number of stations, was the account mainly under surveillance in the new campaign This account, featuring "penny-a-day" insurance, it was learned at the Postoffice Department, now is being "investigated", but no action of any character has been taken. It was stated at the Department that at this time it cannot be said whether the company's operations are such as to warrant punitive action by it, and that it neither has a clean bill of health nor a citation. In its radio continuity the company solicits sales, and the Postoffice Department's investigation is centered on that phase.

Among the stations given 90-day licenses on Jan. 28 pending investigation, are WHO, Des Moines; WJR, Detroit, WLS, Chicago; KMMJ, Clay Center, Neb.; WWVA, Wheeling, W. Va. WAAW, whose renewal was set for hearing, has an application pending for assignment of license to the Nebraska Broadcasting Co., a subsidiary of the Omaha *World-Herald*.

Among other temporary renewals ordered by the Broadcast Division Jan. 28 were WCFL, Chicago, operated by the Chicago Federation of Labor, for 30 days, and WATL, Atlanta, for 60 days.

DR. ARTHUR E. KENNELLY, professor emeritus of electrical engineering at Harvard and co-discoverer of the Kennelly-Heaviside layer, ionized "ceiling" in the upper atmosphere from which radio waves are reflected back to earth, accounting for skip distance effects, on Jan. 28 was awarded the Mascart Medal at the New York convention of the American Institute of Electrical Engineers.

Brooklyn Case Deletions Delayed for Third Time; Newspaper Acquires Two

A THIRD postponement of the effective date of its decision ordering deletion of three stations in the so-called "Brooklyn case" was authorized Jan. 21 by the FCC. Scheduled to become effective Jan. 22 at which time WBBC, the fourth of the stations on the 1300 kc. channel, and the *Brooklyn Daily Eagle*, a new applicant, would share the facility, the FCC postponed the effective date until Feb. 6.

Simultaneously, it was learned, the Jewish-language newspaper *The Day*, of New York, has purchased 51% of the stock in WLTH and WARD from their present owners, subject to FCC approval. The purchases, it is understood, were made from Samuel J. Gellard, president of WLTH, and Rabbi Aaron Kronenberg, principal owner of WARD.

Prior to its postponement action, the FCC Jan. 15 overruled motions of WLTH and WARD for oral arguments in support of petitions for rehearing subsequently filed. It had also denied an application of WVFW for rehearing, after the station had announced that control had been disposed of to the Veterans of Foreign Wars.

On Jan. 21, WEVD, New York, operated by the Debs Memorial Radio Fund Inc., and affiliated with the *Jewish Daily Forward*, filed with the FCC an application for rehearing. The station has requested the facilities of the four Brooklyn stations, as against its present part-time operation assignment. Contention was made that the FCC, in its decision, overlooked or failed to consider certain material questions in connection with the WEVD application, which had been denied. The application, it was held, asked not only for full time for WEVD on the 1400 kc. channel, but for full time on its present assignment of 1300 kc. if stations now on that wave could be shifted to the 1400 kc. channel.

The petitions for rehearing filed by WARD and WLTH held that the FCC decision ordering their deletion was "unjust and unwarranted" and that the findings were arbitrary and capricious. In each petition there was set forth certain provisions of both NBC and CBS contracts with affiliated stations on clearance of time. The FCC decision had cited so-called "block-selling" of time on the stations to be not in the public interest.

It was contended that the networks follow the general procedure complained of in the cases of these stations on a "grand scale", including procuring of talent, sale of time to advertisers, production and announcing, with the network retaining "more than 40% of the total amount realized from broadcasts and out of its share compensates the talent and others assisting in the programs."

THE world's 1,521 broadcasting stations during the fiscal year 1934-35 consumed 2,420,000,000 kw. hours of electrical current, radiating 9,638 kw., and their total power bill ran $165,000,000, estimates Arthur Burrows, secretary-general of the International Broadcasting Union, Geneva.



This Map SHOWS SOME SIGNIFICANT FACTS ABOUT RADIO IN SOUTHERN CALIFORNIA...

Completely surrounded by snow-capped mountains, barren deserts and a large, wet ocean, the Los Angeles market is peculiarly isolated from the rest of the world. Hence radio station power is a secondary consideration because the cream of this market is concentrated within a radius of only 60 miles. Consider these facts.

1. Within the 30-mile inner circle are 2,318,525 people, including the rich communities of Hollywood and Beverly Hills—175,000 people having an average family income in excess of $5000 per year.

2. Within the 60-mile outer circle are 2,587,102 people—81% of the entire population of Southern California. The per capita buying power in this area is $1351—the second highest in the United States. The average Los Angeles family spends more each year for retail merchandise than the average American family earns.

For economical, thorough coverage of this great market, choose KFWB—Los Angeles' favorite independent station. Alert advertisers are getting outstanding results from KFWB because it has power enough to do the job; because its rates are lower; and because its motion picture tieup and program policy attract a large, responsive audience.

This map, beautifully printed in colors, will be sent on request to anyone interested. Write for your copy.

KFWB
LOS ANGELES

Owned and Operated by WARNER BROS. MOTION PICTURE STUDIO
FREE & SLEININGER—*Exclusive Representatives*

Right of NBC, Texas Co. To Scripts of Ed Wynn Sustained in Uproar Case

DECREE of U. S. District Court, Massachusetts, restraining Uproar Co. from suing NBC and the Texas Co. for alleged conspiracy to prevent publication of a pamphlet called *Uproar*, containing radio scripts of the Ed Wynn programs sponsored on NBC by Texas Co., was upheld in a ruling Jan. 7 by the U. S. Circuit Court of Appeals for the First Circuit.

In holding that the Uproar Co. has no basis for a conspiracy action, Judge Morton sustained the lower court's finding that Uproar Co.'s publication of the scripts was a wholly unauthorized use of the material and of the name Graham, referring to Graham McNamee, stooge in the Texas Co. broadcasts.

Judge Morton found, however, that Wynn owned literary property rights in the scripts and had the general right to publish them, a right he had assigned to Keenan Products Inc., but ruled that Wynn was not at liberty to make any use of the scripts which would weaken or interfere with benefits which the Texas Co. might derive from its advertising under its contracts with Wynn.

In dissenting, Judge McLellan voiced the opinion that the lower court was without jurisdiction in equity to hear the case over the plaintiff's protest and that the plaintiff had the right to publish and sell the script by deleting reference to Graham McNamee.



Radio Staff for Second Season of San Diego Exposition

HERE is the radio staff of the California Pacific International Exposition at San Diego, which begins its second season Feb. 12, and will run 238 days. They operate the two radio studios and the 157-station loud-speaker system, sponsored by the Associated Oil Co. of Los Angeles.

Seated left to right are R. C. Coleson, announcer; D. D. Burr, Associated Oil Co., Los Angeles; Albert J. Trankle, sound control; Nellie Guentert, secretary; Clyde M. Vandeburg, director of radio, who will assume radio charge of the Texas Centennial when it opens this summer; Arthur Linkletter, manager, public address; Gary C. Breckner, manager radio. Back row (standing): G. M. Huber, deputy sheriff assigned to studios; Charles Douglass, technician; William Fritz, maintenance; Charles Phillips, technician; W. T. Brown, chief engineer for C. C. Langevin Co.; Robert Conroy, technician; William Dallin, engineer; Harry Kieth, chief technician, and Charles Mahan, announcer.

Last season, there were 478 broadcasts from the exposition, including 56 Coast-to-Coast, 89 Pacific Coast and 233 locals. Many of the programs were those of regular network sponsored carried from the fair grounds.

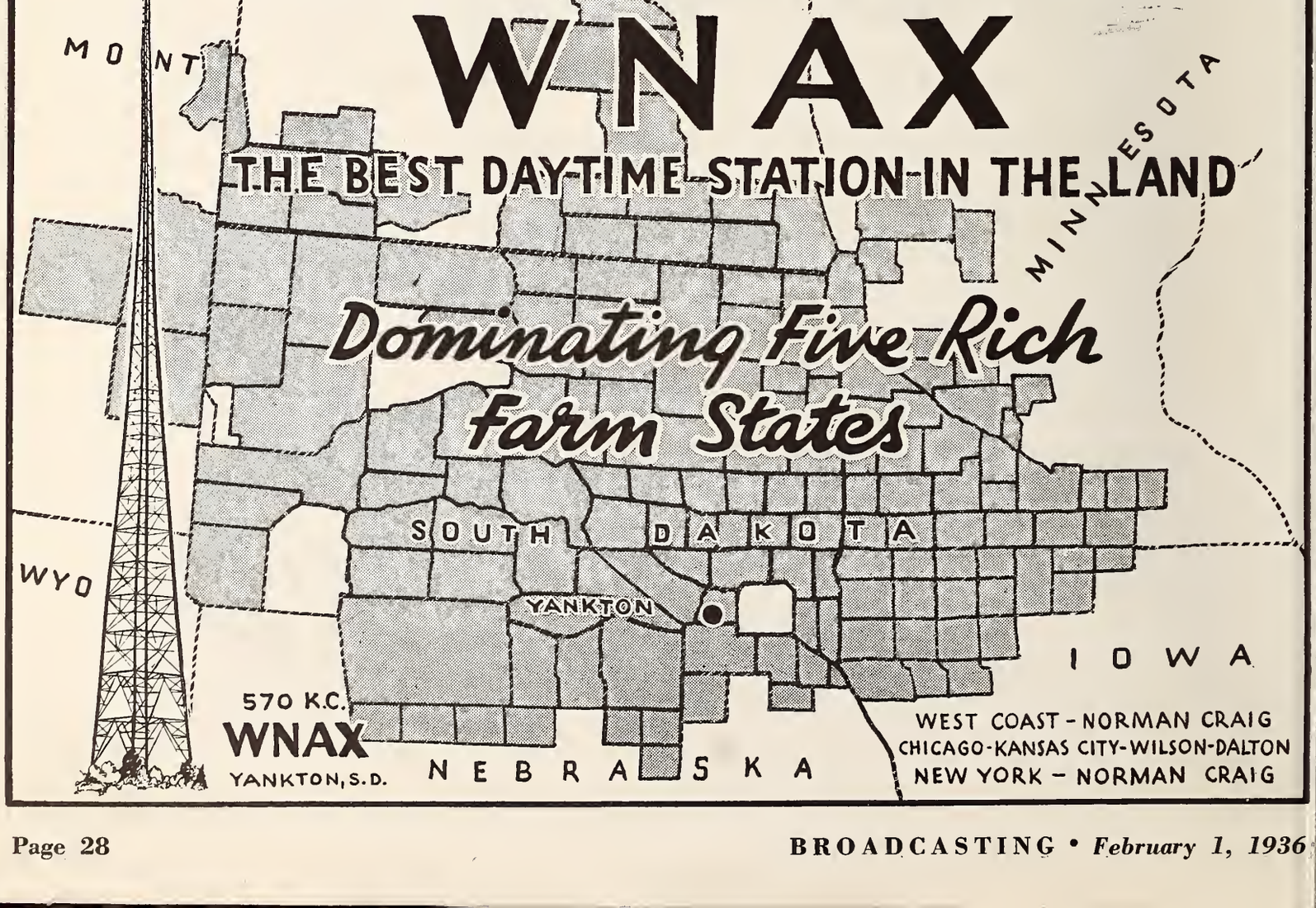
FORMERLY prohibited by U. S. Navy regulations from having any broadcasting stations, the Republic of Panama during 1935 authorized four short-wave broadcast outlets and on Jan. 1, 1936, licensed HP50 to operate commercially in the broadcast band with 25 watts on 1440 kc.

WJR Declares Dividend With $352,602 Earned

EARNINGS of $325,602 during 1935, equivalent to $2.50 per share, were announced at the January annual stockholders meeting of WJR, the Goodwill Station Inc., of Detroit, when all present officers were reelected. A dividend of 37½ cents a share was authorized payable Jan. 31 to stock of record Jan. 20. There are 130,000 shares of stock outstanding, currently priced around $28.50 per share.

Officers renamed are G. A. Richards, president; Leo J. Fitzpatrick, vice president and general manager; P. M. Thomas, secretary-treasurer. One new director elected was W. E. Hutton, representing the New York brokerage firm of W. E. Hutton & Co., which recently undertook to sell publicly 37,265 shares of common stock with a $5 par. As reported to the Securities & Exchange Commission in Washington, the corporation issued 28,065 shares to the underwriters, with an option to purchase another 9,200 shares when and if the FCC authorizes WJAR to acquire all the capital stock of WGAR, Cleveland, under same control but a separate corporation. The application to register the issue with the SEC was filed Nov. 14 and became eligible for public offering Dec. 4.

EFFECTIVE March 31, WJAR, Providence, R. I., is granted an increase in power to 1,000 watts, with directional antenna, under a decision handed down Jan. 28 by the FCC.





THE KITCHEN G-MEN ARE SELLING KROGER GROCERIES TO MILLIONS OF HOUSEWIVES ON

WHAS

MAGIC CARPET OF PROGRAMS

● Kroger's G-Men of the Kitchen ride WHAS' 50,000 Watts into millions of homes on Tuesday evenings. The dials are tuned in on WHAS for the bigger programs. These WHAS homes are clustered about Kroger Grocery & Baking Company stores in several States. The G-Men work scientifically in their "House of 1,000 Eyes," showing women, who buy 98% of the family groceries, how the Kroger Food Foundation selects for them only the very best, high-test products which are served on millions of tables daily. And WHAS produces thousands of letters from women in answer to Kroger's "Hot Dates In History" program, featuring Hot Dated Coffee each Monday and Friday evening. You, too, should cash in on this peak sales-producing coverage by WHAS ● in the radio-equipped homes of the rich Ohio Valley. WHAS' 50,000 Watts gives coverage plus. Daytime Coverage, primary and secondary, 3,461,100. Nighttime Coverage, primary and secondary, 4,339,280. And the plus market, outside of the Ohio Valley, gives you more than 20,000,000.

MILLIONS TUNE-IN ON WHAS FOR THESE FEATURES: Ford and Waring's Pennsylvanians; Lincoln and the Ford Symphony; Stewart-Warner Alemite and Heidt's Brigadiers; Pebeco and Eddie Cantor; Lady Esther and Wayne King; Dill's Best with Pick and Pat; Consolidated Cigars with Harv and Esther, and Teddy Bergman; Campbell's Tomato Juice with Burns and Allen; Liggett & Meyers Tobacco Co. with Lily Pons and Nino Martini; R. J. Reynolds Co. and Camel Caravan.



★★★ LOUISVILLE • KENTUCKY ★★★

★★★★★★ CBS Basic OUTLET ★★★★★★

EDWARD PETRY & COMPANY • National Representative

W1XBS Joins Inter-City, Becoming Ninth Station

WITH THE addition of W1XBS, Waterbury, Conn., as of Feb. 1, the Inter-City Group, regional Eastern seaboard network, has acquired its ninth link. The high fidelity station, which operates on 1530 kc. with 1,000 watts, will serve the New Haven - Waterbury territory, filling in the gap between WMCA, New York key of the chain, and WPRO, Providence.

W1XBS was formerly aligned with the American Broadcasting System enterprise, which the Inter-City group, in effect, succeeded. It is owned by the Waterbury *American - Republican.* Besides those named, other stations in the Group are WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston, and WLNH, Laconia, N. H.

KLO Added to NBC

KLO, Ogden, Utah, on Jan. 15 joined the NBC network as a supplementary Blue outlet, linking into the new NBC-WJZ transcontinental. Utah thus gets its second NBC outlet, with KDYL, Salt Lake City, remaining on the Red. The Ogden station operates with 500 watts on 1400 kc. Licensed to Interstate Broadcasting Corp., its controlling stock is held by A. L. Glassman, publisher of the *Ogden Standard-Examiner.*

WLAK is the call of the new 100 watt station on 1310 kc. at Lakeland, Fla., for which Lake Region Broadcasting Co. holds a construction permit.

Look, Mr. Advertiser!

By STATION BREAK

A DESK drawer is like a woman's pocketbook. Everything goes into it . . . good, bad and irrelevant. Cleaning it out is tantamount to the rediscovery of America. A good deal of junk and some amazingly fine things turn up.

Since the drawer reserved for this column's material became hopelessly congested, something had to be done about it. The results of the house cleaning appear herewith.

* * *

ORIGINALLY we intended to suggest some New Year's resolutions for advertisers and agencies, as well as for broadcasters. Our rough notes on the subject intrigued us so that we reproduced some of them.

* * *

BUYING programs by cerebration rather than by the wishbone is recommended to current and incipient sponsors. Your wife's first cousin, who sings, may be unacquainted with the psychology of the provinces. Do *you* still have intimate contact with it?

* * *

THE ZEROS in a station's wattage figure often signify little more than their name implies. Stations should be bought in terms of coverage and similar factors. This is for both advertisers and agencies.

* * *

REMEMBER that an advertising medium's responsibility ends when it provides an initial exposure of its circulation for your advertisement. The program is just as much your responsibility as is the printed advertisement which you insert in a periodical.

* * *

A 10% AUDIENCE may look small, but if it represents an average circulation per dollar expended greater than any other medium can provide, it is still a good investment. We Americans unduly worship percentages. Let's measure our effectiveness in terms of the thousands of listeners reached and the effect made upon them.

* * *

PRINTED words and written words *are* different. If we announced as we conversed. we'd do a much better job of fitting into the living room.

* * *

RADIO can furnish an amazing wealth of scientific data regarding listener habits. But why ask it to provide more information than you require of other media?

* * *

RADIO, as is any advertising, is but one portion of the entire sales program of the company. It will be most effective if intelligently coordinated with the rest of the program. Let's view it in that light.

* * *

A PARTING shot to the agencies. Did you consider spot as carefully, and study it as thoroughly as you should have, during the past year?

* * *

TURNING from suggested resolutions . . . We have two additions to the slogan and trade mark club. Have you noticed Socony-Vacuum's "at the sign of the flying red horse?" A few nights ago we were interested in hearing the use made of the slogan, "Better things for better living through chemistry." on DuPont's "Cavalcade of America" program. We thought it especially good for radio.

* * *

WE'VE noticed an increasing tendency on the part of broadcasters to explain their service and their problems to the public . . . in a professional and . . . thank goodness . . . unapologetic manner. Ted Husing's brief comments on the growth of broadcasting . . . similar items on other network programs . . . the WOR "Fireside Chats". . . are indications of the trend. Every station should do it. There's an old Biblical proverb regarding hiding lights under bushels which fits the case.

* * *

WE LIKE the Crosley idea of giving prizes for remarks regarding the worst program heard over WLW. It won't hurt any industry to look at itself "as others see us".

* * *

TWO FORMS of radio advertising which have achieved prominence in the South and West recently intrigue us . . . the broadcasting of tobacco and of live stock sales. Radio . . . the new aid to organized commodity markets!

* * *

IT'S BEEN a rather quiet experiment but we were more than a little interested at Pepsodent's presenting a half - hour variety show at a time of the day previously dedicated exclusively to juvenile drama. Perhaps someone will present some good dinner music for listeners some day. Don't forget that they said it couldn't be done when Pepsodent originally sponsored Amos 'n' Andy at the hour and in the manner they did.

* * *

"THERE'S a zest and tang to Campbell's tomato juice that you will find make it refreshingly different." We like that—its brevity, simplicity, easy to say and listen to, word choice. It tries to get over *but one idea.* Repeated over a period of several weeks at odd hours, one almost gets so that one can recite it. May we suggest it as a standard for spot announcements.

* * *

WE'VE been interested in seeing the *Saturday Evening Post* take to the air . . . and it revives our faith in the millenium. We also note with satisfaction NBC's cooperation with *Delineator, Stage* and *Esquire* in fashion broadcasting. Every medium has its legitimate place, and cooperation between media serves materially to strengthen advertising as a whole.

* * *

WE NOTICE that the U. S. Bureau of Labor Statistics will soon publish a survey of the manner in which consumers spend their income. It should be of interest to merchandising and sales research departments. We often wonder whether stations and radio advertisers are making all the use they might of the recent government reports with regard to such matters as retail sales and outlets, home ownership and equipment, the purchase and ownership of different types of commodities by various income groups and like material. There is a veritable gold mine of marketing and sales information being unearthed by the Government these days, more than has been provided in several previous decades.

* * *

IT'S THE little slips which make any industry human. We were delighted on New Year's Eve to hear Lawrence Tibbett dedicate his next song to England, Australia, New Zealand and the better part of the world, and to find the song to be "Down Among the Dead Men".

WSAI Being Transferred To Downtown Cincinnati

REMOVAL of WSAI, Cincinnati, little sister station of WLW, owned by the Crosley Radio Corp., from its present transmitter location at Mason, O., to the heart of Cincinnati, is being effected, pursuant to authority procured from the FCC. WSAI is an affiliate of the NBC-WEAF network.

Plans, according to Powel Crosley, president of the company, call for a "model" station. A 5 kw. Western Electric high - fidelity transmitter will be installed, though the station will continue to operate with 1,000 watts night and 2,500 watts day. A Truscon steel single vertical radiator, 230 - feet high will be installed also. The new station is being erected under direction of Joseph A. Chambers, WLW - WSAI technical supervisor, and will be completed around March 1.

KSD
IN ST. LOUIS



LISTENERS APPRECIATE Censorship

SO DO ADVERTISERS

W9XPD
KSD's ULTRA SHORT WAVE AUXILIARY

Programs broadcast over KSD measure up to the high character of the better homes of the nation, due to the rigid censorship policy of this station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

The STANDARD LIBRARY OFFERS . . .

. . . the most favorable

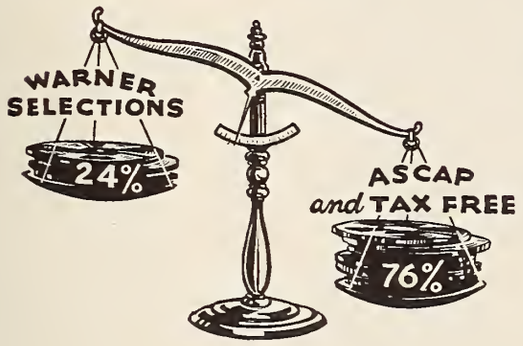
BALANCE

in make-up

supreme

QUALITY

in recordings



CONSIDER the make-up of the Standard Library—in the light of the present music-tax controversy:

31%—TAX FREE, PUBLIC DOMAIN SELECTIONS
45%—ASCAP SELECTIONS
24%—WARNER BROTHERS SELECTIONS

That's why station operators who use the Standard Transcription Library sleep soundly these nights —only 24% controversial selections in the entire Library — the lowest percentage of any similar service. Standard plans shortly to feature a total of over 500 numbers either entirely tax-free (public domain) or ASCAP!

That's *one* side of the Standard picture. Over 150 leading radio stations know the *other* side as well: The supreme quality of every Standard Transcription—a quality made possible by the newest, most highly perfected RCA-Victor recording apparatus, unexcelled studio facilities, and genuine Vitrolac pressings with their amazingly life-like reproduction! AND NO DUBBING! Talent? Standard continues to feature "big-name" "standout" orchestras, soloists and specialty groups —drawn from the huge talent reservoir of Hollywood!

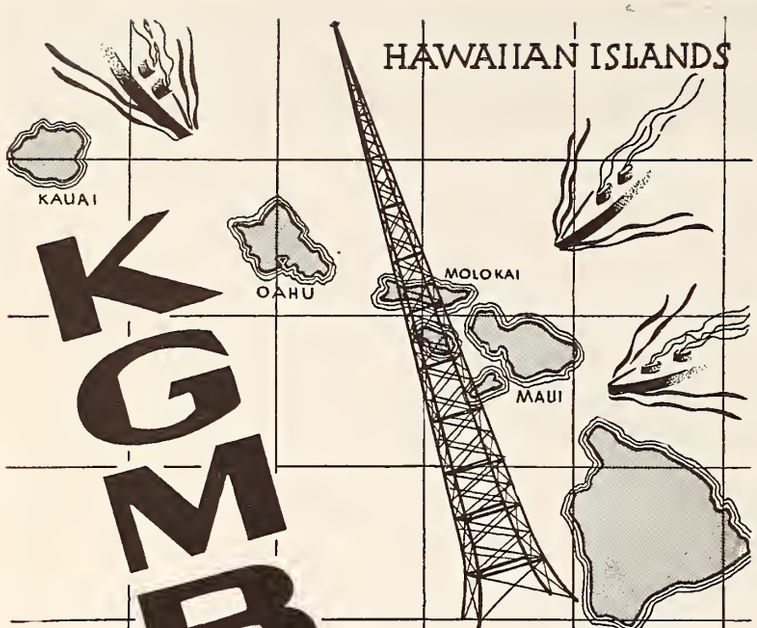


. . . and over 200 non-copyright songs in "SONS OF THE PIONEERS"

The present situation throws the spotlight strongly on the famous "Sons of the Pioneers" series — which now totals over 200 selections — every one non-copyright! The most readily salable transcription feature ever offered—the kind your toughest prospects will grab up!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.



... Hawaii Is American

A POPULAR misconception of the Territory of Hawaii is that the bulk of the population is foreign. It might be surprising for you to learn that this territory as a whole is much less foreign than the Province of Quebec, and that the city of Honolulu is probably no more foreign (if as much) as Youngstown, Ohio, Hammond, Indiana, or New Orleans, Louisiana.
It is true, of course, that there is here a sizeable percentage of the population of foreign extraction, but the overwhelming percentage of that population are not only English-speaking, but American citizens. Even the Japanese who have settled here are two-to-one American citizens, the great majority of them English speaking; their children going to 185 public schools. Hawaii is a prosperous American state. It has:

29	Banks with $80,497,015 deposits ($48,298,291 savings)
76	Hotels
43	Hospitals (including plantation hospitals)
125	Libraries
49,038	Automobiles
55,870	Electric meters (not counting plantation systems)
17,220	Gas meters
23,818	Telephones
185	Public schools with 2509 teachers, 82,985 pupils
80	Private schools with 593 teachers, 13,312 pupils
4	Colleges with 182 teachers, 2869 students
1	University with 125 teachers, 1500 students
516	Churches
67	Theaters (nearly all with modern sound equipment)
7	Steam railways
39	Newspapers (including 9 dailies)
2	Radio broadcast stations

The United States Army comprising a community of about 25,000 persons, disbursed $12,755,858 in the territory of Hawaii last year, large increases are expected this year. The United States Navy, comprising some 12,150 persons, spent $12,600,000 in Hawaii last year. Tourists represent over $10,000,000 in "New" money annually.

It is possible with one announcement over KGMB, Honolulu's premier station, to reach 70% of the Buying Power of Hawaii's 70 Million Dollar Market.

KGMB
HONOLULU , HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives;
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

Competitive Bidding for Coaxial Cable Urged by NAB in Brief Filed With FCC

LOOKING toward the day of practical television, when present "aural" broadcasters may also be television broadcasters, James W. Baldwin, NAB managing director, on Jan. 18 filed with the FCC a brief in connection with the petition of the A. T. & T. for the installation of a coaxial cable between New York and Philadelphia. The matter has been the subject of controversy before the FCC for several months.

The brief, filed by the NAB as an intervenor, takes into account the possibility that the coaxial cable eventually will become the "wire line" link between television stations, just as telephone long-lines now link the networks. Stressed in the brief was the importance of "competitive bidding" for developmental or research activities in connection with installation of the cable, since future costs for television line leases presumably will be based on such expenditures. A. T. & T. witnesses had contended that competitive bidding was impracticable.

The contention was made, however, that "other qualified witnesses" indicate with confidence that independently developed apparatus may be expected to be useful in achieving the objective and that the development of the coaxial cable itself has taken place to a considerable extent outside of A. T. & T. laboratories. Witnesses had estimated that the probable cost of installation of the proposed cable may vary between $315,000 and $1,260,000.

"The NAB, on behalf of its members", the brief concluded, "the largest potential customers for coaxial cable service, if and when it should become available for commercial use, respectfully requests that the Commission in any modified 'Findings and Order' it may make in this cause:

"(1) Provide that reasonable access for experimental use of the cable may be had by bona fide experimenters under clearly defined conditions;

"(2) Provide that periodic reports be submitted to the Commission, especially with regard to details of cost items which may eventually be capitalized; and

"(3) Provide that use of the coaxial cable in public service be contingent upon further Findings and Order of the Commission made after public hearing at which all interested parties may appear and be fully heard."

A. T. & T. Assure Broadcasters

THE A. T. & T. in a brief reply statement by Harvey Hoshour, general solicitor, and Frank Quigley, counsel, stated that the cable's experimental installation provided for its free use for experimental television transmission by all bona fide researchers, as had been unequivocally stated by Dr. Frank B. Jewett, president of Bell Telephone Laboratories. In its reply statement the A. T. & T. declared that it had agreed to transmit to the FCC complete cost reports at regular periods on the experimental installation and operation and was prepared to render a full accounting before the cable was placed in commercial use. As far as competitive bidding for the experimental installation, the A. T. & T. renewed its objections made during the January hearings that such procedure during a testing period was not efficient or economic and was not the practice either in this country or abroad.

The A. T. & T. statement also noted a number of errors in the NAB's citations of testimony at the previous hearings and declared that the Bell System wanted to assure the broadcasting stations that as the principal customers of future television it desired to construct and operate the Coaxial Cable for visual broadcasting on regulations and rates which would be satisfactory for the broadcasting industry.

* * *

Patent Rights

ALTHOUGH the A. T. & T. Co. insisted that its interest in its new wide-band or coaxial cable is primarily for telephone services, the adaptability of the cable to network television again occupied much of the rehearing early in January before the FCC, sitting en banc on the pending application for an experimental installation of the cable between New York and Philadelphia.

The FCC is insisting that the cable shall be made available to all bona fide television experiments, to which President Frank Jewett of the Bell Laboratories has acceded, but the FCC also wanted to know about the cost of manufacturing the cable as the possible rate base for its future use. The A. T. & T. objects strenuously to opening the manufacture of the cable to competitive bidding since it plans to have it manufactured by its affiliated Western Electric Co.

A witness at the hearing was Philo T. Farnsworth, head of Farnsworth Television Ltd., one of the major experimenters in visual broadcasting. He recommended that the cable be held open to all bona fide experimenters and that the cost for using it should not be based on any $10,000,000 investment. He declared, however, that the proposed 1 megacycle band width of the cable must be increased to at least 2½ megacycles, asserting that the former could handle images of only 225 lines whereas 343 lines will probably be the minimum in television.

Farnsworth Project

MR. FARNSWORTH revealed that he had developed a coaxial cable of his own capable of 2½ megacycles and that he had a project under way for a 10-mile cable to be fabricated by the General Cable Co. Under questioning by counsel, Mr. Farnsworth added that the A. T. & T. coaxial's band limitation does not rest in the cable structure but in the terminal equipment, indicating that with repeaters the cable's band width can be adequately increased. He declared, however, to A. T. & T. counsel that "if you don't get your cable in soon, you are going to face radio relaying of television."

Food-Drug Legislation Faces Indefinite Delay With Congress Crowded

INDEFINITE delay in the House on consideration of the much-revised Copeland Bill (S-5) to regulate the sale and advertising of food, drugs, devices and cosmetics, was indicated Jan. 20 by Chairman Chapman (D.) Kentucky, of the subcommittee handling the bill.

Mr. Chapman asserted he had been unable to call a meeting of his subcommittee thus far this session due to the pressure of other legislation. He could not even guess when such a meeting would be held. Even after the meeting, Mr. Chapman pointed out, there was the job of rewriting the bill to accord with his committee's views. "Not a line has yet been written," he asserted.

After the subcommittee concludes its work it must report to the Interstate and Foreign Commerce Committee, of which Rep. Sam Rayburn (D.) Texas is chairman. This committee has a heavy legislative docket.

According to Mr. Chapman no further hearings are contemplated by his subcommittee on the measure, which passed the Senate last session after having been revised a half-dozen times during its two-years of pendency. He has indicated that at least one "important" amendment to the measure is planned.

As the bill passed the Senate last session there was little active opposition. Thus far only one trade group—the Institute of Medical Manufacturers—has come forward this year to oppose it.

Another bill (H. R. 10124) identical with the Copeland Bill was introduced in the House Jan. 13 by Rep. Kennedy (D.) of New York, and referred to the Interstate and Foreign Commerce Committee. Presumably this was done in an effort to expedite consideration of the Copeland measure in the House.

Washington Outlet Plans

CONDITIONAL upon an FCC grant of 1,000 watts on 1230 kc. to WOL, Washington, D. C., now operating with 100 watts on 1310 kc., the newly-organized United States Broadcasting Corp. has filed an application for a new 100 watter in Washington on 1310 kc. Head of the corporation, holding 98% of its stock, is William Dolph, former NRA radio chief, now manager of WOL, who would manage both stations. If WOL gets the higher power, for which it has made formal application, it is expected the station will become the Washington outlet of Mutual Broadcasting System. At present WOL is carrying one MBS account—Whelan Drug Stores Delaware Corp., New York (chain stores), Sundays, 6-6:30 p. m., for which Young & Rubicam Inc., New York, is the agency.

LaChoy Participations

LACHOY FOOD PRODUCTS Inc., Detroit (chop suey, chow mein in cans) is using announcements on the WOR, *Martha Deane* program and will in the near future take similar spots twice a week in Philadelphia on the WCAU *Women's Page of the Air.* N. W. Ayer & Son Inc., New York, is the agency.

They are swinging over—



The Model 500-A

Broadcasters are swinging over and swinging fast to Gates Built Equipment. Why? Simply because they know that from Gates they may obtain the finest equipment manufactured at prices that are logical, reasonable, entirely in line with material received.

The oldest independent manufacturer of broadcasting equipment offers for your consideration the 500-A. This elaborate Speech Input Cabinet pictured to the left has three preamplifiers, main studio amplifier, level indicator, four position mixer, patching panel, desk, main power supply and all built in heavy steel cabinet 70″ high with full size door on the rear. Response flat within 2 Db. from 30 to 13,000 cycles. Distortion content 3% at plus 22 Db.

This truly fine product may be in your station complete for the remarkable low net price of $495.00, a real reason why 500 of America's leading stations are using Gates equipment in some major form.

Do you have the Gates Catalog of Speech, Remote, Transcription, Microphone, Power Supply and accessory equipment? Are you receiving your monthly copy of the "Gates Studio Review"?

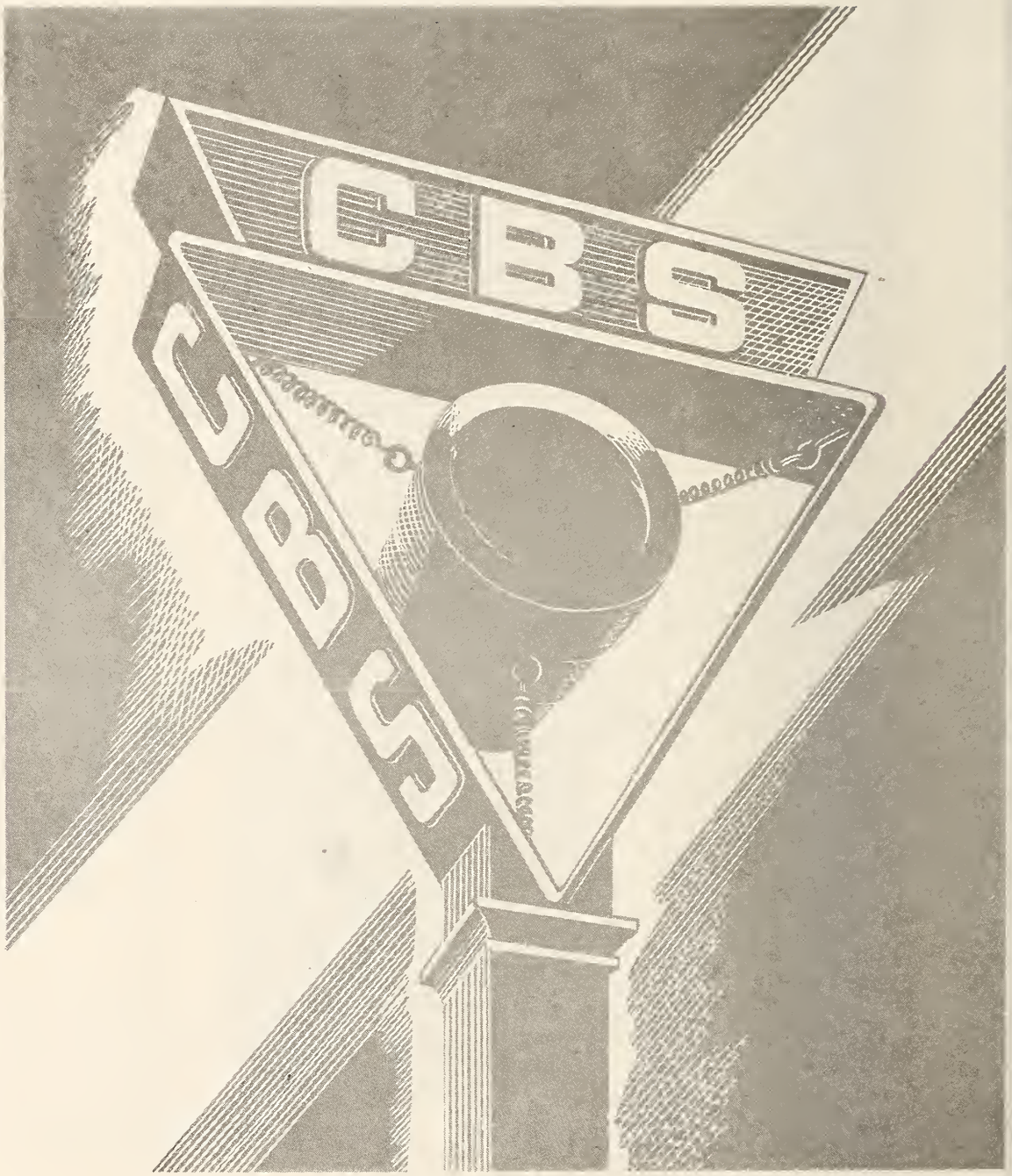
GATES RADIO & SUPPLY COMPANY

MANUFACTURING ENGINEERS

Quincy, Illinois, U. S. A.

Cable Address (Gatesradio)

GATES BUILT EQUIPMENT * TRIED * TESTED * PROVEN * The World Over Since 1922



Statistical sources for the text: U. S. Census Bureau figures for Population; Department of Commerce—Daniel Starch figures for Radio Ownership; Daniel Starch for percentage of Sets in Daily Use and Hours of Use per Day.

SOME ARGUMENTS HAVE A COMPELLING SIMPLICITY

32,630,000 people live, eat, buy drugs and automobiles in the smaller cities of the U.S.—the cities of 2,500 to 100,000 population. That's 53.5% *more* than live in cities of 100,000 to 1,000,000. It's 116.6% *more* than live in cities of 1,000,000 and over. ■ How can you better reach these people than by radio? Over 85% of them, in small cities *and* large, own one or more radio sets. And over 80% of the radio-owning families listen every day. Listen, on an average, *considerably over four hours each day*, as every study of daily audience-listening shows—whether the study is made by automatic recording device, by personal interviews, by mail questionnaires or by telephone; whether conducted by advertisers, by agencies, by universities or by radio stations. ■ How, then, can you better reach these people who are your *entire* market? And what better choice for you than Columbia, which serves this market? It is already the choice of more advertisers (and more of the country's largest advertisers) than any other network.

"THIS IS...THE COLUMBIA BROADCASTING SYSTEM"

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Unshackling Spot

FREEDOM of action which it has never heretofore enjoyed will be experienced by spot broadcasting by virtue of the FCC action revising, clarifying and, to some extent, relaxing the rule governing mechanical reproductions and their announcement.

While there will be many who may quibble about the amended rule, there really can be no valid complaint, in our opinion. There are those who are violently opposed to elimination of the announcement altogether. Without going into the merits of that issue, it is enough to say that the revised rule does *not* eliminate the announcement; it simply liberalizes it, and substitutes understandable English for ambiguous phrasing which has had everyone in a turmoil.

Whether the FCC acted wisely by including phonograph records for announcent at 15-minute intervals, is debatable. After all, phonograph records are not made exclusively for broadcast purposes, whereas transcriptions are—and for that reason seem to warrant special treatment. The fact is, however, that the phonograph rule, requiring announcements before each rendition, was impossible of enforcement anyway, and probably has been the most frequently violated rule on the books.

Clarification of the transcription rule should encourage the use of spot broadcasting, particularly by regional accounts which require flexible timing and placement. Many prospective spot advertisers have balked at the use of transcriptions because of the not infrequent conflict with radio authorities over announcements. Their plaint has been that everything bad that happens in radio hits the transcriptions hardest. For the library services, such as those provided by WBS, Standard Radio, NBC Thesaurus and Associated Music Publishers, it unquestionably will prove a boon.

On Rate-Cutting

THE WOES of some of those stations which have used rate cards for show-window effect and not for rates, have increased in recent weeks. It happened when the Warner Bros. publishing houses, in arriving at a compensation basis for those who wanted to use their music, decided upon a royalty of four times the station's highest quarter-hour rate per month. There was an immediate howl from a sizable group of stations. They complained that their highest "published" rate was higher than the rate for which the time was sold.

Need any more be said about the inequities of rate-chiseling?

Radio Above Politics

WE REITERATE what we wrote once before in these columns—that it will be a sad day indeed for American radio if broadcasting stations, like newspapers, begin to bear the labels "Democratic" or "Republican" or "Socialist" or whatnot. Yet that is exactly what some of the politicians, not only the Republican "outs" but certain Democratic "ins" we know, seem to be driving toward. We refer not alone to the constant lobbying of Senators and Congressmen of both big parties for wave length and power and new station privileges for their constituents—a lobby that probably will never be investigated by Congress but that is the bane of the FCC's existence as it was of the old Radio Commission.

The whole fuss over Republican Chairman Fletcher's several charges of "censorship" leaves radio unsullied, for non-partisan reaction favored the networks' policy of declining to permit dramatized politics or sponsored politics before the official opening of the campaign, which starts after the nominating conventions. Even some of the anti-radio press joined in agreeing with Mr. Paley's assertion of radio's right to exercise "editorial judgment" within program limits, an assertion which no one can charge to partisanship on either CBS's or NBC's part in view of their standing offer to give the Republicans every bit as much free time as the Democrats for their party speakers.

It is significant that most of the "outbursting" was done by Chairman Fletcher himself, and was not joined in by other party big-wigs like Hoover, Borah, Vandenburg, Knox, Landon, McNary or Snell. The explanation is simple. Those men have never had, so far as we know, any complaint against the networks, nor against any radio station. They have always been treated fairly, which means they have gotten time practically whenever they asked for it within reasonable limits of time and program schedules.

To say that what goes out over the radio waves is dictated or dominated by the Roosevelt administration is absurd. Radio has neither given nor received any particular favors from the New Deal. The Democratic regime is continuing the policy of the preceding Republican administration in issuing station licenses for only six-month periods despite the law's discretionary allowance of three years. Certainly the encouragement of prudent business by any administration should permit radio to place itself on a stable economic basis by means of longer licenses.

We suspect—and we are not being partisan, either, for we belong to neither party and cannot even vote in the District of Columbia—that Messrs. Fletcher, Talmadge, et al, are playing that oldest of all games of politics: Creating issues where none exist for the sake of publicity and rabble-rousing. Some of the Republican press charges, for example, that television is being thwarted by the Roosevelt administration from coming out in time to let the people see the party candidates and their spokesmen in the next campaign, are sheerest stupidity. Yet no less a party organ than the *New York Herald-Tribune* carried a "letter to the editor" and a staff cartoon in its issue of Jan. 19 asserting and intimating that such was the case.

The RADIO BOOK SHELF

FOUR handsome volumes, each of 75 pages or more and each bound in heavy covers, have just been published by NBC under the general title of *Broadcasting*. The volumes treat with NBC's policies and activities in the fields of artistic and cultural endeavor, covering (1) public affairs; (2) music, literature, drama; (3) religion, education, agriculture; (4) the home. As source and reference material for students of American broadcasting, the books will be valuable additions to any library of radio literature. An interesting sidelight on 1934 programming on NBC is a chart showing that 72.2% of its programs that year were sustaining. One section of the volume titled *To All Homes* covers pointedly the thesis that "radio begins with entertainment", at least in America, where the theory is native that "private broadcasters, competing freely with one another, will give the listeners the service that the listeners themselves want", as against the foreign theory that "the Government, either through an agency of its own or through designated groups of citizens, should give to the listeners the programs that the Government thinks is best for them to hear."

TWO EDITIONS of the *Radio Bulletin*, a new bi-monthly publication of the Don Lee Broadcasting System, attractively printed and illustrated, have been issued. The Don Lee newspaper is devoted to news of radio advertising and personalities connected with the stations of the network organization, the November issue carrying a spread of pictures and data also on Northwestern associates of Don Lee and CBS. The 8-page *Radio Bulletin* is one of the most ambitious and enterprising publication ventures ever undertaken by any broadcasting concern.

A NEW and more comprehensive edition of *Air Law: Outline and Guide to Law of Radio and Aeronautics*, half of whose pages are devoted to citations on the law of radio and to a radio law bibliography, has been published by Howard S. LeRoy, Washington attorney, with offices in the Colorado Bldg. The 1936 edition, completely indexed and cited, has been published to include 1935 developments, and contains citations of much of the legal material that has been appearing in BROADCASTING.

We Pay Our Respects To —



HELEN WILKIE WING

CONTRARY to all the rules of success stories, Helen Wilkie Wing, director of radio for Needham, Louis & Brorby Inc., Chicago advertising agency, got her start in advertising by sunning herself on a Michigan beach.

"Oh," she explains, "I just happened to be out on the beach. You see, I was loafing for a week or two before going back to my lecture tour before high school audiences. Mrs. Needham, a summer neighbor, came up to talk to me and, knowing I wrote children's stories, mentioned that her husband's firm was handling the advertising for *The Bookhouse for Children*. 'He ought to hire me,' I said idly, and changed the subject.

"Mrs. Needham returned to Chicago that weekend and mentioned our talk to her husband, who replied that the girl who was writing the copy was leaving to get married. Two days later I went to work on a trial basis for Needham, Louis & Brorby, where one of my first jobs was to write a children's radio program. That was six years ago and I'm still here, very much engaged with radio, all because of a sun bath at the psychological moment."

In spite of Helen Wing's insistence that her presence in the advertising world is due entirely to luck, she was well prepared for the break when it came. True, she had no previous experience with advertising, either on the air or in print, but a resume of her kaleidoscopic career furnishes a solution to her present success in the agency field.

A young widow with a baby son at an age when most girls are just beginning to think of marrying and settling down, her life-long ambition to write, compose and play piano spurred into action by necessity, Helen Wing neglected none of her many talents.

While she was busy making onslaughts on the musical publishers' marts with countless songs and operettas, she augmented her income by contributing verse and stories to a number of children's publications. At various times, she served as accompanist to many famous singers and opera stars, and for one gala season she accompanied Grace Holverschied on a continental tour which took them all over Europe. And there were scores of side excursions into various other fields.

There was the out-door theatre venture, for instance, though it could hardly be called a "venture" since it was a pronounced success and since she was in complete charge for four seasons. Modeled in classic tradition, and located in a beautifully landscaped spot at Castle Park, near Holland, Mich., this little art theatre was Mrs. Wing's pet hobby for years.

Then there was the time she took her own operatic company out on the road—and the interlude she spent as head of the dramatic department of the Bliss School in Oak Park—there was a concert tour when she did pianologues of her own composition before high school assemblies all over the country—there was a brief shot at commercial art for a Chicago studio and once there was a big time vaudeville tour as accompanist for a two-a-day performer.

"Every one of these widely diversified experiences that I was unwittingly piling up has helped me in advertising," says Mrs. Wing. "But probably the biggest aid in radio was the time I spent in Chautauqua. Talking before audiences of all ages in all parts of the country, meeting with committees in country hamlets and in major cities, being entertained by ministers' wives and ladies aid chairwomen, gave me an appreciation of the preferences and prejudices of the average American that is constantly in my mind as I plan a program that will go into their homes to win their friendship and patronage for one of our clients.

"Living in such a city as Chicago, associating largely with sophisticated advertising men and women, I find this other experience a most helpful balance in keeping my copy in key with the type of person I am trying to reach."

A recent trip to Montreal and Radio City (in vacation disguise) resulted in two new contracts for S. C. Johnson & Son's radio entertainment in addition to the weekly *Fibber McGee and Molly* broadcasts.

House of Reflections was a grandchild of the famous *House by the Side of the Road*, which showered musical and poetic lights upon our Canadian neighbors.

Tom Powers of Theatre Guild fame stars in the other new Johnson show. He supplements bits of back-stage gossip by a series of brilliant *Life Studies* drawn from his colorful career as circus performer, actor and poet.

In addition to her radio activities, Mrs. Wing writes the Johnson Wax copy for magazines and newspapers. She contributes ideas and even a deal of finished copy for her agency's other clients, and she has a drawer full to overflowing with continuities and program plans that will in the not too distant future be heard throughout the land.

Outside of business hours, Helen Wing plays the piano and violin; turns out children's verses by the score and attempts to write at least one operetta a year. (Two of hers were produced by the Children's Theatre at A Century of Progress.) She reads omnivorously, and searches for additions to her excellent though modest collection of modern art.

Of all her tasks Mrs. Wing enjoys her radio work the most, for radio, demanding well-written continuity, good dramatics, appropriate music and clever timing, affords full play for her ubiquitous interests. And for the same reasons radio has eagerly awarded a prominent place to this slender, energetic woman who is a jill of all arts and a mistress of most.

PERSONAL NOTES

EDWIN S. REYNOLDS formerly of the WOR sales promotion staff on Jan. 25 joined the CBS sales promotion staff. Jules Dundees also has been added to the department. Dan Wickenden has been appointed assistant to Maurice L. Gaffney, director of the trade news division. Mr. Wickenden graduated from Amherst last June and attracted the attention of CBS through a one-act play called *A Grotesque for November* which appeared in the December issue of *Stage*. John Churchill, formerly assistant to John J. Karol, director of research for CBS, has been given the title of chief statistician. His duties remain the same as before.

LAWRENCE ALLEN, of the sales staff of NBC in San Francisco, has been appointed manager of the NBC Artists Service, western division, succeeding Everett Jones, who resigned in January to reenter the personal management field. Mr. Jones formerly was manager of John Charles Thomas. Mr. Allen was manager of KGW and KEX, Portland, Ore., before joining the NBC staff last December.

MARION KYLE, former owner and editor of the magazine *Game & Gossip*, and a well-known Los Angeles advertising man, has joined the NBC sales staff in San Francisco. A Stanford graduate, he was with the first Stanford ambulance group that went to France in the world war and later joined the Lafayette Escadrille.

MRS. EDYTHE SOUTHARD has been named to succeed Clyde Wood as sales manager of WJAY, Cleveland. Mr. Wood having joined the radio department of Humphrey, Prentke & Associates, Cleveland agency.

JOHN M. LITTLEPAGE, Washington radio attorney, was elected a member of Washington's famed Alfalfa Club at its annual dinner Jan. 18. Among radio notables at the dinner were FCC Commissioners Prall, Case, Sykes and Brown; Harry C. Butcher, CBS; Frank M. Russell, NBC; Junius P. Fishburn, WDBJ, Roanoke, Va.; D. E. (Plug) Kendrick, WIRE, Indianapolis; Herbert L. Pettey, FCC secretary; Comdr. T. A. M. Craven, FCC chief engineer, and Andrew D. Ring, assistant chief engineer; Dr. C. B. Jolliffe, RCA.

W. C. (Bill) GILLESPIE, vice-president of KTUL, is chairman of the annual President's birthday ball in Tulsa.

RUPE WERLING, of the sales staff of WTNJ, Trenton, N. J., is conducting a newspaper radio column titled *WTNJay-Walking*.

RICHARD WEGENER on Jan. 1 was appointed manager of KMJ, Fresno, Cal.

BOB MACKENZIE, client service manager of WJAY, Cleveland, has resigned to become manager of KPDN, new local station at Pampa, Tex., operated by the *Pampa Daily News*. The station will begin operation in March, under present plans.

PEGGY STONE, of the CBS station relations department, sails Feb. 1 on a vacation to the West Indies.

DOUGLAS A. NOWELL, formerly active in West Coast radio, has been named to the sales staff of Radio Sales Inc., CBS spot broadcasting subsidiary, taking the post formerly held by Lincoln Dellar, transferred to the CBS station relations department.

ROCHERT SCHMID, recently with the CBS sales promotion department and formerly with Young & Rubicam Inc., New York, has been named sales promotion manager of MBS, effective Feb. 3, with headquarters in the New York office.

BOB ANDERSON, night announcer at WNOX, Knoxville, Tenn., has switched to the sales staff. Jack Mims, formerly with Texas Quality Network, Southwest Broadcasting System and WSB, Atlanta, has been added to the sales staff of WNOX.

K. W. PIKE, former commercial manager of KFBK, Sacramento, Cal., has been appointed account executive for KQW, San Jose, Cal., and will work in cooperation with H. O. Feibig, recently made station manager. Pike, before entering radio, for eight years headed his own advertising agency in Modesto, Cal.

A. D. (Jess) WILLARD, assistant manager of WJSV, Washington, addressed a meeting of the Advertising Agencies and Promotion Executives, Washington, D. C., on Jan. 15. His subject was radio sales and merchandising. The meeting was sponsored by the Washington Advertising Club.

R. S. BISHOP, manager of KFJZ, Fort Worth, has been named president of the Moslah Shrine Chanters.

STANLEY BELL, for the last nine years announcer of WMAL, Washington, has been promoted to the NBC commercial staff in Washington under Vincent F. Callahan, commercial director of WRC and WMAL.

BERT BIDWELL, salesman of WHB, Kansas City, has returned to the station after a leave of absence, spent studying radio in the West and South.

D. R. FISHER, treasurer of KOMO-KJR, Seattle, has been reelected chairman of the board of the Rainer Golf Club for the seventh consecutive time. His son, Bennett, is studio supervisor of the station.

ARTHUR GERBEL has joined the sales staff of KOMO-KJR, Seattle.

JOHN McCORMICK, production manager of WKRC, Cincinnati, has been promoted to assistant general manager.

ARTHUR GARBETT, director of education of NBC's western division, will remain in New York until early in February, taking part in a series of conferences arranged by the Rockefeller Foundation.

C. STUART HEMINWAY, former Chicago advertising manager of *Fortune Magazine*, has joined the sales staff of WOR, Newark. Mr. Heminway was at one time on the Eastern sales staff of *American Weekly* and was once advertising manager of *Judge*, as well as a member of the staff of the Paul Cornell Co., now Geyer-Cornell & Newell.

C. L. (Chet) THOMAS, formerly of WLW, Cincinnati, and WINS, New York, has joined the sales department of KSD, St. Louis.

JOSEPH CATANICH, formerly on the sales staff of KHJ, Los Angeles, has joined the radio department of the Los Angeles Community Chest.

ARTHUR KEMP, promotion manager of KNX, Hollywood, was married in January to Miss Doreen Mitchell, of Hollywood. The ceremony was performed in Santa Barbara.

EDMOND FROELICH has joined the staff of Radioad Service, Hollywood program firm, as a salesman.

FRANK P. DOHERTY, president of Broadcasters Inc., owning KRKD, Los Angeles, in January was elected to the board of directors of the Los Angeles Chamber of Commerce.

EUGENE J. GRANT, for five years assistant sales manager of KFI and KECA, Los Angeles, has been appointed NBC account executive in San Francisco.

CAMPBELL EMBRY, transferred from the general advertisement department of Hearst Enterprises, New York, Melvin S. Conn, department store executive, and Lewis Hall, son of Bob Hall, actor, have been added to the sales department of WBAL, Baltimore.

DAN SEYFORTH, in charge of talent and talent auditions at KWK, St. Louis, has been named director of publicity of the station.

CLARENCE M. GARNES, formerly of KOMA, Oklahoma City, and recently commercial manager of KADA, Ada, Okla., has resigned to become manager of WBBZ, Ponca City, Okla.

JACKSON E. NICHOLS, former attorney and new to radio, has been appointed promotional director of KJBS San Francisco, and KQW, San Jose.



"SAM HOUSTON BENNY" — The gent in the 10-gallon hat (which he recommends for use as a Jello mixing bowl) is radio's No. 1 comedian, Jack Benny. With him is Dale Miller, press director of the Texas Centennial, who invited the comedian to the event when it opens next Spring. Mr. Benny accepted, and probably will key one of his NBC programs from the Lone Star State.

Preferred Program List Named by Luella Laudin

A LIST of "preferred programs" of the Women's National Radio Committee was read Jan. 15 by Luella S. Laudin, executive secretary of the committee, in an interview with Dick Fishell over WMCA, New York. Miss Laudin asserted that radio programs are better since her committee was organized, but added that there is still room for improvement. She especially called for new talent on the radio, deploring the sameness of the "big name" programs and artists heard year after year.

The committee's list of preferred programs at the moment included General Motors, N. Y. Philharmonic, Ford Symphony, Phil Baker, One Man's Family, Grand Hotel, Hollywood Hotel, Show Boat, Lowell Thomas, Burns & Allen, The Magic Key, Radio City Music Hall, Capitol Family, Rudy Vallee, Fred Allen, Wayne King, Farm & Home Hour, Guy Lombardo, Cities Service, Amos 'n' Andy, Fred Waring, Caswell Coffee Hour.

"Pretty good children's programs" were listed by Miss Laudin to include: Bill Slater's Journal of the Air, Richard Blondell's Story Teller's House, Animal Closeups, Alfred Terhune, Grandpa Burton, Animal News Club, Spareribs, The Puzzlers, Billy & Betty.

Jackson-Katz Merger

LOWELL E. JACKSON, who recently became sole owner of Jackson & Moore, station representatives, has announced the dissolution of that company. Mr. Jackson has joined the E. Katz Special Adv. Agency, with headquarters in New York and with seven branch offices, whose president, Eugene Katz, recently announced his company's intention of expanding in the radio representation filed. The Katz firm heretofore has been engaged largely in newspaper representation and has also represented some newspaper-owned radio stations. Mr. Jackson takes with him some of his former stations, the Katz organization now representing KLRA, Little Rock, Ark.; WGST, Atlanta; WOWO, Fort Wayne; WMC, Memphis; WKY, Oklahoma City; KLZ, Denver, among others.

Elliott for Congress

DR. FRANK W. ELLIOTT, formerly with WHO and WOC, now living in retirement in Davenport, Ia., has again announced his candidacy for Congress on the Republican ticket. He will run for the nomination in the June primaries in the Second Iowa District against B. H. Jacobsen, of Clinton. Dr. Elliott was the Republican nominee in 1932 but was defeated in the Roosevelt landslide, although the district is normally Republican.

Tommy Lee to Wed

THOMAS S. LEE, president of the Don Lee Broadcasting System, Los Angeles, is to be married to Patricia Haven-Monteagle, San Francisco society girl. Formal announcement will be made early in February but with no definite date set for the wedding. Miss Haven-Monteagle recently started a film career by taking part in *The Great Ziegfield.*

Dominating the Pacific Northwest Market

KOMO-KJR

POPULARITY
KJR, NBC Blue Network
KOMO, NBC Red

PERSONALITY
Variety — Showmanship — Rating
1. KOMO
2. KJR
Outstanding Talent — Excellent Production

PRESTIGE
Seattle's Pioneer Radio Stations
KJR Founded Jan. 1923
KOMO Founded April 1925

POWER
KJR 5000 Watts — 970 Kilocycles
KOMO 1000 WATTS — 920 Kilocycles

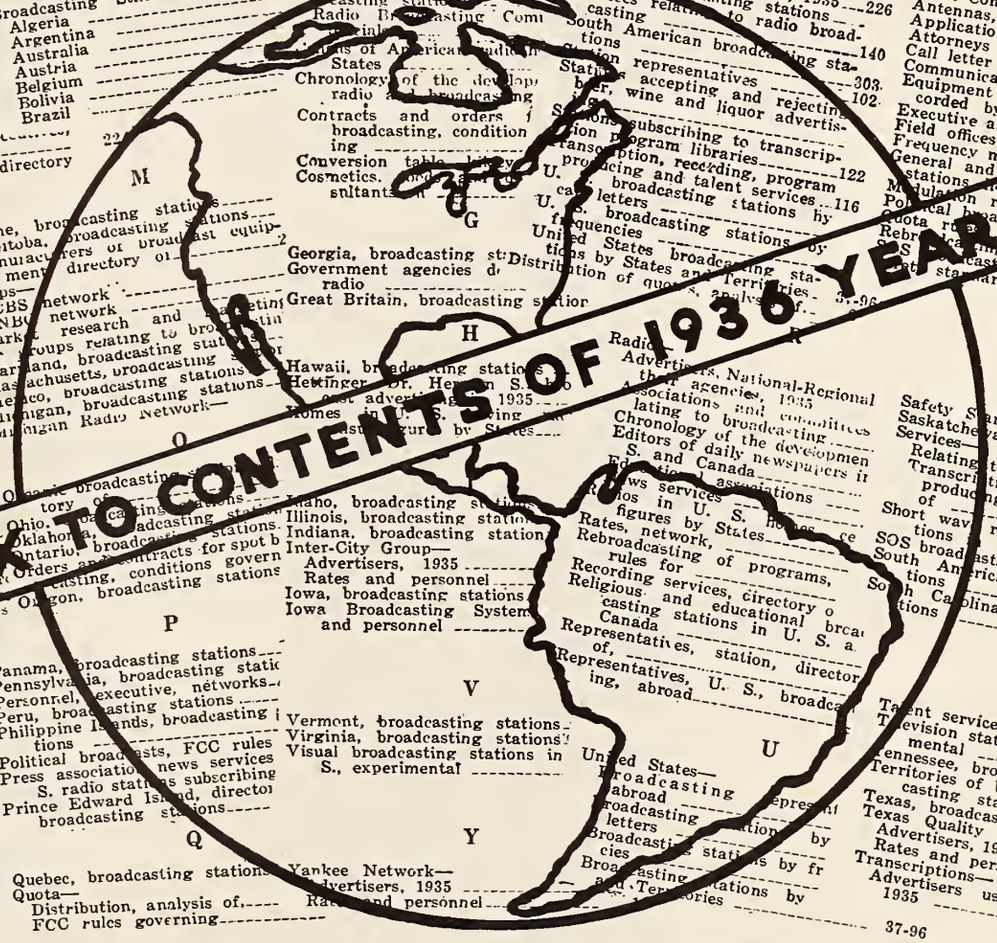
EDWARD PETRY & CO.
National Representatives
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

a veritable World Almanac
OF THE BUSINESS OF BROADCASTING

a glimpse into the all-inclusive contents of

THE 1936 YEAR BOOK NUMBER

322 PAGES



THE 1936 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS

(Without Extra Cost)

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Name_____

Address_____

City_____

State_____

Firm Name_____

Your Position_____

BEHIND THE MICROPHONE

W. A. RICHARDS, program director of KRNT, Des Moines, has resigned, and his place has been taken by Reginald B. Martin, program director of KSO, Des Moines, who now holds both posts.

WAYNE GRIFFIN, formerly on the San Francisco NBC production staff, has been appointed continuity editor at KYA, that city.

DAVID BAYLOR, formerly of WCAE, Pittsburgh, has been named schedule manager of WGAR, Cleveland. Al Cameron, formerly of the Al & Pete network team, has been named WGAR copyright manager.

ROBERT McANDREWS and Robert Dwan, are the first NBC junior announcers in San Francisco to be employed under a new system of employing novices inaugurated by Lew Frost, western division program manager, and William J. Andrews, chief announcer.

EDDIE DENKEMA, recently of WKZO, Kalamazoo, has returned to WASH-WOOD, Grand Rapids.

HAROLD BRATSBERG, NBC announcer in San Francisco, has announced his engagement to Miss Marguerite Connell of Seattle. The wedding is scheduled for early spring.

RYLAND QUINN, who was associated with KYA, San Francisco, several years ago, has returned to the station as continuity writer and producer.

TED ROGERS, formerly an announcer at KDYL, Salt Lake City, has joined Steiner Sales Co., Chicago.

ERVIN VIKTOR, formerly news commentator with WSMB and WWL, New Orleans, has joined the announcing staff of WJJD, Chicago.

ELSEY HORNER, production manager of KMTR, Hollywood, for two years, resigned in January.

ANDY POTTER, production manager of KGGC, San Francisco, has gone to KMJ, Fresno, in an announcing capacity.

THOMAS FREEBAIRN-SMITH, announcer at KNX, Hollywood, has been cast for a part in the picture *The Return of Jimmie Valentine*, at Republic Studios, Hollywood.

WILLARD E. NEVILLE, musician, has joined KROC, Rochester, subsidiary of KSTP, St. Paul.

LESTER MITCHELL, formerly of WXYZ, Detroit, has joined the announcing staff of WJBK, that city.

EARL WILLIAMS has been named program director of KFEQ, St. Joseph, Mo. Jiggs Miller, formerly of KFNF, Shenandoah, Ia., has been named assistant program director and will take part in several programs.

MURIEL MONSELL, who appeared at the Pasadena Playhouse, Pasadena, Calif., for two years, has assumed duties as hostess at KTUL, Tulsa, Okla. She will be on the air in several local productions.

CATHERINE SPENCER, of the continuity department of KTUL, Tulsa, is to be married in February and will resign her position. Lillian Fischer, of the same department, also is to be married in February and will resign.

LOWELL LAWRENCE, commentator on WHB, Kansas City, is the father of a baby girl born in January.

HESTER WEEMS, radio gossiper of WWVA, Wheeling, has started her sixth year on the air for W. H. Colvig & Son, style shop.

J. H. LAMBERT, Philadelphia newspaperman, is broadcasting a weekly series of humorous news reviews on WFIL, that city.



TELLING THE WORLD — All about the historic opening of the Coachella Tunnel from the exact center of the 18-mile long tube which comprises a major link in the Colorado River aqueduct. Left to right are W. F. Ludlum, technician, and Charles Bulotti Jr. and Ted Bliss, announcers of KHJ, Los Angeles, who covered the event for CBS.

ELLIS LEVY, formerly in charge of the San Francisco offices of the Thomas Lee Artists Bureau, has been appointed Pacific Coast booking manager for the service, which is affiliated with the Don Lee Broadcasting System. Wilt Gunzendorfer, assistant to Levy, who has been placed in charge of dance band bookings for Northern California and the Pacific Northwest.

GORDON WILLIS, on the announcing staff of KGGC, San Francisco, has been made production manager, succeeding Andy Potter, who resigned Jan. 15 to join KMJ, Fresno, in a similar capacity.

MARVIN YOUNG, NBC producer in Hollywood, wrote *Scooping the Stars*, the play in which Anne Seymour and Don Ameche starred during the Campana's *Grand Hotel* program over NBC Jan. 26. Young, until recently with the San Francisco NBC production department, has written four plays which have been produced on *Grand Hotel* and the *First Nighter* programs.

JAMES DONOVAN, formerly of the *Boston Evening American*, will present Transradio news on WCOP, Boston.

JOE WEEKS, formerly of WLW, Cincinnati, and WXYZ and WJR, Detroit, has joined the announcing staff of WKZO, Kalamazoo, replacing Edward Denkema, who has gone to WOOD, Grand Rapids.

ROBERT B. WHITE has resigned from his production duties with the CBS Detroit office to join the production and announcing staff of WOR, Newark.

WAYNE SANDERS, formerly with Michigan stations has joined the production staff of WWVA, Wheeling. Paul Myers, Wheeling announcer on WWVA, has been awarded a scholarship at West Liberty State Teachers College.

MRS. HELEN DAVIS has been added to the staff of the Central States Broadcasting Co. in Omaha as studio hostess, replacing Fhontelle Jones, former hostess, transferred to the continuity department.

GEORGE GUNN, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WFLA, Clearwater, and has been assigned to the Tampa studios. Mardi Liles has been promoted to the WFLA program directorship, succeeding Bert Arnold, who resigned to join WGR-WKBW, Buffalo. Harold H. Meyer has resigned from WFLA to become program director of WSUN, St. Petersburg. Paul Jones, former WFLA pianist at the Tampa studios, has been shifted to announcing.

DON OTIS, announcer at KFAC, Los Angeles, was married Jan. 20 to Darlene McDuffy at Yuma, Ariz.

GEORGE CASE, announcer of WCPO, Cincinnati, also writes short stories, produces a radio gossip column and Hollywood chatter for local newspapers, and produces a number of local programs.

ED BURWELL, formerly of WTAR, Norfolk, has joined WEED, Rocky Mount, N. C., handling Transradio news and several other programs.

EUGENE BLOODGOOD, formerly an announcer at KRKD, Los Angeles, has joined the staff of KFAC, that city.

DANIEL A. BOWERS, formerly with KID, Idaho Falls, has joined the announcing staff of KTM, Los Angeles.

JIM LLOYD and Bob McConnell, veteran Southern announcers, have joined WROL, Knoxville.

HAL BENNETT, formerly of WHBD Mount Orab, O., and WSMK, Dayton, has joined the announcing staff of WNBR, Memphis.

BOB HAWK, wise-cracking announcer whose program of phonograph records and nifties titled *Red Hot and Low Down* has been broadcast for several years as a daily feature of WCFL, Chicago, has moved his broadcast to WJJD, that city.

EDWARD LYNN, Los Angeles radio writer-producer, has been named managing director of the National School of Broadcasting, Los Angeles. He will continue to free lance in addition to the school work.

G. J. G. RICKER, who recently joined the staff of WXYZ, Detroit, as production manager has been made studio manager. The latter position has been vacant since Brace Beemer took over the duties of assistant general manager under H. Allan Campbell. Ricker will have charge of all studio departments and will direct the programs broadcast over the Michigan Radio Network as well as locally. Al Hodge, recently on the staff of Muzak Corporation (Wired Radio) of Cleveland, has joined the continuity staff of WXYZ.

JOE TOWNER, formerly of Iowa Broadcasting System, is now secretary to R. B. Westergaard, acting manager of WNOX, Knoxville. Roland Weeks and Fred Shepherd, salesmen of WNOX, have resigned. Richard Peters, formerly of the *Washington Daily News* and *Cleveland Press*, is doing promotion work for WNOX. Lowell Blanchard, from WXYZ, Detroit, and Iowa Broadcasting System, is now chief announcer and master of ceremonies at WNOX.

LOUIS LANSWORTH, KFRC, San Francisco, continuity writer and producer, will be married to Patricia Geissler of that city Feb. 29. Their engagement was announced last November.





IN THE CONTROL ROOM

L. M. FRINK, field engineer for Hearst Radio Inc., New York, is in San Francisco testing prospective sites for location of a new transmitter for KYA, that city.

GEORGE MAHER, NBC studio engineer, San Francisco, is the father of a boy, Jonathan Patrick Maher, born Jan. 9.

MELVIN MILLER, engineer of WGAR, Cleveland, has resigned to join the Great Lakes Exposition radio and public address division. Clarence Gielow, engineer, has resigned to take over management of Great Lakes Radio Co., specializing in radio equipment for lake boats.

ROBERT DEHART, engineer of WKRC, Cincinnati, has announced that he was secretly married last August.

ED MALCOLM, Chicago CBS remote engineer, and Mildred Flynn of Lincoln, Neb., were married in January.

GEORGE W. TRAYER, pioneer in the development of wood radio towers and research engineer at the Forest Products Laboratory in Madison, Wis., has been named chief of the Forest Products Division of the U. S. Forest Service.

ROY ANSPACH, engineer and technician at KYW, Philadelphia, and a skilled pianist, played a piano solo Jan. 22 on the *KYW Hollywood Harmonies* program, which he dials.

PAUL DILLON is copying press for WEED, Rocky Mount, N. C., and handling a shift at the controls.

FRED BARTLETT, formerly of Denver and Chicago, is handling press reports on KGHL, Billings, Mont.

HARRY SPEARS, of the New York technical staff of CBS, late in January was transferred to Hollywood to have charge of engineering for the Campbell Soup Co. *Hollywood Hotel* series.

FRED A. GWYNN has joined the engineering department of WDNC, Durham, N. C.

IRVING REIS, CBS engineer in Los Angeles, late in Jan. was recalled to New York to continue work on the experimental dramas which he produced out on the Coast, in addition to his technical duties. Harry Spear was transferred from New York to take his place.

GUY HUTCHINSON, of the CBS general engineering department in New York, is conducting annual tests to determine the range of sounds audible to CBS engineers and production men in order to find which men are most suitable for the various types of control jobs.

HAROLD LEGG, graduate of the RCA radio school, has joined WFLA, Clearwater, Fla., as an operator. J. B. Tison, operator, is recovering from an appendicitis operation. Thomas Herrin, operator, is the father of a boy born recently.

PAUL C. SCHULZ, for the last seven years chief engineer of KGDM, Stockton, Cal., has joined KYA, San Francisco, in a similar capacity, succeeding Fred Eilers, resigned.

FRANK MAKINSTER JR., of Waterloo, Ia., has joined the engineering staff of WMT, Cedar Rapids.

KSTP, St. Paul, reads names from the local directory at random on the *Newman & Benton* program for Newmans, St. Paul, and Benton's, Minneapolis, specialty shops. The first 12 comers whose names are read on the program get a week's pass to a local theater.

Useful Goldfish Bowl

ENGLAND'S powerful Droitwich transmitter, operating with 150,000 watts on the long wave, 200 kc., has enlisted goldfish for efficient operation. A school of more than 100 of the little finny tribe has been planted in the water tank that feeds the tube cooling system. They were found the best medium for getting rid of moss and other fungus growths in the water that might find their way to the giant tubes.

WSM, Nashville, will broadcast six programs weekly for Pure Oil Co., chief of which is the *Salutes to Tennessee Cities*, which started Jan. 22. A campaign of two daily spot announcements started Jan. 19. On March 2 Pure Oil will start a group of five-weekly quarter-hour programs built around Jimmy Mattern, aviation expert.

WORL Is Reorganized

ACQUIRED recently by purchase from the Roger Babson statistical organization, WBSO, Needham, Mass., whose call letters have been changed to WROL, has been reorganized and has established offices and studios in the Myles Standish Hotel in the Boston Back Bay district. The WORL call was used for the first time Jan. 5. The new personnel of the station includes George A. Crockwell, president-treasurer and commercial director; William H. Eynon, formerly with WNAC, vice president and production manager; James K. Phelan, formerly with WNAC, vice president and sales manager; Forrest N. Maddix, former WBSO manager, studio personnel manager, salesman and announcer; Edward W. Center, program director; George R. Luckey, formerly with WLLH, chief engineer; Richard Cobb, formerly with WLLH, Lowell, sports and news commentator and announcer; Richard Bates, announcer; Gerard Aldrich and Stanley Dozois, operators.

Edward H. Loftin Starts Radio Consulting Service

EDWARD H. LOFTIN, noted radio engineer, and inventor with S. Young White of the Loftin-White constant coupling and direct couple amplifier devices sold to RCA, has entered consulting engineering practice in Washington, with offices at 1406 G Street. Mr. Loftin will specialize in broadcast, communications, ultra-short wave and patent practice. A native of Florida and a brother of Scott Loftin, of Jacksonville, former president of the American Bar Association, he is a 1904 graduate of the U. S. Naval Academy and for 20 years served in the Navy, chiefly on radio duty at home and abroad. From 1918 to 1923, as a lieutenant commander, he was senior assistant to Capt. S. C. Hooper, then in charge of the Navy's radio division, later chief of Naval communications. Resigning in 1924 he devoted himself to invention and consultation.

"FEMININE FANCIES"
(PACIFIC COAST'S MOST POPULAR WOMEN'S APPEAL PROGRAM)
Sells the Women



Women are the buyers...reach them while in a responsive mood...while they plan...while they work...They listen to "FEMININE FANCIES."

Mail returns and sponsors' results prove "FEMININE FANCIES" to be a powerful force in moving goods into the homes of 6,000,000 potential customers in California, Oregon and Washington.



Advertisers are finding this TWELVE STATION NETWORK AUDIENCE the solution to their sales problem on the Pacific Coast.

Let us furnish you with complete details and evidence of successful selling on this participating program. WIRE OR WRITE TODAY!

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

C. Ellsworth Wylie, *General Sales Manager* . . . 7th and Bixel Streets, Los Angeles . . . San Francisco Office, 1000 Van Ness Avenue

WJAY

You Can't Fool Cleveland Business Men

THEY use WJAY for they live here — they KNOW which station produces results by consulting their cash registers.

THE BIG ADVERTISERS ON EUCLID AVENUE ARE ON WJAY THE YEAR AROUND.

NO SALES STORY CAN fool Cleveland business men and the story that goes round and round in Cleveland is this . . . "WJAY certainly gets results!" Ask any of the big radio advertisers on the Avenue. They'll tell you they're using WJAY, and why.

EDYTHE F. MELROSE
Manager

Colgate's Teaches Skeptics a Lesson

Back in 1927, With Misgivings, the Company Started to Use Radio—A Story of Successful Merchandising

By KEN R. DYKE
General Advertising Manager
Colgate-Palmolive Peet Co.
Chairman of Board
Association of National Advertisers



Mr. Dyke

THE crystal set era was singing its swan song back in 1927, but radio as an advertising medium was admittedly still in its swaddling clothes. Those who considered the medium good for prestige, and for prestige only, were legend; those who considered it as a sales medium were few indeed.

Yet the officials of Colgate-Palmolive-Peet Co., after careful consideration, decided to set their sails and experiment in this new medium of advertising. The three component parts of the company, dating back to the organization of William Colgate & Co. in 1806, had used practically every form of advertising. Many forms had been rejected; others, such as newspaper and magazines, were being used constantly.

As an initial move in this new advertising adventure, Colgate-Palmolive-Peet Co. presented the *Palmolive Hour* for the first time over an NBC network on Dec. 2, 1927. The company banked on Paul Oliver and Olive Palmer, whom you may well remember, as their top salesmen for Palmolive soap, now one of the world's largest selling beauty soaps.

A Good Medium

THE RESULT, in actual sales of Palmolive soap, far exceeded the most enthusiastic expectations. The program's value as a good will agent served as an additional recompense. The *Palmolive Hour* was one of radio's first big shows, and it became an advertising institution in itself. That proved conclusively to us that good radio entertainment, appealing to a wide range of potential customers, was a good sales medium.

It is now more than eight years since that series—which stayed on the air four years—was launched. The fact that Colgate-Palmolive-Peet Co. still is using radio and today is sponsoring three network programs and one recorded series over nine individual stations should be sufficient tribute to broadcasting as an advertising medium.

As a successor to the old *Palmolive Hour*, the *Palmolive Beauty Box Theatre*, a glamorous presentation of favorite musical shows both of today and yesteryear, is now rounding out two years on the air. Many of the famous stars of the operatic and concert world, of Hollywood and Broadway, have appeared in the series. They have made it a living institution dedicated to the presentation of the best and most popular musical shows. Many more stars are to perform in the future. James Melton, who recently made his Hollywood debut, will continue as the leading male singer until he answers his second Hollywood call early this year.

One of the two remaining network programs is new, the other is based on an old favorite, and both were given their premier performances in January. Gertrude Berg, famous radio dramatist-director-actress, is presenting a 15-minute dramatic program five times a week, and Phil Lord, noted radio dramatist and actor, is presenting a weekly half-hour series of dramatizations of underworld crimes. Both of these series are heard over CBS.

The *Palmolive Beauty Box Theatre* had been broadcast over an NBC network, but starting on Saturday, Jan. 11, it was switched to CBS, 8-9 p. m. with a rebroadcast for the Far West at 11 p. m.

They Were Skeptical

THE SUCCESS of the first *Palmolive Hour*, inaugurated in 1927, is attributable to the skepticism of its sponsors. The were skeptical of the opinion of the skeptics, who believed that radio was taboo as a sales medium. To satisfy their own skepticism, they set about at the very inception of their new radio adventure to do some direct selling, let the chips fall where they might. And direct selling they did! In conjunction with direct-selling methods, the company's officials made surveys to determine the effectiveness of their methods. Such surveys had been conducted daily in newspaper and magazine advertising fields, but they were new to radio.

It was granted that it is impossible to measure accurately how much of any sales increase is attributable to radio, newspaper or magazine advertising, especially when any given product is advertised simultaneously in all three media. The day-to-day efforts of the sales staff, the reputation that a product enjoys, and the effectiveness of merchandising plans were other factors to be considered, and all tended to confuse the picture.

But a fair estimate of any increase in sales through radio advertising, it was felt, could be obtained. And it has been obtained for several years. Colgate-Palmolive-Peet Co. today, as a fundamental policy, keeps a tab on the approximate size of the listening audience of each of its programs. This is done by subscribing to leading radio audience surveys, which are supplemented by special surveys conducted by the company. The company then determines what percentage of a program's audience is buying the product adver-

40,000 BOTTLE TOPS!

These were the total returns to a local contest just completed on Station WBAL.

If you too are interested in returns as well as sales, we are quite willing to be tested. Ask for full details.

•

10,000 Watts WBAL 1060 kcs.

BASIC NBC BLUE NETWORK

National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO



NOW IN NINTH YEAR—Here are members of the "Palmolive Beauty Box Theater" cast celebrating Colgate-Palmolive-Peet's eighth radio birthday. Left to right are Kenneth McGreggor, production man; Peggy Allenby, actress; John Barclay, actor; Gladys Swarthout, soprano; Al Goodman, orchestra leader; Francia White, actress; Bill Adams, actor.

tised. This percentage is broken into two groups: First, the percentage who used the product before hearing the program, and second, the percentage who began using it since hearing the program. These are the basic surveys. They are supplemented by others from time to time.

These surveys are our compass. Through them we determine the types of programs that are destined to sell our products. Through them we have learned to write advertising for the ear, instead of the eye; it is a new art more personal and certainly more sensitive to mistreatment. Such advertising must be subjected to infinite attention.

Frankly speaking, we feel that radio is corollary of both newspaper and magazine advertising. Through the use of each one we reach a vast audience, for each uses a different appeal. Through all three we conduct our largest sales campaigns.

For example, radio, in conjunction with the other two, was used in promoting the European Travel Contest on behalf of Palmolive soap this past summer. Tens of thousands of dollars in money and merchandise were given away; there was romance and glamor in our offer of 20 free European trips aboard the *Normandie*, and the contest itself served as the heart of a giant merchandising plan.

The result: Every Palmolive dealer enjoyed an increase in Palmolive soap sales, and an increase in profits. The production of our factories was stepped up. Men and women were employed. All was reminiscent of other and better days. And radio, newspapers and magazines all played a direct and important role.

New Lucky Strike Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on March 11 will inaugurate a second full-hour program over an NBC-WEAF network Wednesdays, 10-11 p. m. The Saturday 8-9 p. m., show over the same network with Carl Hoff and his orchestra will also be broadcast when the new series takes the air, making two full-hour programs each week.

Talent for the second WEAF program has not yet been announced and possibly will not be until a couple of weeks before the program makes its debut. The new program will be broadcast over a Coast-to-Coast network. It is the most extensive radio series the sponsor has undertaken since 1931-32 when the *Lucky Strike Magic Carpet* with Walter Winchell was on the air. Lord & Thomas, New York, is the agency.

Laundry Group on WOR

NEW JERSEY LAUNDRY OWNERS ASSN., Newark (institutional) has taken on the *Martha Deane participation* program of WOR, Newark, to promote the interest of New Jerseyites in using services of the modern laundry more extensively. The series is heard three time a week, Tuesday, Thursday and Saturday. Forty laundry owners are represented in this association. The program is signed for 26 weeks, and the sponsors do not plan to extend the series to other stations in New Jersey. Frank Presbrey Co., New York, placed the account.

COPYRIGHT-FREE DANCE MUSIC

Scoop!

Dance tunes for the "swingiest" — brilliantly arranged and performed by Broadway's Best—free as the air.

Folk tunes—nursery tunes—songs of the masters—melodies from memories lane, that have hummed and sung and whistled their way into the minds and hearts of every living soul the world over. Hear them reborn in the subtle, swingy dance rhythm of youth.

Scoop!

New "pop" songs fresh from Broadway —many of them destined for "hits." Fox-trots—waltzes—tangos—topical songs. A continuous flow of sparkling new tunes in endless variety—available NOW to radio stations and advertisers through the LANG-WORTH PLANNED PROGRAM SERVICE—the largest transcribed copyright-free music library in the world.

Urgent demands from subscriber members have forced an immediate tripling of our production schedule. All music will continue to be copyright free in the U.S.

Seventy programs—over 300 separate selections—recorded and ready for immediate shipment. They include every division of musical and vocal interpretation of the world's most familiar melodies. New production schedule guarantees 120 new selections monthly.

All recordings made by R.C.A. Victor under the personal supervision of a group of radio specialists with a background of practical knowledge gleaned from long years of experience in every branch of radio entertainment.

A booklet describing in detail this exclusive copyright free music service is available . . . also "easy payment" purchasing plan for radio stations will be sent on request.

New double-faced audition program demonstrating the "scoops" above available at $2.50 f.o.b. New York City.

LANG-WORTH FEATURE PROGRAMS, Inc.

A DIVISION OF LANGLOIS & WENTWORTH, Inc.

420 Madison Avenue • New York

PACIFIC COAST REPRESENTATIVE

LOWE FEATURES • Russ Building, San Francisco

Always a Good Show on WHIO

WHIO listeners welcome these outstanding programs:

Ripley (Standard Brands), Contented Hour (Carnation Milk), Fred Waring (Ford), David Harum (Bab-O), Edwin C. Hill (Remington-Rand), Easy Aces (Anacin), Leo Reisman (Philip Morris), Wayne King (Lady Esther), Pittsburgh Symphony (Pittsburgh Plate Glass), 20,000 Years in Sing Sing, and John Charles Thomas (Wm. R. Warner Co.)

There's no doubt about being in good company on WHIO.

BASIC NBC BLUE NETWORK — THE DAYTON DAILY NEWS WHIO DAYTON OHIO — BASIC NBC RED NETWORK

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Nation's Radio Bill Nearly 750 Million; Census Shows 22,501,670 Radio Homes

NEARLY $750,000,000 was the cost of entertaining America by radio during 1935, according to figures cited before the Radio Club of America, New York, Jan. 16 by Dr. Orestes H. Caldwell, editor of the trade journal *Radio Today* and former Federal Radio Commissioner.

Some 5,750,000 radio sets and 73,000,000 tubes purchased during 1935 cost the public $367,000,000. To operate the nation's 28,500,000 radio sets now in use, listeners paid $150,000,000 for electricity, batteries, etc. And they called in service repairmen to the tune of $68,000,000, according to Dr. Caldwell.

Meanwhile $86,000,000 of "time on the air" was sold by the nation's networks and stations, and talent for these programs cost the sponsors at least $25,000,000.

Number of Radio Homes

ALREADY there are far more "homes with radio" than homes with either telephones, automobiles, or electric light, Dr. Caldwell revealed. Homes with radio sets now total 22,500,000. Of these 3,000,000 have "second sets", not counting the 3,000,000 automobile sets now on private cars, thus bringing the grand total of radio sets now in use to 28,500,000. These sets represent a past investment of over two billion dollars on the part of the listening audience.

First industry to recover from the depression, radio is now making tremendous demands on the nation's steel, copper and lumber production. During 1935, there went into radio receiving sets more than 1500 carloads of steel and 3500 carloads of lumber. Curiously, also, Dr. Caldwell remarked, makers of radio purchased a million miles of copper wire for use in sets manufactured during 1935 —enough wire to reach four times to the moon.

As of Jan. 1, 1936, according to the January issue of *Radio Today*, 22,501,670 homes in the United States, or 72.6%, were equipped with radios, leaving only 8,417,630 homes without radios. This compares with the CBS census for Jan. 1, 1935, of 21,455,799 radio homes, or 69.4%. The magazine's census of radio homes by states as of the beginning of this year follows:

State	*Homes With Radios*	*% of Homes With Radios*	*Homes Without Radios*
Alabama	227,500	37.7	374,700
Arizona	56,100	50.3	55,400
Arkansas	128,800	28.8	317,900
California	1,474,000	83.8	285,400
Colorado	195,600	72.3	75,200
Connecticut	356,000	88.4	47,700
Delaware	48,000	79.4	12,500
Dist. of Col.	121,800	95.6	5,600
Florida	216,500	53.6	187,300
Georgia	272,200	41.2	389,400
Idaho	77,800	71.0	31,500
Illinois	1,728,000	85.6	291,500
Indiana	625,000	71.8	244,500
Iowa	482,000	75.5	155,200
Kansas	334,500	68.5	154,000
Kentucky	323,800	52.3	294,100
Louisiana	271,000	53.8	232,700
Maine	143,200	71.3	57,800
Maryland	333,400	83.8	64,500
Massachusetts	945,000	89.5	112,300
Michigan	964,000	77.5	278,200
Minnesota	463,000	74.7	156,500
Mississippi	119,500	25.0	358,900
Missouri	679,500	72.0	263,800
Montana	90,800	65.9	47,100
Nebraska	256,000	73.3	92,700
Nevada	17,170	63.8	9,730
New Hampshire	98,600	81.8	21,900
New Jersey	939,000	90.7	93,000
New Mexico	45,400	44.6	56,200
New York	3,035,000	92.7	229,700
No. Carolina	280,000	41.6	393,700
No. Dakota	88,000	60.0	58,400
Ohio	1,405,000	80.0	347,800
Oklahoma	305,300	51.8	284,000
Oregon	221,100	80.4	53,900
Pennsylvania	2,009,700	88.1	275,400
Rhode Island	156,000	90.7	15,900
So. Carolina	149,500	40.2	222,800
So. Dakota	108,300	66.0	55,700
Tennessee	327,800	52.6	294,500
Texas	768,000	53.1	677,900
Utah	88,000	74.4	30,200
Vermont	64,200	71.2	26,100
Virginia	315,900	59.4	215,800
Washington	349,100	80.4	85,500
West Virginia	250,500	65.6	137,800
Wisconsin	512,000	70.0	220,900
Wyoming	35,100	59.0	24,400
	22,501,670	72.6	8,417,630

Objection to FCC Rule On Personal Appearance Results in Postponement

UNFAVORABLE reactions to certain of the new rules of procedure being enforced by the FCC have developed since their promulgation several weeks ago and have resulted in a postponement of the effective date of one of the provisions until Feb. 18.

Principal objections have been made to the rule prescribing that applications and pleadings before the FCC must be personally subscribed and verified by the direct parties, rather than through attorneys vested with power of attorney. The only deviation specified from this procedure is that in case of physical disability of the party or his absence from the continental United States, the FCC, in its discretion, may permit the subscription and verification to be made by the party's attorney.

At a meeting Jan. 15 the FCC announced that because of "the possible hardship which may result by reason of immediate application of this rule", it had deferred the effective date until Feb. 18, 1936. The view expressed by attorneys and certain stations was that this rule is "unduly burdensome".

In adopting the rules of practice on Dec. 18, the FCC decided not to print them for several months, during which time it might consider some changes based on actual experience.

FCC Injunction Sought

AN INJUNCTION to prevent the FCC from going through with its Feb. 3 hearing on the application of the Monocacy Broadcasting Co., headed by Laurence Leonard, retired Washington lawyer, for a new daytime station at Rockville, Md., a few miles from Washington, was sought in proceedings filed by the company in the Supreme Court of the District of Columbia Jan. 24. The applicant had been granted a construction permit last July, but it was subsequently set for hearing. Protests on economic grounds filed by WOL, Washington, were rejected by the FCC, and WCAU, Philadelphia, claimed inadequate frequency separation, but later withdrew its protest. The company asked the court to order the FCC to allow it to proceed with construction of the station, using 250 watts on 1140 kc. Mr. Leonard's company also is licensee of the new WMFD, daytime regional which went into operation in January at Frederick, Md.

Arrange for Convention

TECHNICAL radio arrangements for the Democratic convention at Philadelphia June 23-28, were made at a meeting in Philadelphia on Jan. 24. At the meeting were Alfred Morton, representing NBC; Paul White, for CBS; G. W. Johnstone and Jack Popelle, for Mutual Broadcasting System. Arrangements for both radio and public address system at the Philadelphia convention hall were made with representatives of the hall and with the Democratic Committee. John G. Leitch, WCAU chief engineer, will be in charge of public address system installations at the hall.

National Advertisers Know From Experience

A FEW GOOD REASONS WHY

WSPD is the ONLY radio station in Toledo.

WSPD is a basic Columbia outlet.

WSPD is one of the few stations using the latest high fidelity equipment.

WSPD is noted for its showmanship.

THAT it is absolutely essential to use WSPD if they want to dominate this great market of Northwestern Ohio and Southern Michigan.

National Representatives
JOHN K. KETTLEWELL
919 N. Michigan Ave., Chicago, Ill.
JOSEPH H. McGILLVRA
485 Madison Ave., New York, N. Y.

WSPD

Address: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & SLEININGER

BELIEVE IT OR NOT—



OUR READERS BITE OFF 76.5" OF FINGER NAILS WAITING FOR EACH ISSUE OF

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

MAY WE ADD YOURS?

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows in the November and December issues of *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Atwater Kent Mfg. Co., Philadelphia (radios)
Casco Co., Canton, O. (foods)
Chocolate Products Co., Chicago (beverage)
Delco Appliance Co., Rochester, N. Y. (radios)
Frank H. Fleer Corp., Philadelphia (gum)
General Electric Co., (radios)
International Magazine Co., New York
Kaynee Co., Cleveland (men's clothing)
Lincoln Motor Car Co., Detroit
National Voice, Los Angeles, (temperance magazine)
Prichard & Constance Inc., New York (shampoo)
Sevilla-Baltimore Hotel, Havana, Cuba
Spencer Shoe Co., Boston
Staley Sales Corp., Decatur, Ill. (syrup)

FREDERICK C. DALQUIST, president of American Radio Features Inc., Los Angeles transcription firm, left for a six weeks trip to New York and Washington Jan. 18.

LAZARUS & LIPPE has been formed at 1560 N. Vine St., Hollywood, to do transcribed programs. They will use the sound studios of Otto K. Olesen. The principals are Miss Erna Lazarus and Meyer Lippe, formerly of New York.

NATIONAL RADIO ADV. AGENCY, Hollywood transcription firm, has produced a second series of 100 five-minute *Bell and Martha* discs.

JOHN FEE, for the last six months assistant production manager for MacGregor & Sollie Inc., San Francisco transcription concern, has been made production manager, succeeding the late H. C. Connette. Fee was actively engaged in theater and radio production on the Pacific Coast for many years before coming to MacGregor & Sollie. Maurice Gunsky, Pacific Coast singer and song writer, has been appointed musical director and Ethelyn (Skip) Bookwalter, continuity writer. She is the wife of Louis Bookwalter, technical director for KALE and KOIN, Portland, Ore. MacGregor & Sollie is recording a 15-minute 156 episode news serial. *Hughes Reels*, with Rush Hughes as narrator. Hughes is also commentator for the *Langendorf Pictorial*, sponsored five days weekly over 4 NBC-KPO stations by the Langendorf United Bakeries Inc., San Francisco.

McCLATCHY NEWSPAPERS, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco transcription concern, for its new library service which is being stocked with 1000 musical and novelty transcribed selections. Service will be released over KFBK, Sacramento KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

SPONSORED largely by morticians and memorial parks, *Sunday Players*, half-hour series of 52 half-hour Bible transcriptions has been placed by Mertens & Price Inc., Los Angeles, on KFYR, KGAR, WSMB, WCAO, WMBG, KTAT, WJSV, KXYZ and renewed on KFOX, WKBN.

CALL letters of WJNO have been assigned to Hazlewood Inc., West Palm Beach, Fla., holding a construction permit for a new 100 watt station on 1200 kc.

ON THE UP AND UP

In brisk tempo and with loud pedal, Oklahoma's retail business got off to a flying start in January. Payrolls, employment, farm incomes and public buying mood are on the upgrade; crop prospects are the best in four years. Cash drawers that began their marked crescendo of bell-ringing last year are due for a busy spring and summer.

As selling opportunities increase in Oklahoma during the year ahead, WKY's ability to serve its audience and advertisers will increase likewise. With the completion of its new studios, WKY shortly will occupy the largest, most modern studios in the Southwest. With these new and greater facilities for service and showmanship, WKY more decisively than ever will be the standout station with audience and advertisers in Oklahoma.

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

WKY

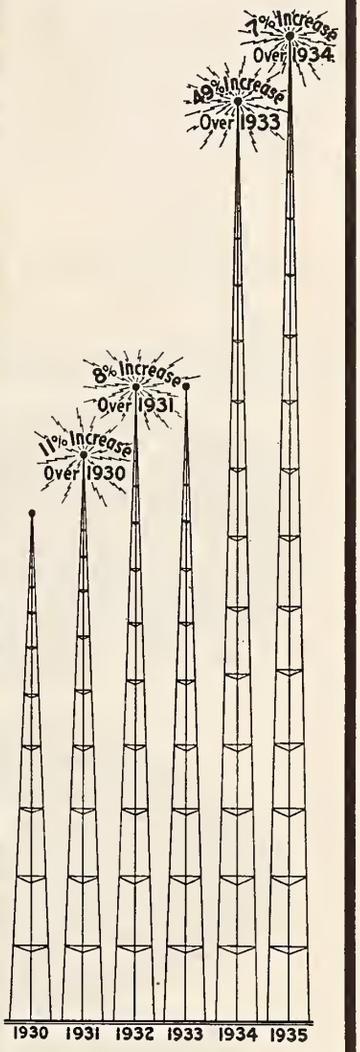
Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

KFPY
Record of Growth

is indicative of the popularity of this Pioneer Station with national and local advertisers.



Many of the largest national advertisers and advertising agencies are using the facilities of

KFPY

to Cover the Spokane, Washington, Trade Area

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

Advisory Group Is Named In PWA Radio Workshop

APPOINTMENT of an advisory committee to assist in the Educational Radio Project launched by the U. S. Office of Education as a Public Works Administration (PWA) project, was announced Jan. 27 by Dr. J. W. Studebaker, Commissioner of Education. A fund of $75,000 has been set aside for the work, and a radio "workshop" will be established in Washington.

At his invitation, Dr. Studebaker announced, CBS has named Edward R. Murrow, its director of talks, to sit on the advisory committee. NBC has designated Dr. Franklin Dunham, educational director. Dr. Ned H. Dearborn, dean of the division of general education of New York University, and Mrs. Sidonie Gruenberg, director of Child Study Association of America, New York, have also accepted Dr. Studebaker's invitations to confer with W. D. Boutwell, editor of the Office of Education, who will have charge of the project.

NOW
A Special Rate On
INTERNATIONAL NEWS
Sponsorship
WLBC - - Muncie

RCA Spots Continued

RCA RADIOTRON Inc., Camden, (RCA radio tubes) has renewed the announcement series running over numerous stations since last fall. The new series has been enlarged to 26 stations from Coast to Coast. The announcements are live and vary in length from 30 to 100 words. Except over KDKA, and KGW, the announcements are broadcast once a day, three days a week; over KDKA the sponsor utilizes six days and on KGW it is on seven-day schedule. The RCA glass radio tube (the new metal tube is not available to the replacement market as yet) and the RCA checking service which checks radio sets for a minimum fee are provided on the announcements. Schedule is contracted for 13 weeks. Included in the spot campaign are: WJAR, WFIL, WOAI, KOMO, WXYZ, WEEI, WCAE, KSTP, KGW, WSMB, WSB, WBEN, WMAQ, WGY, WGAR, WTIC, KFI, WFBR, KWK, WSM, KPRC, WFAA, WTMJ, KMBC, KOA, WHO. Lord & Thomas, New York, places the account.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), starts Irene Lee Taylor, home decorating expert, and music over MBS Feb. 4, taking Tuesday and Thursday, 12-12:15 p. m. for 13 weeks. Agency: Henri, Hurst & McDonald Inc., Chicago.



COVERS THE NATION'S BREADBASKET

The Middlewest is a Billion Dollar Buying Market which can be tapped for sure-shot results through WOW. To get your share of this business go after it aggressively and intelligently through WOW.

Owned and Operated by Woodmen of the World Life Insurance Association

JOHN BLAIR & CO., *Representatives*
New York - Chicago - Detroit - San Francisco

ON THE N. B. C. RED NETWORK

DISC WIRE RELAY
Plane Down, WNOX Gets Disc Program by Relay

EVER HEAR of relaying a transcription program by special telephone line? Well, it was done on Jan. 23 in Tennessee, in order that citizens of Knoxville might hear the first program of the Plymouth Motor Co. WBS transcription series featuring Truth Barlow.

Bad weather had forced down the plane carrying the transcription discs to Knoxville, for use over WNOX. WBS wired Harry Stone, general manager of WSM at 6:45 p. m. Jan. 21 asking that the transcription it already had received be piped to Knoxville for a 7:30 p. m. performance. Arrangements were hastily made and just 45 minutes after receiving the WBS wire, WSM was sending the program over 200 miles to the Knoxville station.

Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following stipulations involving radio advertisers and broadcast stations:

Agreements by stations to abide by stipulations against advertisers: KNX, John Sterling Remedy Co.; WAAB, WFAB, WEBR, WHDH, WDRC, Katro-Lek Laboratories Inc.; KSTP, Clark Bros. Chewing Gum Co.; WDBO, Brossier Twin's Laboratories; WGES, L. W. Paluszek d/b Vervena Co.; WGAR, Cleveland Regol Co.; WHDH, Boston, Freedol Remedy Co.; KNX, Wain's Laboratory Inc.; WTMJ, Smith Bros. Inc.; WFBC, M. L. Clein & Co.; WBAP, Hyral Distributing Co.; KEX, Esbencott Laboratories; KNX, Dr. Louis L. Sherman "Clinic of the Air" and Smad Co.; WFLA, Litmo Laboratories Inc., d/b Brossier Twins Laboratories; WHK, Cleveland Regol Co.; KGW, Portland, Ore., Esbencott Laboratories (Santi-septic Lotion).

Campbell Cereal Co. agrees to cease claims that Malt-O-Meal is the favorite hot cereal, etc.

Real Silk Hosiery Mills Inc. agrees to cease using phrase "custom-made".

Chicago School of Music (Slingerland) agrees to cease claiming instruments are given free with correspondence course of 24 lessons, etc.

Powerful Latin Outlet

SOUTH AMERICA'S most powerful broadcasting station is now on the air at Buenos Aires, using the call letters LR1 with 50,000 watts. The newspaper *El Mundo* is the owner and operator. RCA high fidelity equipment is used. Plans are under way to install short wave broadcasting adjuncts, using the call letters LRX on 31.32 meters and LRU on 19.62 meters.

ACCURACY *for*
BROADCAST
POLICE
AIRCRAFT

• "A" CUT CRYSTALS
Low Temperature Coefficient Crystals sold mounted in precision Isolantite air-gap crystal holder with micrometer adjustment of upper plate. Crystal and holder, plus-minus 50 CPS, 550-1600 kcs. $37.50

• FREQUENCY MEASUREMENTS
Precision Measurements. Twenty-four-hour service.
Single Measurement .....$1.75 each
Once-a-week Measurements $5.00 per month
Frequency Adjustment Service $3.00 per hour

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

Sustaining Disc Series By Brookings Institution

TURNING to spot programming after nearly three years on the networks as a participant in the National Advisory Council on Radio in Education's programs, the Brookings Institution, an endowed economic research organization, on Feb. 1 will send the first of a series of five 15-minute transcriptions to 25 stations to carry as a sustaining educational feature. The programs are semi-dramatic discussions of a board meeting of the mythical "All American Corporation" during which economic problems as they might interest the average business man are set forth. The dramatizations are largely based on the Institution's recently completed four-volume study of the income problem.

According to V. F. Lyons, in charge of radio for Brookings, the series is entirely non-partisan in character and is offered solely as an educational feature, the Brookings Institution being a non-profit and non-political organization endowed by the late Robert F. Brookings, St. Louis tire manufacturer, and headed by Harold F. Moulton, noted economist. The masters and pressings were being made during the last week in January at the plant of Radio & Film Methods Corp., New York.

Pacific Ad Clubs Plan

C. P. MacGREGOR, president, MacGregor & Sollie Inc., San Francisco transcription producers, has been named chairman of the radio departmental for the annual convention of the Pacific Advertising Clubs Association, to be held in Seattle, July 5 to 9, inclusive. His appointment was made by E. J. Murphy, of Los Angeles, president of the Association, at the mid-winter conference of the organization held in San Francisco Jan. 20 and 21, when more than a score of advertising executives from all parts of the Pacific Coast attended. MacGregor, chairman of the San Diego convention radio departmental meeting last year, in accepting the appointment, stated that he expects to make this year's session the largest and most outstanding ever held on the West Coast. Leo Fitzpatrick, NAB president, and general manager of WJR, Detroit, is scheduled to be one of the principal speakers.

Lenten Radio Series

BROADCASTING through selected Eastern and Midwestern stations has been added to the augmented program of the Japanese Crabmeat Association, New York, for Lenten advertising, according to announcement by the agency in charge, Maxon Inc., Detroit. Noted home economists will be featured, including Esther Kimmel, of the *New York Herald-Tribune;* Gretchen McMullen, of the Yankee Network; Sylvia Winters of the New England Network; Sylvia Young, and other food authorities. The campaign, consisting of five-minute discs, is scheduled to begin Feb. 17, augmenting the usual metropolitan newspaper and trade paper schedules. Programs on WOR, Newark, will be transcribed for other stations. Participation programs will be used on the Yankee and New England networks.

PROGRAM NOTES

SIX MONTHS research by three universities are behind the *Masters of Science* series, launched Jan. 12 over an MBS network. The programs, broadcast each Sunday from 4:30 to 5 p. m., are dramatizations of the lives and activities of famous scientists from Archimedes down to our contemporaries. To insure scientific accuracy without sacrificing dramatic interest the University Broadcasting Council, producer of the series, brought together a group of leading scientists from the faculties of the three universities—Chicago, Northwestern, and De Paul — which are backing the UBC's attempt to work out the best means of presenting educational material over the air, who collaborated with a staff of experienced writers and production men in the creation of the programs.

WHAM, Rochester, is continuing the *True Stories of the New York State Police* series under an unlimited extension of contract by Rochester Gas & Electric Corp., which recently conducted a survey of the program's popularity. The Monroe County Optometric Society has returned to WHAM with its *Marvels of Eyesight* series, presented last summer, and dramatizing true stories taken from the Society's records.

WFBL, Syracuse, had 14 pages of script written for a dramatic review of the Hauptmann case to be presented the night of the scheduled execution. It is being saved pending further developments.

COOPERATING with the local board of education and the Grand Rapids Safety Council, WASH-WOOD broadcasts each morning special safety slogans and safety essays written by students of the local schools, selected by a committee appointed by the board of education.

WCAE, Pittsburgh, fed two Stephen Collins Foster memorial programs to two networks at the same time, using two dramatic staffs and one orchestra. Three studios and three control rooms were required. Several times characters were traded back and forth between studios. Scripts were entirely different but the orchestra played for both programs at the same time. Timing and control room accuracy were the main problems in sending the programs to NBC-WEAF and MBS.

WROL, Knoxville, drew an average of 5,000 calls for each of a series of quarter-hour programs during the holidays, bringing a notice from the phone company that it would be necessary to install 230 lines to handle the traffic.

A POLITICAL poll conducted by WFBL, Syracuse, sponsored by Benol Co., revealed 59.6% of the ballots favoring a Republican presidential candidate, the remaining 40.4% being Democratic. Leading Republican choice was Gov. Alfred E. Landon, followed by Senator Borah and Herbert Hoover.

BACKGROUND of current news events for the benefit of the average housewife is given by Ben Levin, of WGAR, Cleveland, on the daily *Ethel & Ben* household program. Housewives are awarded two $2 prizes daily for household hints used on the program.

AN AMATEUR contest for its employees will be started on WIP, Philadelphia, on Feb. 14 by Philco Radio and Television Co. Only advertising will consist of mention of the Philco name.

BOB HAFTER, program director of KMOX, St. Louis, has recently made a tabulation of the station's programs and found that KMOX originates 42 programs a week for the CBS network, in addition to producing 148 quarter-hour commercial and 76 quarter-hour sustaining broadcasts locally each week.

Plug

HAL BERGER, announcer of KNX, Los Angeles, playfully offered listeners a copy of one of his poetic masterpieces in exchange for a Mexican dollar and the top from a fire plug. You guessed right! A listener in a small town sent him by special delivery a box containing a bright red top from a fire plug, accompanied by a Mexican peso.

BELIEVED to be the first DX network broadcast was staged by KQV, and WJAS, Pittsburgh, and WHJB, Greensburg, Pa., in a special hookup using live talent. Reception reports are coming from all over the world.

MORRIS PLAN Industrial Bank of Syracuse, has purchased a series of five-minute programs on WFBL, dramatizing needs of the individual for liability insurance. No mention is made of the bank in the commercial copy, leaving the impression that the programs are sponsored by a group of insurance companies. By stimulating the liability accounts for insurance agents the bank benefits by increased purchases from the insurance companies.

WNOX, Knoxville, offered $10 for a record of *The Music Goes 'Round and Around* after scores of calls on the nightly *Let's Dance* program. Clarence Flanuigan, former walkathon champion, drove to Atlanta for the record, and collected the $10 on the next night's program.

LISTENERS recorded a preference for *The Other Woman's Diary*, in a poll conducted to determine the most popular of two types of programs which were auditioned over the CBS-Don Lee network from KFRC, San Francisco, Jan. 8, for sponsorship by Gordon-Allen Ltd., Oakland, Cal., manufacturers of Par granulated soap. This is said to be the first time in Western radio that dialers were invited to choose the type of network program they wanted. Written by Jack Van Nostrand, KFRC production manager, the dramatized serial is heard Thursdays, 8:15 to 8:30 p. m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

WSM, Nashville, despite a reduction in the number of "mail plugger" programs, shows a total of 679,460 letters for 1935, a gain of 7.6% over 1934, the previous biggest year in its history.

WNBR, Memphis, now includes a "Truckin' Contest" dance competition with its weekly *Amateur Night on Beale Street*, which started a year ago.

THE testimonial dinner for Harry Hershfield, humorist, staged in New York Jan. 26, was broadcast by WMCA and Inter - City stations. Among those on the guest list were Anning S. Prall, FCC chairman; David Sarnoff, RCA president; Merlin H. Aylesworth, RKO chairman; Alfred McCosker, president of WOR, Newark, and Donald Flamm, owner of WMCA, New York.

WJBK, Detroit, is broadcasting twice weekly a program of special interest to high school students, presenting outstanding athletes or coaches. The program is directed and put on by Al Nagler, sports announcer of WJBK, with the cooperation of high school sports directors.

OKLAHOMA POWER & WATER Co., of Sand Springs, Okla., on Jan. 19 started *Sunday Siesta*, a weekly quarter-hour series, Sunday afternoons, on KTUL, Tulsa. Transcription and guest artists from towns served by the company are used.

WKRC, Cincinnati, announces that it was asked by the *Cincinnati Times-Star* to correct an error which the newspaper had published in a story about a closed bank. The item was included in a news period.

WBT, Charlotte, N. C., will broadcast pickups from a series of Furman University alumni banquets on Feb. 4 as one of its series of educational features. Newest program of this type is the weekly program originating in the local Central High School auditorium. Among other educational broadcasts are those from Erskin College. Davidson College, Winthrop, South Carolina Economic Conference, North Carolina State College, parent - teacher periods, and addresses by Dr. W. H. Frazer, president of Queens-Chicora College, in addition to the *Columbia School of the Air*, *North Carolina School of the Air* and the annual *WBT Summer School*.

WMBG

CBS
Outlet In
Richmond Virginia

—

New Programs Like
New Products
Need
MERCHANDISING

●

Let WMBG's Efficient
MERCHANDISING
DEPT.
SUCCESSFULLY
Introduce
Your
Radio Program

—

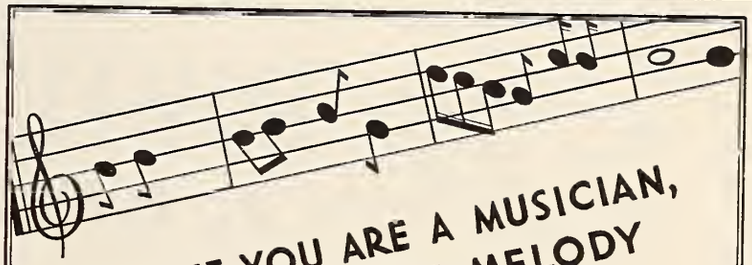
Representatives

Furgason & Aston . . Chicago
Hibbard Ayer . . . New York

WTMV
in the
ST. LOUIS
AREA



Lowest Cost Radio
COVERAGE
in Greater
ST. LOUIS



EVEN IF YOU ARE A MUSICIAN, THIS WON'T MAKE MELODY

AND

EVEN IF YOU ARE BROADCASTING YOU'RE NOT REACHING WESTERN MONTANA IF YOU'RE NOT USING

KGIR

BUTTE, MONTANA.

Representatives
JOSEPH McGILLVRA
NEW YORK · CHICAGO
WALTER BIDDICK CO.
PACIFIC COAST

WE BUILT A FARM SHOW FOR IOWA... AND 33 STATES APPLAUD!



● Before other stations in the Midwest have the chill out of their tubes in the morning, "Tall Corn Time," our two-hour farm show, is on the air. Headed by Ranny Daly, featuring a cast of personality talent, replete with farm features, this show goes on the air at 5:00 a. m. every weekday morning over network hook-up of WMT and KRNT. Although less than six months old, this show has drawn enthusiastic mail from 33 states outside of Iowa—which we say is proof enough of the popularity of the program. Write or wire today for full information about this program, or call your local office of John Blair & Co. Ranny Daly's happy "selling" voice can make sales for you in Iowa.

¼ hour periods are open for sponsorship for as little as $128.00 per week for six times. Ask for availabilities.

IOWA NETWORK

WMT NBC Basic Blue, Cedar Rapids-Waterloo
KRNT CBS Basic, Des Moines
KSO NBC Basic Blue, Des Moines

BBC's Headache: Television

Visual Program from Two Varying Systems Starts In May; Commercial Sponsorship Likely

CHARGED with the responsibility of programming and handling television broadcasts when visual broadcasting is formally introduced to the London public this spring, the British Broadcasting Corp. is facing difficulties that "are enormous and that are enough to tax the imagination and the ability of the experts who have been assigned to the task" reports Henry E. Stebbins, assistant American trade commissioner at London, in a review of current television developments in England published by the Department of Commerce.

It looks now as though public broadcasting of television in Great Britain will begin in May, Mr. Stebbins asserts, with experimental transmissions from Alexandra Palace in London starting in March. The BBC must furnish programs for two different transmission systems, that of the Marconi-EMI Television Co., subsidiary of the British Marconi interests, and that of Baird Television Ltd.

Technical Problems

EACH system requires an entirely different studio technique and yet the programs transmitted by both systems must be capable of being received on the same receiver, states Mr. Stebbins. The BBC engineers have been compelled to announce again and again that the advent of television does not mean the obsolescence of ordinary radio receivers, he adds.

"As far as programs are concerned," says the Stebbins report, "it has been tentatively decided at first to broadcast television three hours a day, with each of the two systems on alternate weeks. Believing that the televiewer (the official word of the BBC for those who receive television broadcasts) will tire of programs exceeding an hour in length, the Director of Television proposes to divide the daily three-hour transmission into three periods of one hour each, and each hourly period to be divided up into not less than four separate programs.

"It is planned to time these broadcasts as follows: One in the afternoon for women televiewers primarily, one around 6 or 6:30 for the benefit of the trade and for business men, and one late in the evening for general home entertainment. Owing to the fact that the number of private set owners at first will be very limited because of the cost and the experimental nature of the broadcasts, it is hoped that the two afternoon broadcasts will be available to the general public through trade shows and through a free 'viewing room' which the BBC hopes to establish somewhere in the West End of London. These plans will all have to be approved by the Television Committee.

"It is extremely probable that 'sponsored' programs, already authorized by the Committee in its report, will be used to take care of part of the programs. This does not mean that the BBC will sell the time on the air; it merely means that commercial firms will pay for the programs and the listener will be told that such and such a program is being sponsored by such and such a firm.

"As to the types of programs themselves, it is proposed to broadcast musical recitals, cabarets, film criticisms illustrated by scenes from the films, illustrated descriptions of new developments in automobiles and airplanes (in this case very likely sponsored), 'What's new in the shops' (also likely to be sponsored), fashion and mannequin shows, concerts, etc., etc. Unquestionably, a fair proportion of the first programs will be made from commercial films, but it is at present very doubtful if full length feature films will be broadcast, not only to protect the interests of the cinema industry, but also to protect the eyes of the 'televiewer.' It has been authoritatively stated by the BBC's director of television that watching a television receiving set for any length of time will require great concentration, and that there will have to be frequent intervals during which the eyes may rest.

What Time Is It!

"ONE FEATURE of the technique to be used may be a large clock face which will occupy the entire television screen and which will announce the time, perhaps with a musical background at 15 minute intervals.

"Few, if any, plans have actually been formulated for the use of television outside the amusement field. Sets will be too costly at first and it must be remembered that broadcasts from this first station cannot be received much beyond 25 miles from the Alexandra Palace. The first year will be experimental, as the members of the Committee originally advised. Additional uses and applications will be invented and developed as time goes on, and these will doubtless include installations in schools and other institutions for educational purposes. It will be remembered that the Committee estimated the cost of the service for the period (approximately one year) ending Dec. 31, 1936, at £280,000 [about $900,000].

"The BBC's primary function is to provide entertainment and instruction in the home. It is not concerned except indirectly with public entertainment for people en masse. Thus the provision of television programs in the cinema theatres is not a problem which the BBC needs to face immediately, although it will doubtless come later. What does concern the BBC in this connection, however, is the attitude of the cinema industry, particularly the exhibitors who are watching developments very carefully.

"To sum up; the BBC is not at all happy with the way things have developed; it is not really ready for television yet; the problems to be solved and the obstacles to be overcome seem to increase as the day when the service will start approaches."

"POWER ENOUGH"
to pay back handsome profits

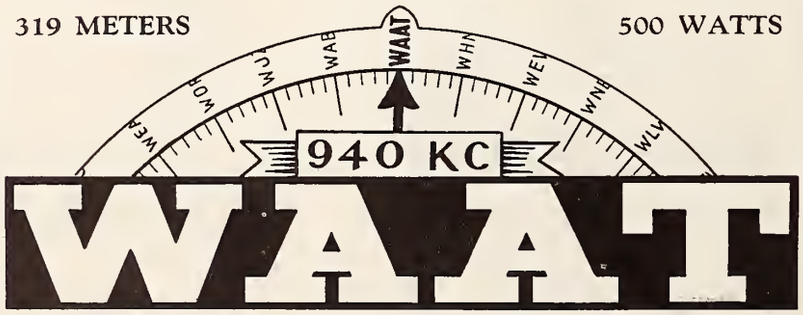
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



WAAT
JERSEY CITY ★ AND SUBURBS

TELEVISION STATUS EXPLAINED BY RCA

WIDELY published reports originating in New York to the effect that RCA has perfected a television receiving set soon to be marketed for $200, elicited a statement Jan. 23 from Ralph R. Beal, chairman of RCA's television committee in charge of television experimental operations, that "television has a long way to go before it will be ready for general home service, and any report that RCA is about to market television receivers is absolutely without foundation."

It is known that RCA Victor is building several types of experimental receivers for installation in and around New York City when its Empire State Bldg. transmitter goes into test operation within the next few months, which may account for the published rumor. No possibility of marketing actual sets exists, however, until some kind of transmitting system is available—and visual broadcast transmission is still purely experimental.

"When RCA announced its three-point television development program last spring," said Mr. Beal, "it was estimated that it would require 12 to 15 months to build a television transmitter and a number of experimental receivers necessary to carry out the field tests. We are still engaged in that preliminary phase of the project, and obviously cannot be in a position to contemplate commercial service in the near future."

Educational Radio Body To Hold First Meeting

THE FIRST formal meeting of the Federal Radio Education Committee created under the auspices of the FCC, has been scheduled to be held in Washington Feb. 17 and 18 at the call of Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the committee. The committee's membership of 40 represents broadcasting, educational, religious, welfare and other groups interested in fostering cooperative program arrangements between educators and broadcasters.

Since formal announcement of the committee's personnel on Dec. 18, a number of "steering committee" meetings have been held at the call of Dr. Studebaker preparatory to the organization session. The committee has a fund of $27,000, half of which was subscribed by the National Advisory Council on Radio in Education, through the Rockefeller Foundation, and the other half on behalf of the broadcasting industry through the NAB.

Household Finance on MBS

HOUSEHOLD FINANCE Corp., Chicago (family loans) will return the original *Sherlock Holmes* program to air over MBS, without CKLW, on Feb. 1, Saturdays, 10:30-11 p. m. This program has not been on the air since G. Washington Coffee Refining Co. discontinued sponsorship over a year ago. Richard Gordon will play the role of Sherlock Holmes as formerly. Charles Daniel Frey Co., Chicago, is the agency.

APEX DRAWINGS
Detroit News Prints Schematic Short-wave Plans

REMEMBER the early days of radio when most all newspapers printed circuit designs and instructions on how to build your own cat's whisker set? Those days are returning, but in ultra modern form in the Detroit area anyway.

In connection with the inauguration of its new "apex" ultra short wave broadcasting station on Feb. 1, the *Detroit News* operating WWJ, will print schematic drawings for those who want to build their own receivers capable of picking up the signals of the new station. That's because most of the receivers now in use will not pick up the ultra high frequencies.

The "apex" station, like those in experimental service in a score of cities, will rebroadcast many WWJ programs, along with sports broadcasts and educational programs. The *News* station will operate on 31,600 kilocycles (31.6 megacycles).

Western Auto Stores

FIRST program to be sold by NBC from its new Hollywood studios is a 13-week series for Western Auto Supply Co., Los Angeles, operating retail automobile accessory stores in Western states, through Dan B. Miner Co., Los Angeles agency. It will start Feb. 1, Saturdays at 7:30 p. m. (PST) over the basic red network plus KFSD, San Diego; KDYL, Salt Lake City; KOA, Denver, and KTAR, Phoenix. Frank Hodek, formerly conductor of the Omaha Symphony but a newcomer to radio, will be music director. William Dugan will adapt the script. *Death Rides the Highway* will caption the series in the form of a "safety campaign" program. It will include dramatizations adapted from official records of highway accidents.

Oral Hygiene Series

CALIFORNIA DENTAL SUPPLY Co., Los Angeles, in January launched a radio campaign through W. Austin Campbell Co., that city, on KMTR, KNX, KFWB, Hollywood and KHJ and KFI, Los Angeles. The product is Vita-Cell, a mouth wash that has been sold to the professions for years, but is now offered to the public for the first time. It is planned to distribute Vita-Cell nationally through drug outlets with the radio campaign gradually extended to the East. The initial Southern California campaign will last three months with a staggered schedule of sponsorship to full-time programs, time signals and a few spot announcements.

Calirad Wafer Test

STERLING PRODUCTS Inc., New York (Calirad wafer) will soon start a 15-minute, five-weekly dramatic skit over an unknown New York station as a test of the wafer, manufactured by Bayer Co., a subsidiary. It is a mint to which calcium, phosphorous and vitamin D have been added. This product has been made by Bayer for a number of years but this is the first consumer advertising effort. Blackett-Sample-Hummert Inc., New York, is the agency.

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables

Mackay Radio

General and Special Experimental Stations Licensed by FCC

Pioneer Grantees of Licenses and CP's to Probe "Very High" Frequencies or Ultra-Short Waves

(Revised to January 21, when FCC ordered temporary suspension of further grants; see article opposite)

Call Letters	Licensee	City	Frequencies in Kilocycles	Power in Watts
		EXPERIMENTAL BROADCAST		
W1XEQ*	E. Anthony & Sons, Inc.	Fairbaven, Mass.	31600, 35600, 38600, 41000	100
W6XAS	Julius Brunton & Sons Co.	San Francisco (Portable—Mobile)	31600, 35600, 38600, 41000	10
W1XEG	Connecticut State College	Storrs, Conn.	86000-400000, 401000	500
W9XAZ	The Journal Company	Milwaukee, Wis.	31600, 35600, 38600, 41000	500
W9XHE	Frank O. Knoll & Julian F. McCutcban	St. Cloud, Minn.	31600, 35600, 38600, 41000	100
W6XKG	Ben S. McGlashan	Los Angeles, Cal.	31600, 35600, 38600, 41000	100
W9XER	Midland Broadcasting Co., Inc.	Kansas City, Mo.	31600, 35600, 38600, 41000, 86000-400000	50
W9XES	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	50
W9XET	Midland Broadcasting Co., Inc.	(Portable—Mobile)	31600, 35600, 38600, 41000, 86000-400000	1.5
W3XES*	Monumental Radio Co.	Baltimore, Md.	31600, 35600, 38600, 41000	300
W9XHW	Northwestern Broadcasting, Inc.	Minneapolis, Minn.	31600, 35600, 38600, 41000, 86000-400000, 401000	50
W9XPD	Pulitzer Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000, 86000-400000	100
W9XOK	Star-Chronicle Publishing Co.	St. Louis, Mo.	31600, 35600, 38600, 41000	100
W8XAI	Stromberg-Carlson Telephone Mfg. Co.	Victor Township, N. Y.	31600, 35600, 38600, 41000	100
W8XH	WBEN, Incorporated	Buffalo, N. Y. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W5XAU	WKY Radiophone Co.	Oklahoma City, Okla.	31600, 35600, 38600, 41000	100
W3YEY	Baltimore Radio Show Inc.	Baltimore, Md.	31600, 35600, 38600, 41000	100
W3XEX	WTAR Radio Corp.	Norfolk, Va.	31600, 35600, 38600, 41000	50
W8XWJ	Evening News Ass'n.	Detroit, Mich. (Portable—Mobile)	31600, 35600, 38600, 41000	100
W4XCA	Memphis Commercial Appeal, Inc.	Memphis, Tenn.	31600, 35600, 38600, 41000	50
W9XJL	Head of the Lakes Broadcasting Co.	Superior, Wis.	31600, 35600, 38600, 41000	80
W4XBW	WDOD Broadcasting Corp.	Chattanooga, Tenn.	31600, 35600, 38600, 41000	100
W2XJI*	Bamberger Broadcasting Service, Inc.	Newark, N. J.	31600, 35600, 38600, 41000	1.000
W1XER*	Shepard Broadcasting Service	Boston, Mass.	31600, 35600, 38600, 41000	500
W5YAW	Attala Broadcasting Company	Kosciusko, Miss.	31600, 35600, 38600, 41000	100
		FACSIMILE STATIONS		
W7XBD	Oregonian Publishing Co.	Portland, Ore.	1614, 2398, 3492.5	1,000
W9XAG	The Journal Co.	Milwaukee, Wis.	1614, 2398, 3492.5, 4797.5, 6425, 8655	1,000
		STATIONS HAVING BOTH BROADCAST PICKUP & EXPERIMENTAL BROADCAST FREQUENCIES		
W2XDG	National Broadcasting Co., Inc.	New York, N. Y.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	5,000
W2XHG	National Broadcasting Co., Inc.	New York, N. Y.	25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000	150
W3XL	National Broadcasting Co., Inc.	Bound Brook, N. J.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310	100,000
W9XBS	National Broadcasting Co., Inc.	Chicago, Ill.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000	2,500
W1XAK	Westinghouse E. & M. Co.	Chicopee Falls, Mass.	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	50,000
W8XI	Westinghouse E. & M. Co.	East Pittsburg, Pa.	23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000, 86000-400000, 401000	20,000
		SPECIAL EXPERIMENTAL STATIONS OPERATING AS BROADCAST STATIONS ON EXPERIMENTAL BASIS		
W1XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W3XKA	Westinghouse E. & M. Co	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	50
W8XKA	Westinghouse E. & M. Co.	(Portable—Mobile)	31600, 35600, 38600, 41000, 55500, 60500, 86000-400000	150

Also licensed as facsimile stations

JANSKY & BAILEY

National Press Bldg.

WASHINGTON, D. C.

An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

Enter the "Apex" Broadcasting Station

Pioneer Applicants Get Experimental Permits to Study Local and Other Ultra Short-wave Potentialities

THE PROSPECTS of ultra-short wave broadcasting of sound, facsimile and television have aroused intense interest in technical broadcasting circles. Assigned to the experimental "very high" frequencies already are a score or more of stations, largely operated by existing broadcasters and especially by newspaper station operators. This article and the tabulation on the opposite page are intended to set forth in non-technical fashion the purpose and hopes of the experimenters. In later issues, *Broadcasting* expects to be able to carry reports by the actual experimenters and by FCC authorities on their practical findings in short-wave bands.

TUCKED away rather obscurely on page 27 of the FCC's recently published annual report is the beginning of a paragraph statement covering "very high frequency experimental broadcast" services which, actually, is a sort of preliminary report on that new and increasing class of stations unofficially called "apex".

Several dozen construction permits for experimental broadcasting stations in the general experimental classification have been issued during the last year by the FCC, mostly to concerns already engaged in regular broadcasting, and reports are already beginning to come in to FCC engineers about results achieved in the "very high" frequency bands assigned to them, more popularly known as the ultra short-wave bands.

The significance of these "apex" experiments (the term is still unofficial, but it seems apt in describing the extremely high radiating points required for antennas, though it is not very descriptive of the extremely limited coverage area of the new class of stations) is suggested by the FCC's report:

Interest in very high frequency experimental broadcasting has continued to develop; however, the full possibilities of the frequencies for local broadcasting are developing slowly due to the very limited number of broadcast receivers that will tune to this band of frequencies. The very high frequencies above 30 megacycles have such characteristics that they serve a small area and then beyond this range no interference will be caused to other stations. This is different from the propagation characteristics of the stations on the regular broadcast frequencies (550 to 1,500 kc.) which have a moderate primary service area but the signals continue for hundreds of miles so that their interference range is enormous compared with the primary service area. Due to this characteristic of the very high frequencies, it has been considered that they offer a means of supplying strictly local service to any number of centers of population with frequency assignments duplicated at relatively low mileage separations. The individual stations would serve only a few miles, probably in the order of 2 to 10 miles depending upon the power, location of the transmitter, its efficiency, and the radio propagation characteristics of the surrounding terrain.

What Is Being Done

IN broadcasting circles, the question naturally has arisen: Will these wave lengths above 30,000 kc., or below 10 meters, eventually be opened up for an entirely new class of purely localized stations carrying commercial programs like those now carried on the 550-1500 kc. channels?

The question cannot be answered at the present time, for the FCC engineers themselves don't know. This much only is known: That the score or more of CP's issued for experimental operation on the ultra-short experimental frequencies, as tabulated on the opposite page, have been granted without hearings for the purpose of learning about the efficacy of those channels. General rules have been written, and are now being revised by the FCC as part of its new rules and regulations, soon to be made public, but they are designed to encourage the experiments in order to open up these channels eventually.

The FCC Broadcast Division, however, at its Jan. 21 meeting decided to grant no more "apex" channels until the new regulations specifically applicable to them can be completed by its engineers. The last grant was to Attala Broadcasting Co., operating WHEF, Kusciusko, Miss. The FCC's suspension of grants for the time being was decided upon to curb the deluge of applications in prospect, most of which are expected to win favorable action, but within the terms of the new regulations.

Interference Effects

MOST of the companies securing the CP's, some of which have been licensed for several months and are already submitting technical reports to the FCC, are interested not only in the local service possibilities on the "very high" frequencies but in building up field test reports which may make their way easier when television and facsimile come. Television, it is well known, will also be assigned to the "very-high" or ultra-short wave lengths, and its sound tracks will be on adjacent ultra-shorts rather than in the present broadcast band. Thus when television sets ultimately find their way to the market, they will be combination long, short and ultra short-wave receivers—truly "all wave" sets—and they will be capable of tuning in these wave lengths.

In its rosiest aspect, assuming a high degree of success by present experimenters, it would seem that new avenues of the ether for hundreds and perhaps thousands of additional local broadcasting stations may ultimately be available on the ultra-shorts.

So far the reports from stations already in operation — such as W9XAZ, of the *Milwaukee Journal*; W8XH, of the *Buffalo News*; W9XPD, of the Pulitzer Publishing Co., St. Louis; W6XAS, of Julius Brunton & Sons Co., San Francisco, and W8XAI, of the Stromberg-Carlson Co., Rochester—have given FCC engineers only slight inklings of what may be expected. They know that eventually a definite allocation by frequencies rather than wide bands must be made, for far-flung interference effects are already beginning to be felt. For example, W8XAI in San Francisco has been found to interfere in the East, and the *St. Louis Post-Dispatch's* W9XPD has been heard as far away as California—this despite the fact that, as stated in the FCC report, a reliable radius probably of only 2 to 10 miles may be expected on the "apex" wave lengths. These cases of long-distance interference do not necessarily indicate that the station will serve more area than anticipated but may under certain circumstances cause more interference than was expected.

FCC engineers think that within a year or two they will know enough from the required reports from "apex" station operators to chart their future course. In the meantime, the experimenters are bearing the expense of the stations, which are not very costly to install because of their extremely low powers, and usually operating them in conjunction with their regular broadcasting stations while their engineers take special field tests. One of the staunchest believers in the future broadcast possibilities of "apex" waves is I. R. Baker, broadcast equipment sales chief of RCA Mfg. Co. For several years Mr. Baker has been "talking up" the ultra-shorts, not only as an ultimate avenue for television but for localized sound broadcasting as well.

The handicap faced by the experimenters is the lack of audience on these waves. Even the so-called "all wave" sets seldom reach above 30,000 kilocycles (or below 10 meters) so that special receivers must be built to tune them in. However, countless technicians, particularly "hams", are beginning to cooperate in rendering reports on receptivity characteristics which are being collated with reports of the stations' own observers. Station W8XAI, of the Stromberg-Carlson Tel. Mfg. Co., Rochester, which is operated in conjunction with its 50,000-watt WHAM, is encouraging listener response by having members of its technical staff present special "apex" programs every Sunday afternoon from 1:30 to 2 o'clock. The period is made up of news concerning high-frequency transmission, technical data and other information that appeals to amateur operators and experimenters equipped to receive the signals. W8XAI reports having been heard as far away as Salt Lake City.

Pending promulgation of its new rules and regulations, the FCC is passing out to all interested in "apex" stations a four-page bulletin pointing out what are the various experimental services and what is required from licensees. Applicants, it is stated, must be bona fide experimenters technically and financially qualified. The various classifications of experimental waves are set forth, any or all of which may be requested by qualified applicants interested in general research.

"All applicants," says the bulletin, "who desire to operate experimental stations in accordance with the foregoing should submit with their applications a supplementary statement confirming their understanding of the fact that their applications if granted will permit communication in the service in which they are interested on an experimental basis only, and that the gratning of this authority may not be construed as a finding on the part of the Commission that the frequencies requested are believed to be those within the very high frequency range best suited for such service or that they will eventually be so allocated."

Wide Tuning Range

DESPITE this restriction, many broadcasters are investing in this research (1) to satisfy themselves whether the ultra-shorts are feasible for localized broadcasting; (2) to build up field reports on the ultra-short waves generally so as to be prepared for television and facsimile, which will inevitably be assigned to the extreme upper end of the spectrum, and (3) to contribute to knowledge of the ultra-short wave art as pioneers and thus to be prepared to claim priority in assignments if and when those waves become commercially valuable both for sound and sight.

Sharp tuning of the signals on these waves, according to reliable reports, is at present a virtual impossibility—hence the FCC allows a considerable latitude in band widths in the general experimental miscellaneous class of stations, which are assigned usually to 31,600, 35,600, 38,600 and 41,000 kc., with the 86,000-400,000 kc. bands also assigned if requested. Whereas ordinary broadcasting in the 550-1500 kc. band is spaced 10 kc., no definite spacing is fixed on the ultra-shorts because wide tuning is a characteristic of the super-

(*Continued on page 62*)

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBZ-WBZA, Boston, Springfield

Standard Oil Co. of New Jersey, New York, 24 weekly *sp* (renewal news programs), thru Marschalk & Pratt Inc., N. Y.
New York Diesel Institute, New York (instruction), daily *sa*, thru Derouville Adv. Agency, Albany.
Good Luck Food Co., Rochester, N. Y. (desserts), 2 weekly *sp*, thru Hughes, Wolff & Co. Inc., N. Y.
Araban Coffee Co., Boston, 2 weekly *sp*, thru Forrest B. Makechnie Inc., Boston.
Plymouth Rock Gelatine Co., Boston, 2 weekly *sp*, thru John W. Queen, Boston.
Sleetex Co., New York (windshield ice remover), daily *sa*, thru Humbert & Jones, N. Y.
Consolidated By-Product Co., Philadelphia (dog food), weekly *t*, thru McLain Organization Inc., Philadelphia.
Foley & Co., Chicago (Honey & Tar compound), 6 weekly *sp*, thru Laueson & Salomen, Chicago.
C. M. Kimball Co. Inc., Everett, Mass. (bousehold supplies), 6 weekly *sp*, thru Wood, Putnam & Wood Co., Boston.

WMAQ, Chicago

Chicago & Northwestern Railway, Chicago, 2 *sa*, thru Caples Co., Chicago.
Florida Citrus Commission, Tampa, 26 *t*, and 10 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *t*, thru Henri, Hurst & McDonald Inc., Cbicago.
National Biscuit Co., Chicago, 366 *ta*, thru McCann-Erickson Inc., Chicago.
RCA Mfg. Co., Camden, N. J. (radio tubes), 156 *sa*, thru Lord & Thomas, New York.
Boweys Inc., Chicago (Dari-Rich chocolate milk), 17 *t*, thru Russell C. Comer Adv. Co., Chicago.

KGHL, Billings, Mont.

Texas Co., New York (Texaco), 24 weekly *sp* (news program renewed one year), thru Hanff-Metzger Inc., N. Y.
Studebaker Corp., South Bend, Ind. (autos), 4 weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Reid-Murdoch & Co., Chicago (Monarcb food), 52 *sa*, thru Rogers & Smith Adv. Agency, Cbicago.
Pinex Co., Fort Wayne, Ind (proprietary), 27 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WHAM, Rochester

Geneva Baking Co., Geneva, New York, 3 weekly *t*, direct.
Bunte Bros., Chicago (candy), 3 weekly *sp*, thru Fred A. Robbins Inc., Chicago.
Bulova Watch Co., New York, 2 daily *ta*, *sa*, thru Biow Co. Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla. (fruit), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KADA, Ada, Okla.

Chattanooga Medicine Co., Chattanooga (almanacs), 7 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
French Lick Springs Hotel Corp., French Lick, Ind. (mineral water), 26 *t*, direct.

WLS, Chicago

Lancaster County Seed Co., Paradise, Pa., 13 *ta*, thru C. F. Kern Adv. Agency, Philadelphia.
Gillette Rubber Co., Eau Claire, Wisc. (tires), 13 *sp*, thru Cramer-Krasselt Co., Milwaukee.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 78 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Murphy Products Co., Burliugton, Wisc. (mineral feeds) 52 *sp*, and 39 *sa*, thru Wade Adv. Agency, Chicago.
Dr. Miles Laboratories Inc., Elkbart, Ind. (Alka-Seltzer), 24 *sp*, thru Wade Adv. Agency, Chicago.
Pennsylvania Salt Mfg. Co., Chicago (Lewis' Lye), 42 *sa*, thru L. W. Ramsey Co., Chicago.
Earl Ferris Nursery, Hampton, Ia., 39 *sp*, thru Lessing Adv. Ageucy, Des Moines.
Country Life Insurance Co., Chicago, 39 *sa* and 12 *sp*, thru Critchfield & Co., Chicago.
Nitragiu Co. Inc., Milwaukee, (legume inoculation) 13 *sa*, thru Western Adv. Agency Inc., Chicago.

WHK, Cleveland

Kroger Grocery & Baking Co., Cincinnati (chain store), weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Remiugton Rand Inc., Cleveland (business machines), 5 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 2 daily *sp*, thru S. M. Epstein Co., Detroit.

WJBK, Detroit

Kroger Grocery & Baking Co., Ciucinnati, 6 weekly *sp*, tbru Ralph H. Jones Co., Cincinnati.
R. G. Dun Cigar Mfg. Co., Detroit, 6 weekly *sp*, direct.
Ford Motor Co., Detroit, 4 daily *sa*, thru N. W. Ayer & Son Inc., N. Y.

WROL, Knoxville

SSS Co., Atlanta (SSS tonic), weekly *sp* (rebroadcast from WLW), direct.

KNX, Los Angeles

John C. Michael Co., Cbicago Mickey Quilt patches), *sa*, thru Northwest Radio Adv. Co., Seattle.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), weekly *t*, thru Kenyon & Eckhardt Inc., N. Y.
Kester Solder Co., Chicago (solder mender), 4 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Bathasweet Corp., New York (Bathasweet), 5 weekly *sa*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Midwest Radio Corp., Cincinnati (Miraco radios), 4 weekly *sa*, thru Key Adv. Co., Cincinnati.
Miller Brewing Co., Milwaukee, 2 weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Strasska Laboratories, Los Angeles (toothpaste), 3 weekly *t*, thru Glasser Adv. Agency, Los Angeles.
Olson Rug Co., Chicago (rebuilt rugs), 5 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.

KMOX, St. Louis

Drug Trade Products, Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Colouial Baking Co., St. Louis, 9 weekly *sa*, direct.
Chevrolet Motor Co., Detroit, 5 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Postal Life & Casualty Insurance Co., Kansas City, 78 *sp*, thru R. J. Potts Co., Kansas City.
Welfare Finance Co., St. Louis (automobile finance), 52 *sp*, direct.

WGY, Schenectady

E. L. Knowles, Springfield, Mass. (Rubine liniment), daily *sa*, thru DeForest Merchandising Bureau, Springfield.
Fels & Co., Philadelphia (soap), 2 weekly *sp* (39 weeks), thru Young & Rubicam Inc., N. Y.
RCA Mfg. Co., New York (radios), 156 *sa*, thru Lord & Thomas, N. Y.

WHB, Kansas City

Olson Rug Co., Chicago (rebuilt rugs), 5 weekly *sp*, thru Philip O. Palmer & Co. Inc., Chicago.



From the Brooklyn Eagle

"Signor insists on this arrangement . . . he claims that his voice is best in the bath."

WOR, Newark

National Republican Council, New York (political), weekly *sp*, direct.
Chrysler Corp., Detroit (Plymouth autos), 3 weekly *t*, thru, J. Stirling Getchell Inc., Detroit.
Pure Oil Co., Chicago (Purol-Pep), 3 weekly *t*, thru Freitag Adv. Agency Inc., Chicago.
Illinois Meat Co., Chicago (meat products), 6 weekly *sp*, thru J. L. Sugden Adv. Co., Chicago.
North American Dye Corp., Mount Vernon, N. Y. (Dytint), weekly *sp*, thru Atherton & Currier Inc., N. Y.
New Jersey Laundry Owners Assn., Newark, 3 weekly *sp*, thru Frank Presbrey Co. Inc., N. Y.
La Choy Food Products Inc., Detroit (chop suey, chow mein), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Japan Crabmeat Assn., New York, 2 weekly *t*, weekly *sp*, thru Maxon Inc., Detroit.

KFEQ, St. Joseph, Mo.

Interstate Nurseries, Hamburg, Ia., 12 weekly *sp*, direct.
Barnsdall Refining Co., Tulsa, (oil products), 6 weekly *sp*, thru Cooperative Adv. Co., Tulsa.
Phillips Petroleum Co., Bartlesville, Okla., 6 weekly *ta*, thru Lambert & Feasley Inc., N. Y.
Willard Tablet Co., Chicago (proprietary), 26 *sp*, thru First United Broadcasters, Chicago.
Olson Rug Co., Chicago (rebuilt rugs), 144 *ta*, thru Philip O. Palmer & Co. Inc., Chicago.
Nutrena Feed Mills Inc., Kansas City (fodder), 6 weekly *sp*, direct.
Nitragin Co. Inc., Milwaukee (legume inoculation), 13 *sa*, thru Western Adv. Agency, Racine, Wis.

KFAB, Lincoln, Neb.

Babson Dairy Equip. Co., Chicago (cream separator), 13 *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Max Mehl, Fort Worth (old coins), weekly *t*, thru Guenther-Bradford Co., Chicago.
Uncle Sam Breakfast Food Co., Omaha, *sa*, thru Bozell & Jacobs Inc., Omaha.
American Popcorn Co., Sioux City, Ia. (corn poppers), 2 *sp*, thru Coolidge Adv. Co., Des Moines.

WGN, Chicago

Peter Hand Brewery Co., Chicago (beer), 156 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Minnesota Valley Canning Co., La Sueur, Minn. (Del Maiz canned vegetables), 39 *sp*, thru Leo Burnett Co. Inc., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 252 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Chevrolet Motor Co., Detroit (automobiles), 39 *t*, thru Campbell-Ewald Co. Inc., Detroit.

WDBO, Orlando, Fla.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 weekly *sa*, thru Harvey-Messengale Co. Inc., Durham.
Seaboard Oil Co., Atlanta (gasoline), 6 weekly *sa*, thru Freitag Adv. Agency Inc., Atlanta.
Stanback Co., Salisbury, N. C. (proprietary), 6 weekly *sp*, direct.

WENR, Chicago

Chicago & Northwestern Railway, Chicago, 2 *sa*, tbru Caples Co., Chicago.
Procter & Gamble Co., Cincinnati (Ivory shaving cream), 21 *sa*, thru Blackman Adv. Agency, N. Y.
Sleetex Co. Inc., New York (Windshield Defroster Blades), 7 *sa*, thru Humbert & Jones Adv. Co., N. Y.

WAGM, Presque Isle, Me.

American Agricultural Chemical Co., New York (Agrico fertilizer), 13 *sp*, thru Cowan & Dengler, N. Y.
Great Atlantic & Pacific Tea Co., Portland, Me. (chain stores), daily *sa*, direct.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

OWEY'S Inc., Chicago (Dari-Rich hocolate drink) on March 1 starts rogram on 9 NBC-WEAF stations, undays, 1:30-1:45 p. m., Thursdays, 5:15 p. m. Agency: Russell C. omer Adv. Co., Chicago.

ATIONAL ICE ADV. Inc., Chica- (natural ice) on Feb. 11 starts ickfair on 55 CBS stations, Tues- ays, 10-10:30 p. m. Agency: Dona- ue & Coe Inc., N. Y.

FFILIATED PRODUCTS Inc., hicago (Louis Philippe cosmetics) n Jan. 22 started *Paris Night Life* n 31 CBS stations, Wednesdays, :15-7:30 p. m., repeat at 11:15 p. . Agency: Blackett-Sample-Hum- ert Inc., N. Y.

FFILIATED PRODUCTS Inc., hicago (Edna Wallace Hopper cos- etics) on Jan. 20 started *Romance f Helen Trent* on 17 CBS stations, Ion. thru Fri., 11:15-11:30 a. m. gency: Blackett - Sample - Hummert nc., N. Y.

MERICAN TOBACCO Co., New ork (Lucky Strike cigarettes) on larch 11 starts *Your Hit Parade* on S NBC-WEAF stations, Wednes- ays, 10-11 p. m. Agency: Lord & homas, N. Y.

ROWN OVERALL MFG. Co., Cin- nnati, on Feb. 13 starts musical pro- ram on MBS, Thursdays, 7:45-8 . m. Agency: H. W. Kastor & Sons dv. Co. Inc., Chicago.

IOUSEHOLD FINANCE Corp., hicago (loans) on Feb. 1 starts herlock Holmes on MBS, Saturdays, 0:30-11 p. m. Agency: Charles aniel Frey Co., Chicago.

LICQUOT CLUB Co., Millis, Mass. gingerale) on Jan. 19 started *Harry eser & Clicquot Club Eskimos* on 12 BC-WEAF stations, Sundays, 3-3:30 . m. Agency: N. W. Ayer & Son nc., Boston.

ROCTER & GAMBLE Co., Cincin- ati (Camay) on Jan. 13 started *For- er Young* on 27 NBC-WEAF sta- ions, Mon. thru Fri., 3-3:15 p. m. gency: Pedlar & Ryan Inc., N. Y.

EO. A. HORMEL & Co., Austin, linn. (soup, chili) on Jan. 20 start- d *Hormel Chili Beaners* on 7 CBS tations, Mondays, 8-8:30 p. m. gency: Batten, Barton, Durstine & sborn Inc., N. Y.

ELS & Co., Philadelphia (Fels Napa soap) on Feb. 18 starts *Four hythm Boys* on 2 CBS stations, time ot scheduled. Agency: Young & ubicam Inc., N. Y.

LD AGE REVOLVING PENSION td., San Francisco (political) on an. 26 started for 13 weeks talks on *he Townsend Plan*, on 8 California BS - Don Lee stations, Sundays, :15-4:30 p. m. (PST). Agency: rank E. Cox Radio Adv., Oakland, al.

ACIFIC GUANO & FERTILIZER o., Berkeley, Cal. (fertilizer) on eb. 2 starts for 13 weeks *Garden uide* on 8 CBS-Don Lee stations, undays, 9:30-9:45 a. m. (PST). gency: Tomaschke-Elliott Inc., Oak- and, Cal.

ESTERN AUTO SUPPLY Co., ngeles (auto accessories), on Feb. 1 tarts for 13 weeks *Death Rides the ighway*, dramatizations, on 9 NBC- PO stations, Saturdays, 7:30-8 . m. (PST). Agency: Dan B. Miner o., Los Angeles.

Renewal Contracts

ORD MOTOR Co., Dearborn, Mich. autos) on Dec. 31 renewed *Fred Waring's Pennsylvanias* on 89 CBS tations, Tuesdays, 9:30-10 p. m., re- eat at 12 midnight. Agency: N. W. yer & Son Inc., N. Y.

A Fair Exchange

TULANE University, New Orleans, is broadcasting a series of educational programs on WSMB, that city, receiving the time in exchange for WSMB's exclusive right to broadcast Tulane football games. Each college and major division of the University participates in program selection and takes part in the air instruction, which is conducted on a good-will basis.

FORD MOTOR Co., Dearborn, on Dec. 29 renewed *Ford Sunday Evening Hour* on 87 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

BOURJOIS SALES Corp., New York (cosmetics) on Feb. 17 renews *Evening in Paris* on 26 NBC-WJZ stations, Mondays, 8:30-9 p. m. Agency: Lord & Thomas, N. Y.

GENERAL MILLS Inc., Minneapolis (flour) on Jan. 1 renewed *Betty Crocker* on 24 NBC-WEAF stations, Wed., Fri., 10:45-11 a. m. Agency: Knox Reeves Adv. Inc., Minneapolis.

PHILIP MORRIS & Co. Ltd., New York (cigarettes) on Feb. 4 renews *Philip Morris Program* on 57 NBC-WEAF stations, Tuesdays, 8-8:30 p. m., repeat at 11:30 p. m. Agency: Biow Co. Inc., N. Y.

KELLOGG Co., Battle Creek (food) on Feb. 3 renews *Singing Lady* on 16 NBC-WJZ stations, Mon., Tues., Wed., 5:30-5:45 p. m., Thurs., Fri., 6:30-6:45 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Feb. 4 renews *Lady Esther Serenade* on 35 NBC-WEAF stations, Tues., Wed., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

TASTYEAST Inc., Trenton (chocolate yeast) on Feb. 9 renews *American Pageant of Youth* on 9 NBC-WJZ stations, Sundays, 12-12:30 p. m. Agency: Clements Co. Inc., Philadelphia.

CLIMALENE Co., Canton, O. (household products) on Feb. 6 renews *Climalene Carnival* on 11 NBC stations, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

AMERICAN HOME PRODUCTS Co., New York (Anacin) on Feb. 4 renews *Easy Aces* on 26 NBC-WJZ stations, Tues., Wed., Thurs., 7-7:15 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

MODERN FOOD PROCESS Co., Philadelphia (dog food) on Feb. 10 renews *Dog Stories* on 5 NBC-WJZ stations, Mondays, 4:15-4:30 p. m. Agency: Clements Co. Inc., Philadelphia.

PURITY BAKERIES Corp., Chicago (bread) on Feb. 3 renews *Omar the Mystic* on MBS, Mon. thru Fri., 5:15-5:30 p. m. (WOR), repeat at 6 p. m. (CKLW, WSAI). Agency: Hanff-Metzger Inc., Chicago.

STERLING PRODUCTS Inc., New York (Bayer's Aspirin) on Feb. 25 renews *Lavender and Old Lace* on 23 CBS stations, Tuesdays, 8-8:30 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

WESSON OIL & SNOWDRIFT SALES Co., San Francisco (Wesson oil & Snowdrift) on Jan. 27 renewed for 13 weeks *Hawthorne House* on 6 NBC-KPO stations, Mondays, 9:30-10 p. m. (PST); starting February 28, Fridays, 7:30-8 p. m. (PST). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

SPERRY FLOUR Co. (Division of General Mills), San Francisco, (pancake and waffle flour) on Feb. 4 renews for 52 weeks in *Martha Meade* on 6 NBC-KPO stations, Tues., Thurs., 10-10:15 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co. (Division of General Mills), San Francisco, (Wheathearts) on Feb. 5 renews for 52 weeks in *Sperry Special* with Hazel Warner & Paul Carson on 6 NBC-KPO stations, Wed., Fri., 2:30-2:45 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Zotos on CBS Network

SALES AFFILIATES Inc., New York (Zotos permanent hairwaver) will take a coast-to-coast network for the first time using 81 CBS stations beginning Feb. 23, Sundays, 6-6:30 p. m. Phil Spitalny and his 35-piece all-girl orchestra will be the talent. Grey Adv. Agency Inc., New York, placed the account, which is booked for 20 weeks.

Check your
Dun and Bradstreets
Business IS Good in
MISSOULA MONTANA
1000 Watts **KGVO** 1260 Kc.

PACKARD MOTOR CAR Co., Detroit, on Feb. 15 renews *Packard Fiesta* on NBC (KPO-KFI), Saturdays, 9-9:30 p. m. (PST). Agency: Young & Rubicam Inc., N. Y.

PISO Co., Warren, Pa. (tonic) on Feb. 4 renews for 4 weeks *The Dream Singer* on MBS (WOR, WGN, CKLW, WCAE, WGAR), Tuesdays and Thursdays, 12:15-12:30 p.m. Agency: Aitken-Kynett Co., Philadelphia.

MURINE Co., Minneapolis (eye wash) on Feb. 27 renews for 8 weeks *Let's Listen to This* on MBS (WOR, WLW, WGN, CKLW, WAAB), Thursdays, 9-9:45 p. m. Agency: Neisser-Myerhoff Inc., Chicago.

PET MILK Co., St. Louis (canned milk) on Feb. 4 renews in *Woman's Magazine of the Air* on 7 NBC-KPO stations, Tuesdays, 3:45-4 p. m. (PST). Agency: Gardner Adv. Co., St. Louis.

Network Changes

LARUS & BRO. Co., Richmond (Edgeworth tobacco) shifts Corn Cob Pipe Club to NBC-WJZ network, Wednesdays, 9-9:30 p. m.

TEXAS OIL Co. shifts to musical program.


UNIVERSAL
Combination FLOOR STAND
A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality—List Price, complete with 8 springs, $10.00.
Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif., U. S. A.

THE SUNDAY PLAYERS
"The Ober-Ammergau of the Air"

HERE ARE RADIO'S BEST BIBLE DRAMAS!
"Immortal Stories from the Book of Books!" 52 superb half-hour transcriptions. Endorsed by all churches. Time-tested, proved, on KFI, KSL, KLZ, KGA, KVI, KOIN, KFOX, KGGM, KFWB, KFYR, KTAR, KGAR, KOMO, KTSM, KTAT, KOMA, WSMB, WCAO, WDAF, WDAC, WKBN, WMBG, 2GB. Ideal for Banks, Life Insurance, Trust Service, Public Utilities, Home Furnishings, Cemeteries, Memorial Parks, Mortuaries.
START NOW FOR EASTER: The Life of Christ, from "A Child in The Temple" to "The Resurrection", will dominate the air during Lent. 13 New Testament; 50 Old Testament Plays, all ready now. Complete Copy Service; Announcement Folders; Souvenir Booklets, Publicity Portraits; Press Stories. Write or wire for two audition programs; $5 c. o. d.
THIS IS A BIBLE YEAR
400th Anniversary of English Bible
MERTENS AND PRICE, INC.
RADIO PRODUCTIONS
1240 South Main Street Los Angeles, Calif.

"Plug" Kendrick says:

"Showmanship? VARIETY gives first ranking in Indianapolis to the 'hot shots' at... WIRE"

Tops WITH RADIO FANS IN INDIANAPOLIS

NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
WM. G. RAMBEAU CO. - N. Y. - Chicago - Frisco

AGENCIES AND REPRESENTATIVES

DOUGLASS ALLEN & LELAND DAVIS Inc., new Cincinnati agency, has been formed by the former president and vice president of the old-line Procter & Collier agency which has been liquidated. The new firm has taken over a number of Procter & Collier accounts, including Crosley Radio Corp.

CLIFFORD F. BROEDER, formerly account executive and radio director of Oakley R. French Inc., St. Louis agency, has opened an agency in St. Louis under his own name.

ROY S. FROTHINGHAM, sales promotion and research counsel, San Francisco, has moved his offices from the Hearst Bldg. to the One Eleven Sutter Bldg., in the same building with NBC.

BART L'HOMMEDIEU, radio executive in the Los Angeles office of Ruthrauff & Ryan Inc., on Feb. 1 joined the radio department of H. C. Bernsten Agency, Los Angeles.

J. L. SUGDEN ADV. Co., Chicago, has opened a New York branch at 420 Lexington Ave., with Robert Collins as vice president in charge.

J. WALTER THOMPSON Co., will close its Cincinnati branch Feb. 1, with Howard Henderson, manager, being transferred to the New York office.

A. H. STOCKWELL and James H. Connolly have been transferred from the N. W. Ayer & Son business office in Philadelphia to the New York radio department of the agency.

REESE, ROSSITER & Co. Inc., has been formed at 444 Madison Ave., New York, by the merger of Thomas H. Reese and Ralph Rossiter agencies.

WILLIAM GAINES has resigned as director of publicity for Kenyon & Eckhardt, Inc., New York agency.

BERNARD LICHTENBERG, formerly vice president and a director of the Alexander Hamilton Institute, and former president of the ANA, has opened offices in the Graybar Bldg., New York, as a public relations counsel. He is taking over the clients of John W. Darr, public relations counsel, who has just been elected vice president in charge of public relations and advertising for Commercial Investment Trust, Inc.

HERBERT L. (Hal) ROSSEN, for the past year radio account executive with the Scholts Adv. Service, Los Angeles, has been appointed head of the J. Walter Thompson Co. press bureau in San Francisco, succeeding Walter B. Martin who has gone over to the Berkeley (Cal.) Community Chest as publicity director. Arthur Farlow, account executive, who recently joined the San Francisco offices of the agency, coming from Argentina, has been transferred to St. Louis as manager of the J. Walter Thompson Co. offices. Kelsey Denton succeeds Farlow in San Francisco, having been transferred from the New York offices.

WALLACE ELLIOTT, radio account executive of Tomaschke-Elliott Inc., Oakland, Cal. agency, and Jack Meakin, NBC musical conductor, San Francisco, have collaborated in writing two new songs, *I Must Be Crazy Over You* and *Flattering*.

DONALD A. BREYER, radio account executive of Sidney Garfinkel Adv. Agency, San Francisco, is the *NBC Hollywood Reporter*, sponsored by the Joseph Magnin Co. Inc. (women's apparel), that city, over NBC-KPO, Sundays, 4 to 4:15 p. m. He has replaced Cliff Engle, NBC announcer, who formerly had the assignment.

XEMO, Tijuana, Mex., has opened a Los Angeles sales office in the Insurance Exchange Bldg. in charge of William Richman, formerly of the sales staff of KIEV, Glendale, Cal.

TED DAHL, Los Angeles orchestra leader, in January joined the Allied Advertising Agencies, Los Angeles, as a radio account executive.

NED B. ABBOTT, for many years one of the officers and principal owners of the Randall Co., St. Paul printers, has resigned to become associated with McCord Co. Inc., Minneapolis advertising and marketing organization.

EMIL BRISACHER, president of Emil Brisacher & Staff, San Francisco agency, is on his annual trip to Chicago and New York in connection with the Van Camp Sea Food Co. He will return Feb. 12.

MRS. ERMA P. PROETZ, vice president and manager, Gardner Adv. Co., St. Louis, was in San Francisco in January to confer with officials of its affiliated agency, Botsford, Constantine & Gardner, on radio activities for the Pet Milk Sales Corp. account.

JAMES L. FREE, president of Free & Sleininger Inc., radio station representatives, and Mrs. Free left Chicago Jan. 21 for Miami Beach. While their plan is to spend most of their time in Florida, Mr. Free expects to stop off en route at some of the southern stations represented by his firm, returning to Chicago about the middle of February.

Isaac Joins Blair



Mr. Isaac

GEORGE F. ISAAC, who resigned Jan. 15 as director of radio for Lord & Thomas, Chicago, on Feb. 15 will join John Blair & Co., station representatives, as manager of the Chicago offices. Mr. Isaac was formerly commercial manager of WGN, Chicago, and before that was in the advertising department of the *Chicago Tribune*. The move leaves John Blair, president, free for his general duties as head of the organization and for personal contact with the stations the concern represents.

Lord & Thomas Changes Its Chicago Radio Staff

RECOGNIZING the division of duties of an agency radio department, Lord & Thomas, Chicago, has named Basil Loughrane as program director with responsibility for the creation and production of programs, and M. Lewis Goodkind manager of radio service, with supervision of matters pertaining to facilities, contracts and publicity. These appointments, effective at once, follow the resignation of George F. Isaac as radio director, who on Feb. 15 becomes head of the Chicago office of John Blair & Co.

Mr. Loughrane came to Lord & Thomas two years ago from NBC. At present he is in charge of production of *The Story of Mary Marlin* programs sponsored by Kleenex, and is acting as guest announcer on both the *Amos 'n' Andy* and *Al Pearce* programs for Pepsodent. Mr. Goodkind has been with the agency since 1928, recently as publicity director. Herbert Butterfield, formerly managing director of the Ft. Wayne civic theatre and lecturer in speech at Indiana University, will join the radio department of Lord & Thomas, Chicago, on Feb. 3 as assistant to Mr. Loughrane.

COSTS...

You couldn't produce a program such as Transco offers in transcribed form without an outlay of huge proportions. No matter what your station facilities are, whether your staff is large or small, it would cost a good deal of money to even approximate such a radio production.

But, through production facilities of Transco, these programs are available to you at a fraction of the original cost. The pooling of this firm's facilities from the brief idea through to the completed transcription becomes available to every station in the country.

You couldn't even begin to assemble the complete staff of writers, talent and producers that the Hollywood studios of Transco use in their transcription programs . . . much less actually produce the varied list of outstanding productions.

Yet here it is all available to your station at a fraction of the price it would cost you to produce

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

RADIO ADVERTISERS

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., New York (candy) has started a rerun of 105 *Chandu* transcriptions thrice weekly on WHN, New York, dealing direct with Earnshaw-Young Inc., Hollywood transcription firm.

SANTA FE TRAIL SYSTEM, Wichita (bus line), using radio along with other media, has named Potts-Turnbull Co., Kansas City, as its agency.

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston, on Feb. 4 will start a series of 26 100-word announcements on WMEX, Boston, placed by Broadcast Adv. Inc., that city.

WEBER BAKING Co., Los Angeles, (bread), has launched a campaign through Scholts Adv. Service in the form of 80 one-minute transcriptions with a "do you remember" theme on KFSD, KDB, KFI, KECA, KHJ, KFWB.

BRI-BRITE Inc., St. Louis (wax) has placed its advertising account with Gardner Adv. Co., St. Louis.

LESSNER Co., Findlay, O. (Keen Shaving cream) is advertising through Benson & Dall Inc., Chicago.

BATON PAPER Corp., Pittsfield, Mass., has transferred its account to Cecil, Warwick & Cecil Inc., N. Y.

BOSTON VARNISH Co., Everett, Mass., has placed its account with Redmond Co., Boston.

OMAHA FLOUR MILLS Co., Omaha, has named Burns-Hall Adv. Agency, Milwaukee, to service its account.

MICHEL PRODUCTS Inc., New York (flavoring extracts), has placed its advertising with Edward Linn Associates Inc., N. Y.

JOHN B. STETSON Co., Philadelphia, has named Kenyon & Eckhardt Inc., New York, as its agency.

LINE PRODUCTS Corp., Atlanta (Thomas' meat sauce), is advertising through Gottschaldt-Humphrey Co., Atlanta.

FREEMAN SHOE Corp., Beloit, Wis., has appointed Erwin, Wasey & Co., Chicago, as its agency.

THE SOTA CHEMICAL Co., Arcadia, Fla. (Cator roach exterminator), is advertising through Raymond Powell Co., Memphis.

PICTOGRAPH PRODUCTS Corp., New York (Acusticon heating pads) has placed its account with Lambert & Feasley Inc., N. Y.

TRANSCONTINENTAL & WESTERN AIRWAY, Kansas City (air transport) has named Wm. Esty & Co., New York, to service its account.

FOLGER COFFEE Co., San Francisco, on Jan. 14 started a program weekly from KHJ, Los Angeles, to the Don Lee-CBS network with William Farnum, picture star, in the lead role. Raymond R. Morgan Co., Hollywood agency, handles the account. Vera Oldham, cowriter of *Chandu*, writes the serial under the caption of *Drums*.

WARREN HEALTH COMMUNITIES, Inc., Chicago (health resort) has placed its advertising with McJunkin Adv. Co., Chicago. Plans for a radio campaign in the Chicago area are now being prepared.

PACKARD Corp., New York (electric razor), is placing advertising, including radio, thru Lambert & Feasley Inc., New York.

A. J. KASPER Co., Chicago (Sip of Gold coffee) has placed its account with Gundlach Adv. Agency, Chicago.

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets) is advertising through Tracy-Locke-Dawson Inc., New York.

WAGNER ELECTRIC Corp., St. Louis (motors, etc.) has transferred its account to Arthur R. Mogge Inc., Chicago.

BATTLE CREEK FOOD Co., Battle Creek, Mich., has named John L. Wierengo, that city, to service its account.

Auction Sale of KWKC Is Deferred for 30 Days

A 30 DAY postponement of the sale of KWKC, Kansas City, at auction to satisfy delinquent Federal taxes, has been arranged pending an appeal of the case to the U. S. Board of Tax Appeals. The station posted a bond of approximately $32,000, or double the amount of delinquencies, to procure the stay. The station was scheduled to go under the hammer on Jan. 22 because of alleged income tax delinquencies due from Wilson Duncan, station licensee from 1928 to 1932. The station operates on 1370 kc., specified hours, with 100 watts.

Also having a bearing on the KWKC case was the report of FCC Examiner Hyde on Jan. 28 on an application for the KWKC facilities. Recommending denial of the application of Mid-Central Broadcasting Co., of Kansas City, Mr. Hyde, however, did not make a finding on the renewal application of KWKC, but instead recommended that it be set down for further hearing "to determine whether the licensee has attempted or is attempting to transfer his license or the rights thereunder to another party or parties without the consent of the Commission."

Richfield on 17 Stations

RICHFIELD OIL Co. of New York (oil products) will return to the air March 2, with a WBS quarter-hour transcription series featuring the *Air Adventures of Jimmie Allen*. The discs will be broadcast thrice weekly over 17 Eastern stations. The series will be on the air four months, sign off for the summer and return in the fall. With the start of the disc series Paramount Pictures is scheduled to release the film *Sky Parade*, based on the adventures of Jimmie Allen. Stations in the campaign are WCSH, WNAC, WEAN, WMAS, WDRC, WICC, WGY, WFBL, WHAM, WBEN, WOR, WGBI, WHP, WCAU, WESG, WMFF, WNBF. Fletcher & Ellis Inc., New York, placed the account.

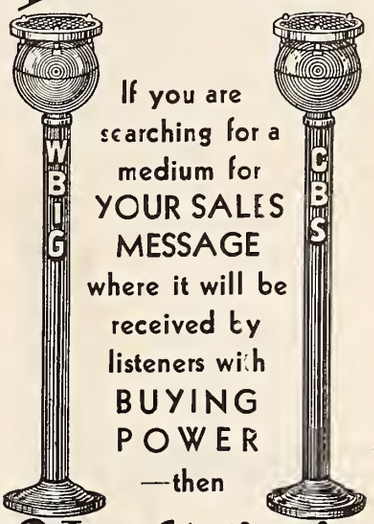
Time Marches On

REMINGTON RAND Inc., Buffalo, and Time Inc., New York, again have renewed the five weekly *March of Time* series for the week of Feb. 3, again postponing the return of *Time's* weekly half-hour programs. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

A PHILOSOPHICAL discussion of the trends of democracy appears in *The Forum* for February under the title "Follow the Leader," written by Henry Adams Bellows, former CBS vice president.

CAROL IRWIN, formerly radio director of Pedlar & Ryan, New York, has been appointed chief of radio continuity of Lennen & Mitchell, New York.

"PAUSE for Station Announcement"



If you are searching for a medium for YOUR SALES MESSAGE where it will be received by listeners with BUYING POWER —then

Your Station is WBIG in Greensboro, N.C.



Hitch Your 1936 Sales Wagon to the Station of Stars

Advertisers who wish to increase 1936 sales in the Greater New York market during the profitable months ahead are invited to take advantage of WHN . . . the *Station of Stars*. An unequalled background of showmanship successfully compels the attention of the world's largest single market to your product . . . a service that builds audiences for you with the triple entertainment success of WHN, Metro-Goldwyn-Mayer Pictures and Loew's world-wide circuit of theatres.

WHN's rapid rise to leadership in local popularity is a logical outcome of our sincere understanding of the types of programs that build large audiences and keep them coming back again and again. It is yours to command in developing the rich New York market . . . a skilled production staff with first call on unequalled talent sources . . . WHN Artists' Bureau, William Morris Agency, M-G-M studios and Loew's Theatres.

WHN
LOEW'S STATE THEATRE BUILDING
Broadway and 45th Street
New York City
1010 KILOCYCLES 1000 WATTS

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

NAB Calls Copyright Parley

(*Continued from page 9*)

of the costs for music performances.

A number of stations, it is understood, have not yet accepted renewal of their ASCAP contracts under the ultimatum delivered by ASCAP on Jan. 10. Among them were a group of newspaper stations which presumably has assurances that they would be accorded the privilege of signing the preferential newspaper contracts which they had spurned heretofore. Moreover, it was reported by John Shepard 3d, president of the Yankee Network, had not signed, but instead intended to pay ASCAP royalties based on a newspaper-form of contract rather than on the straight 5% plus sustaining fee.

A breach developed on the ASCAP extension with KFWB, Los Angeles, owned by Warner Bros. Gerald King, manager of the station, informed ASCAP he would accept the five-year extension but felt it involved duress because of the manner in which the extensions were offered. To this ASCAP replied it did NOT wish KFWB to accept the contract under any feeling "of duress or coercion" and that it did *not* regard the station as a "desirable licensee". The station then was informed that any infringements would be prosecuted.

Mr. King, on the other hand, contended that KFWB was offered a five-year extension along with all other stations, and expected it to be delivered. The station since Jan. 15 has continued to play ASCAP music. Mr. Mills announced Jan. 28 that the station's license had been renewed for the 5-year term.

Tin Pan Alley, staggered by the developments in the music situation, was rife with reports that ASCAP might be forced into dissolution, despite the five-year contract renewals it procured from all its music publisher members except the Warner houses at the end of the year. E. C. Mills, ASCAP general manager, on Jan. 24 denied a report that five houses had already withdrawn from the Society. Despite this, there was much speculation over what a number of important publishing houses would do about ASCAP. These included Robbins, Berlin, Jack Mills, G. Schirmer, Leo Fiest, Marks, and Fischer, which among them last year controlled about 40% of the ASCAP performances over radio. Warner performances last year amounted to about 19% although they controlled between 25 and 40% of the total ASCAP catalog.

Whether there should be an eventual turn toward "per piece" or "measured service" as the method of paying for music performing rates, as against the current ASCAP royalty basis, probably will be the focal point of the NAB board discussion. The temporary three-month contracts with Warner held by the 240 independent stations provide that an agreeable per piece method shall be enforced upon termination of these contracts. Catalogs of Warner music are promised by Feb. 1.

The networks have been unalterably opposed to "per piece" as unworkable and probably much more costly to the industry as a whole. Likewise they have been opposed to the proposition of passing the copyright costs along to the advertiser, which Mr. Baldwin and his "advisory committee" group propose as an ultimate solution.

There was some hint of a possible change in the attitude on the part of the networks. At NBC, for example, it is known that Lenox R. Lohr, new president, personally has become identified with the copyright problem. Consideration is being given to possible working out of per piece as the culmination of a "five-year plan", to begin when current ASCAP contracts expire in 1941—provided there is an ASCAP then.

Why Publishers?

ON ONE major point, networks and independents are in thorough agreement: That the publisher is an unnecessary factor in the copyright situation who is procuring his tribute amounting to approximately half of the total royalty revenue without contributing to the availability of music. In other words, it is felt that the publisher has been outmoded and is no longer needed yet is forcing payment of double revenues that the composer and writer, who do the creative work, may get a just amout of revenue.

A new crisis, of course, will develop March 31 when the temporary Warner contracts terminate. There is no assurance that the per piece basis stipulated in the temporary contracts will be worked out by that time. In such an event it is possible that extensions of the temporary contracts will be negotiated.

The initial copyright litigation was not the Warner actions, but a suit against Warner by WYNC New York, operated by the city government. Filed Jan. 14, the city asked for a declaratory judgment against Harms Inc., a Warner house, so the station might be freed of possible copyright difficulties. The suit was filed in the U. S. District Court for the Southern District of New York, as were the dozen Warner suits against the networks and stations. Strangely enough, it is this same court that is trying the anti-trust suit brought by the Department of Justice against ASCAP.

WNYC Sues Warner

THE WNYC suit brought from Mr. Starr a protest to Mayor La Guardia. In a letter made public Jan. 22 he said that Warner would license WNYC for its music if such an application is made. He brought out that it is the policy of Warner not to charge any fee for performance of its music over stations operated by municipal, religious, educational and charitable organizations which do not sell time. The "good offices" of the Mayor were requested to bring about an amicable adjustment.

It was Jan. 17 that Warner through its counsel, Wattenburg & Wattenburg, of New York, brought the initial batch of alleged infringement suits, seeking the maximum penalty of $5,000 instead of the innocent infringement damages of $250 per number. Remick sued NBC for allegedly performing *Put on Your Old Gray Bonnet* on Jan. 1, 1936, the very first day of the separation of the Warner houses from ASCAP. Harms Inc. sued CBS for purported use of *I Get a Kick Out of You.*

A third suit—and perhaps the most comprehensive—was filed by M. Witmark & Sons, against WHN, Schenley Products Inc., sponsor of the program, and William H. Rankin, New York agency for alleged use of *I Like Mountain Music.* A similar suit, involving sustaining use of the same number was filed by Witmark against WMCA.

The following week Witmark filed a suit against WNEW, New York, alleging an infringement on Jan. 4 by performance of *Lullaby of Broadway* and Remick filed suit against the same station for purported rendition of *Canadian Capers* on the following day. WIP, Philadelphia, was sued by Remick for alleged performance of *Canadian Capers* on Jan. 1.

Three additional suits against NBC were filed Jan. 23. These included a suit by Harms alleging performance of *Where Am I (Am I in Heaven)* on Jan. 1; by Remick alleging performance of *Memories* on Jan. 2, and by Whitmark, alleging performance of *Painting the Clouds With Sunshine* on Jan. 1.

A second suit making an adve

(*Continued on page 60*)

Agencies! Stations! Sponsors!

Have you heard these sensational new McIntosh electrically transcribed programs?

REPORTER OF ODD FACTS	Five minute dramatizations of strange and unusual facts.
JUNGLE TRAILS	Authentic adventures with pigmies, cannibals and denizens of the jungle. Sensational.
HOLD THE PRESS!!	Romance, thrills, excitement in a newspaper atmosphere.
ADVENTURE BOUND	Juvenile adventures on the High Seas. Wholesome, exciting story.
ROGUES GALLERY	True crime dramatizations from police files. Authentic, thrilling half-hour program.

Wide Tonal Range . . . High Fidelity Recording

WRITE OR WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

WTAR
NORFOLK, VIRGINIA
NBC National Representatives—Edward Petry & Co.

STUDIO NOTES

WHK, Cleveland, has made drastic cuts in its day rates, reducing them from 20 to 25% of the night rate. Special inducements are made to three and six times a week buyers.

WGAR, Cleveland, has partially solved its copyright situation through acquisition of 100 original manuscripts of Charles Rychlik, local composer, and some 40 popular numbers composed by Al Cameron, also of Cleveland.

PASSING its highest previous mail count by a quarter of a million letters, in 1935 WLS, Chicago, received a total of 1,300,312 letters—an average of 25,000 a week. Of this total 302,939 came from metropolitan Chicago, 671,856 from the state of Illinois, 226,023 from Wisconsin, 163,892 from Indiana, 96,324 from Michigan, 21,710 from Iowa, and the remainder from every other state and from 13 foreign countries.

WBT, Charlotte, N. C., has just issued a promotion booklet for agencies and advertisers which contains detailed information on its coverage, marketing area and service to clients, along with its rate card.

WEED, Rocky Mount, N. C., has moved into its new building in Englewood, just outside Rocky Mount. Transmitter and control room are located between the two studios and the walls are sound treated.

BLIZZARDS at Wheeling, W. Va., made it necessary for engineers to live in the transmitter building, roads being blocked for miles around.

WITH the addition of a new studio KOIL, Omaha, is originating programs for all the major radio stations of its area. At one time or another each week day, KOIL feeds these stations a program. Furnishing talent and facilities, KOIL originates a program for the Omar Baking Co. which is sent to WOW, Omaha. The sponsor also carries time on two of the three stations comprising the Central States Broadcasting Co.—KOIL, KFAB and KFOR. Another local station, WAAW, carries the Omaha Police Court broadcast, which originates at KOIL.

FINAL arrangements have been made for the formal opening of the new St. Norbert College station, WTAQ, to be held Feb. 9 at Green Bay. WTAQ has recently been purchased and moved to Green Bay from Eau Claire, Wis., and its programs, as well as those of WHBY will emanate from the latter's studios in Green Bay.

AS A RESULT of the success radio played in his recent maorality campaign, through WLLH, Lowell, Mass., Mayor Dewey G. Archambault, on the eve of his recent inauguration, stated that he will have WLLH microphones installed in his office to air his chats to the citizens of Lowell, according to announcement by Bob Donahue, manager, of WLLH.

NANCY OSGOOD, one of the first women announcers in the country, has joined the WXYZ Studio Players, Detroit, and has been taking auditions for commercial sponsorship in a program specially written around herself. She is formerly of Philadelphia and the Yankee Network. Her husband, Richard Osgood, is continuity writer at WXYZ.

WSPR is the call assigned to Connecticut Valley Broadcasting Co. for its new 500 watt limited time station on 1140 kc. at Springfield, Mass.

MODERN in every detail, KROW, Oakland, Cal., dedicated its new station in the Radio Center building, 464 19th St., on Jan. 12. Utilizing 6,000 square feet of space for studios and executive offices, KROW has taken the entire second floor of the building. Modernistic design predominates with the latest indirect lighting in the three studios, sales and executive offices. All equipment was especially designed by C. E. (Bud) Downey, KROW radio engineer, assisted by Ted Binder, chief studio technician, and built by the Remler Co. Ltd., San Francisco. It includes high-fidelity speakers, amplifier and speech input equipment. RCA high-fidelity turntables and Western Electric microphones have been installed. A feature of the new station is its model electric kitchen studio which is supervised by Arlien Betty Colon, formerly in charge of the home economics department of WHK, Cleveland. Station is headed by H. P. Drey, president and general manager of the Educational Broadcasting Corp., of Oakland, which owns and operates KROW. Scott Weakley is production manager. KROW also maintains studios in the Bellevue hotel building, San Francisco.

EQUIPMENT

WHAM, Rochester, recently presented two 25 kilowatt transmitting tubes and four high voltage rectifier tubes to the University of Rochester for use in the new 100,000 watt Cyclotron or "atom-buster", which is being assembled in the Bausch & Lomb Bldg., on the River Campus. The Cyclotron, which is being built to study the effect of bombarding atoms with high velocity atomic projectiles, is to be the second largest in the world.

RCA MFG. Co., Camden, has issued a bulletin describing its 41-B pre-amplifier, a two-stage fixed-gain amplifier designed to work from a 250-ohm microphone circuit and into a 250-ohm or 500-ohm line.

WDAE, Tampa, Fla., is on the air with its new 239-foot Truscon vertical radiator. Rising from a 17-foot triangular base, the tower tapers to a foot at the top. WDAE has just issued a promotion booklet covering its service area.

RADIO RELEASE Ltd., Hollywood recording studios, in February will release its transcription recording equipment on a lease basis to radio stations. Equipment was developed by W. O. Watson, chief engineer.

WHDH, Boston, is installing Western Electric "eight-ball" microphones for studio and pickup facilities. The station has taken a new lease on its Hotel Touraine headquarters and is rebuilding its studios and offices.

KTRH, Houston outlet for the system, installed and began use this month of complete new equipment, including a 375-foot vertical radiator—tallest in the Southwest. Tests at both stations are said to show greatly improved quality in transmission, and a greatly increased field strength. Further tests will be made at KTAT upon completion of its ground system.

P. B. CORKUM Co., Wellesley, Mass., has been contracted by WHDH, Hotel Touraine, Boston, to redecorate its studios and offices and corridors, in futuristic pattern.

WNOX, Knoxville, has installed $3,000 worth of high fidelity RCA input equipment and a new client auditioning system. Studios in the Andrew Johnson Hotel are being remodeled.



LUCKLESS GRINS — Snapshot of radio group on recent Chesapeake Bay fishing voyage, during which they caught 23 non-edible toadfish, and nothing more except a four-inch trout which won the pool for Robert Coe, KSD engineer. In the group, left to right, are Paul M. Segal, Washington attorney; Ted Smith, New York representative of RCA Victor, and Harold Hough, the "Hired Hand" of WBAP, Fort Worth. Recumbent in rear is a glimpse of I. R. Baker, RCA Victor equipment sales chief; the others on the expedition were back of camera.

WMT, Cedar Rapids-Waterloo, Ia., recently completed tests on a new directional antenna system to be put in operation shortly. Two International-Stacy 412-foot vertical radiators, located on the WMT 120-acre tract northeast of Marion, Ia., comprise the system. WMT has recently installed a General Radio Co. transmission monitoring assembly, which enables the engineers to make complete tests on the studio and transmission equipment.

KTAT, Fort Worth, has placed its vertical radiator in service, being the second SBS station to adopt this type of antennae since the first of the year.

Wouldn't Go 'Round

IN MAKING train connections in Chicago the Fred Waring orchestra got caught in the cold wave Jan. 22, missed their train to Minneapolis where they were to fill a vaudeville engagement and also make their Ford broadcasts. Arriving in Minneapolis six hours late due to the severe weather and hurrying to the theatre it was discovered that all the wind instruments were frozen. The temperature stood at 27 degrees below zero. It was decided to skip *The Music Goes 'Round and 'Round* when Johnny Davis couldn't get the middle valve down for his solo part.

100% SHADOWGRAPHED NEEDLES

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

Steel Cutting Needles for Acetate.

Playback Needles for all Transcriptions.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

Dist. by H. W. ACTON CO. 370 7th Ave. New York City



Send for Samples

Quote From Ross Federal Research Corporation

"Of the 16,495 completed telephone calls which were made daily between 7:00 a. m. and 11:00 p. m. for the week (ending Dec. 16, 1935), the listeners to radio stations in Pittsburgh were divided as follows:

WCAE	33.76%
KDKA	27.70%
WJAS	18.55%
KQV	5.23%
All Others	4.59%
Did Not Know	8.66%
Refused Answer	1.51%"

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Freeman Case Continued

FURTHER hearing before Federal Judge John C. Knox of the United States Southern District Court in the case of Charles Henry Freeman v. NBC and Cecil, Warwick & Cecil Inc., New York agency, has been set for March 3. At a hearing Jan. 21, Judge Knox did not cite Mr. Freeman for contempt of court for granting an interview to a reporter from the *New York Sun* but made it plain to Mr. Freeman, that the temporarey injunction that had been granted NBC and the agency makes it unlawful for him to grant such interviews. The contempt of court action was brought up at the request of Cecil, Warwick & Cecil.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

FCC Revises Transcription Rule

(Continued from page 7)

as its prayer is consistent with the order herein."

The order concluded that some regulation of transcriptions is necessary to protect the listening public from deception and the artists and producers from "unreasonable injury". At the same time, it held, the "economic situation from the stations' standpoint (which involves the furnishing of a free service to the public) must be recognized." Further, it held that in all cases save a few the use of mechanical reproductions of any duration should be announced in accordance with the standards which were adopted.

Apropos the former rule, the FCC stated in its decision:

The Commission has received wholesale complaints from licensees against this Rule as thus interpreted on the ground that the listening public objects to the constant and repeated announcements that programs being transmitted are "transcriptions" or "recordings"—Licensees urge that the Rule be revised so as to permit the broadcast of one minute or less announcements by mechanical reproductions without any mention whatsoever of the fact, and that public interest will be served by changing the rule to permit the same. * * *

It appears from this record without contradiction that mechanical reproductions are a necessary established service and of value to the programs of a broadcast station. It also appears that for economic reasons the smaller stations find it necessary to use transcription service and phonograph records because live talent is not always available to them, and in many cases where live talent is available the continuous use of it is quite costly. Under the existing rule, the use of mechanical reproductions is widespread, and has existed for some length of time; a modification so as to require less frequent announcements would not necessarily increase the use of mechanical reproductions.

In clarifying or modifying the rule it would seem necessary to make a clear statement of requirements to make possible the conveyance to the listener by the station of such information that the listener will know the origin of the program, will not be deceived and at the same time not tired by too frequent announcements. It is believed that the rule herein announced will accomplish such purposes.

There is no doubt but that the listener's interest is enhanced by the knowledge that the artist is performing simultaneously with the reception in the home. Likewise it is most important to guarantee the continuance of such appearances both from the standpoint of the public and from the viewpoint of continuing the gainful employment of the artists who have contributed so much to the art of broadcasting. Indeed radio broadcasting would lose much of its appeal to the public if the rendition of live talent programs is in any way curbed.

A resolution was presented from the National Association of Broadcasters, in which it is alleged that the use of the transcription method of broadcasting programs is generally accepted by the stations and listeners and has become an important economic factor in the operation of broadcasting stations; that the existing requirements of the rule result in loss of income to stations; that the broadcasting industry would be greatly benefited by the removal of existing restrictions. The National Association of Broadcasters urges the Commission to alter the existing regulations.

"Curious Footprints"

ONE of the most unusual promotion books ever issued by a radio network, graphically and effectively setting forth the success of the Julian & Kokenge Co.'s Footsaver account by using the footstep motif with a minimum of word copy, was published in January by CBS under the title *The Case of the Curious Footprints*. It points out that the Footsaver shoe sales increase in less than four months more than doubled in the territories where CBS was used, an excellent example of how a high class style product was sold by a low-cost radio program. Since the book was published, the company has more than doubled its network for its Sunday afternoon 15-minute program.

Ivory Cream on Yankee; Blackman Adv. Billings

PROCTOR & GAMBLE Co., Cincinnati (Ivory shaving cream) on Jan. 13 began participation announcements on Yankee Network and WDRC, twice weekly on Monday. On Jan. 20, WENR was added with weather reports once a day. Blackman Adv. Inc., New York, is the agency.

NBC and CBS billings in 1935 by Blackman (figures in round numbers and based on the one-time rate) follows: Ivory soap, $575,000; Chipso, $92,000; Crisco, $340,000; Lehn & Fink (Hind's Honey & Almond Cream), $70,000. The first three products are Proctor & Gamble item and were on the NBC-WEAF network. The Hinds account was on CBS, CBS giving $67,293 as the total.

Foothills Net Changes

STAFF changes at the three stations in the Province of Alberta that comprise the Foothills Network were announced Jan. 23, with Percy H. Gayner, manager of CJCA, Edmonton, leaving for Toronto to act as Eastern representative. Succeeding him will be Frank H. Alphicke, now manager of CFAC, Calgary. Guy C. Herbert, commercial manager of CFAC, becomes its manager, with M. V. Chestnut as assistant manager. Mr. Gayner entered radio at CJOC, Lethbridge, the third station in the hookup, going over to Edmonton about a year ago.

Havana Station Group

NINE of the leading stations in Havana, Cuba, have banded together to form La Corporation Cubana de Radio in an effort to stabilize rates, representation, etc. as a result of the December conferences with the station heads held by Clarence H. Venner Jr. president of Conquest Alliance Co., New York, and Rene Canizares, in charge of Conquest's Havana office. Adolfo Gil, operating CMW, is president of the new corporation, and Joaquin G. Estefani, CMBY, treasurer. The other stations in the group are CMCF CMQ, CMX, CMCD, CMBC, COCI and COCH.

New Shoe Campaign

VOGEL-PATTON SHOE Co., Neenah, Wis. (Foot Friend Shoes) will launch a national spot campaign the middle of February, using local talent programs on 1 major stations from coast to coast Exact program plans are still unsettled. Agency: Presba, Fellers & Presba Inc., Chicago.

JACK BENNY and troupe will leave Hollywood and return to the NBC Radio City Studios in New York for their Sunday night broadcasts sometime in February. The jester's stay in the East will probably be for 12 or 15 weeks after which he is expected to go back to Hollywood.



The Big Rich Detroit Market!

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

ADIO COMMITTEE ON LIMITED BASIS

TWO-YEAR extension on a curiled basis of the National Comittee on Education by Radio, hich in the past has been miiltntly opposed to commercial radio, as been authorized by the Payne und, which originally endowed e organization three years ago. limited endowment of $15,000 as authorized at a meeting of the oup held in Washington Jan. 20. Coincident with the extension, it as announced that S. Howard vans, formerly of the *Ventura* Cal.) *Free-Press*, one of the earlit critics of commercial radio, ould serve part-time in the cacity of director. He succeeds r. Tracy F. Tyler, who left the ecutive secretaryship last Ocber upon receiving an appointent for special radio research ork with the General Education oard, a Rockefeller foundation.

The Committee has closed its rvice bureau in Washington and eadquarters on Jan. 31 were ansferred to 1 Madison Ave., ew York. Miss Virginia Shefld, for two years Dr. Tyler's astant, has been transferred to the ew York office. It will continue ublication of its *Bulletin*.

The Committee now is headed by r. A. G. Crane, president of Uniersity of Wyoming, who succeeded y Elmer Morgan, of the National ducation Association as chairman st year. The vice chairman is ean H. J. Umberger, of Kansas tate College.

Bambeau Appointments

. C. RAMBEAU, former branch anager of the Vacuum Oil Co. nd for the last few years engaged advertising and merchandising ork, has been placed in charge the San Francisco office of Wilam G. Rambeau Co. in the Russ dg. He spent latter January in hicago attending a convention and en went to New York to contact OR and various agencies before siting other stations represented the Rambeau company. William . Rambeau on Jan. 29 also anounced the appointment of Robert . Buckley, for the last two years the sales staff of *Delineator*, as addition to his New York staff.

Magazine Buying Spots

OUSEHOLD MAGAZINE, Toeka, Kans., is sponsoring a spot mpaign in the Midwest to build rculation. Quarter-hour programs, sing local talent, are presented ree times weekly over WLS, SM, WWL, WWVA, WHO, MMJ, KFEQ, KMA, and KFBI, nd a five-minute program three mes a week over WJR. The proams are placed through Presba, ellers & Presba Inc., Chicago.

Fels Supplements Spots

ELS & Co., Philadelphia (Fels aptha soap) will add a two-staon hook-up of WABC and WCAU Feb. 18, 11-11:15 a. m. Tuesays and Thursdays. Talent consts of The Rhythm Boys. This twork series is in addition to the merous spot programs which the onsor is using. Program conacted for 39 weeks. Young & ubicam Inc., New York, is the ency.

Jam in Congress

(*Continued from page 18*)

ing certain conditions allegedly prevailing in broadcasting administration. He then expressed his support of the Connery resolution, asserting that "there is so much smoke that it is not surprising that many are led to believe that there must be some fire".

Rep. Connery took the floor again Jan. 17 in support of his resolution. He challenged some of the answers of Chairman Prall to the Wigglesworth questionnaire, asserting it was another example of the "deceit" practiced by the FCC. Reiterating his demand for an investigation, he said Congress should "look into why the National Broadcasting Co. must be whitewashed for broadcasting obscene matter while small stations are penalized for minor infractions."

A number of petitions from local Knights of Columbus chapters asking favorable action on plans for assignment of 50% of broadcasting facilities for non-profit organizations were offered during the last fortnight and referred to the House Interstate & Foreign Commerce Committee.

The explosions on Capitol Hill resurrected bills sponsored by the American Civil Liberties Union, and introduced last session by Rep. Scott (D Cal.) Pouncing on the opportunity to advance them again Roger N. Baldwin, director of the Union, said the three measures "would solve the present bitter censorship problem between the networks and the Republican National Committee."

One measure would set up a Broadcast Research Commission rather illusory in scope. The bill being pushed, however, is that which would require stations to set aside regular periods for uncensored discussion of social, political and economic problems, and for educational programs, on a non-profit basis. Then, it would compel stations to keep accurate records, and at the same time free them from legal responsibility for remarks made on these "uncensored" programs.

WINNERS of a national chess tournament conducted by 20 NBC engineers via telephone, short wave radio and telegraph were announced Jan. 28 as follows: Edgar P. Kamf, first prize, carved chess set; Fernando Rojas, second; Archie Cooper, third; Ferdinand Wankel, fourth.

FOR TEST CAMPAIGNS--

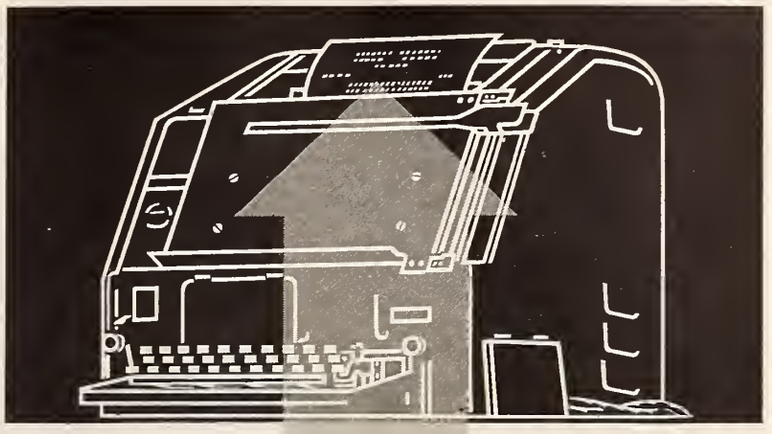
31,000

Prosperous Families in East Texas listen to KFRO. They offer an excellent test market.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas



FAST, TWO-WAY TYPEWRITTEN COMMUNICATION for the Broadcasting Industry

SAVING minutes has made Bell System Teletypewriter Service almost indispensable to broadcasting. The principal networks and more than 200 other stations use it regularly.

Any number of teletypewriters, any distance apart, can be connected. Pressing a key on one machine *simultaneously* prints the *same* character on all other machines. Questions can be asked and answered on the same connection. Identical, typewritten records of every conversation — and as many copies as necessary — are produced at all points.

By saving errors and misunderstandings, as well as minutes, this flexible, modern communication service in most cases more than pays for itself. Ask your local Bell Company about it.

BELL SYSTEM



WAVE
(an NBC Station)
BLANKETS
THE
~~NATION~~
FALLS
CITIES!

America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't . . . . If you want the 900-000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price . . . . And the other 121,798,000 Americans who are *not* within real listening range won't cost you a cent!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Copyright Parley

(*Continued from page 56*)

tiser party to the alleged infringement was filed Jan. 19 by Remick against WMCA and Sally's Studio, a fur shop in New York. The alleged infringement was performance of *Avalon.*

A new batch of suits was filed Jan. 27. Remick filed against WOR for using *My Isle of Golden Dreams* on Jan. 6; Harms sued CBS for using *Chansonette* on Jan. 8; Witmark sued NBC for using *Blue Nights* on Jan. 2, and Remick sued NBC for using *Congratulate Me* on the same date.

Under court procedure each defendant has 20 days in which to answer the complaints filed by the Warner houses. It is presumed that ASCAP, because of its repeated claims of the right to license many compositions in the Warner repertory due to contracts with composers, will become a party to the litigation as an intervenor. In each instance the suits ask not only for the $5,000 damages but for assessment of court costs and attorney's fees against the stations and networks.

The first offer of a possible "per piece" method of compensation for radio performance came Jan. 23 in a letter to stations from Oxford University Press music publications, through their American agents, Carl Fischer Inc. The catalog is understood to contain a substantial number of religious compositions. In a letter to stations signed by Erie von der Goltz Jr., it was stated "we are prepared to license the performance of these works on a per unit basis, at a charge attractive to and easily absorbed by the station."

"We believe", stated the letter, "that you will agree with us in that the broadcasting art requires the creation of a wealth of musical material. Nothing will tend in that direction so substantially as the willingness of stations to pay moderate fees for the use of music for broadcasting purposes." No rates were divulged but the letter said they would be provided upon request, along with the catalog.

Little additional information was available concerning Transcontinental Broadcasting System, which offered stations for delivery during January 200 recorded selections at 60 cents per number, for the most part made up of public domain music. From Los Angeles came word that the company was incorporated in Delaware in November, 1935, and had not been registered as a California corporation. A trade report was to the effect that a group of men in California had agreed to supply $200,000 capital for the venture, which also embraced setting up a "wax chain".

Federal Suit Not Dropped

AGAIN a forthright statement from the Department of Justice that it has no intention of dropping its suit against ASCAP, pending in New York, was made in correspondence made public Jan. 18 by E. E. Hill, director of WORC, Worcester, Mass.

"You may rest assured," wrote Assistant Attorney General John Dickinson to Mr. Hill on Jan. 14, "that there is no intention in behalf of the Department of Justice of withdrawing from the above suit under the circumstances as they now exist in the copyright field."

Mr. Hill had protested against the published report, which turned out to be pure fiction, that the Government had discontinued its suit. "As the matter now stands," Mr. Hill wrote, "copyright publishers are in a position to demand any amount of tribute, even to the complete ruination of the broadcasting industry. The broadcasters, as we understand it, however, have no recourse except through some such suit as the Government has instituted, the discontinuance of which, at the present time, would work an extreme hardship upon the broadcasting industry."

On the legislative front the picture was not so bright as had been hoped. Chairman Sirovich (D. N. Y.) of the House Patents Committee, evidently is not making strenuous efforts to expedite consideration of the Duffy Copyright Bill. The measure, which would strip ASCAP of the arbitrary power it has held through elimination of the $250 innocent infringement penalty and leave the amount of damages to the discretion of the courts, passed the Senate last session. It has the endorsement of the State Department and of broadcasters, motion picture exhibitors and hotels—the primary sufferers at the hands of ASCAP.

Mr. Sirovich declared Jan. 23 that he had been unable to do anything about the bill up to that time because of the pressure of other legislation. He said there has been an overwhelming demand for hearings and for appearances before the Committee. It will be impossible, he asserted, to get around to consideration of a hearing until Feb. 15 or Feb. 22. Then he declared, an orderly schedule of hearings must be worked out to allow for witnesses coming from distant points.

He vigorously asserted that witnesses before his committee would not be given the "bum's rush" as they claim they got from the Senate Committee last session. Moreover, he declared there have been many protests about provisions in the Duffy Bill which his committee would be disposed to go into thoroughly.

A new copyright bill (HR 10632), apparently conceived in Sin Pan Alley to replace the Duffy bill, was introduced in the House Jan. 20 by Rep. Daley (D.) of Pennsylvania. It would retain the $250 minimum infringement provision for which ASCAP is battling valiantly.

Since passage of the Duffy Bill by the Senate, ASCAP along with individual groups in Tin Pan Alley have been conducting a gigantic lobby against the measure. Gene Buck, ASCAP president, has been in Washington on frequent occasions to combat it.

NO SONG PLUGGING
WDGY Ceases Giving the Names Of Musical Numbers

RETALIATING against Tin Pan Alley, is one thing Dr. George W. Young, operator of WDGY, Minneapolis, does best. He isn't mentioning the title of songs over his station anymore, and hasn't since the Warner - ASCAP split. The reason:

"Why should radio help the publisher to sell his music, by announcing the titles of the numbers played? We pay our good money for the right to play them, so why should be give the publisher this additional 'break'? At WDGY we have eliminated all song plugging. At no time do we mention the name of the number being played. If it is a waltz number we merely mention that fact — but never the name or title of the selection."

Big Basketball Sponsor

ASSOCIATED OIL Co., Los Angeles, big sponsor of Pacific Coast football games, when the gridiron season ended undertook the sponsorship of 75 basketball broadcasts, reports Harold R. Deal, advertising manager. Major games of the season are being carried locally over KLX, KSFO, KQW, KFAC, KGA, KIRO, KALE, KXL, KSLM and KORE. The commercials are designed to support Associated's independent dealers and to keep to the fore its "Smiling Associated Service" slogan.



Now it's America's Sleepheart

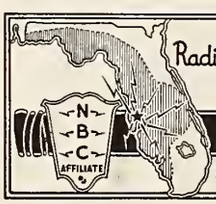
CHESSIE has a new sobriquet—by popular request! The little kitten who slept her way into the hearts of millions has been rechristened *America's Sleepheart* by her admiring public. And what a large one it is—thousands upon thousands of Chesapeake and Ohio passengers, plus countless other thousands who plan to travel over George Washington's Railroad some day. • • • If you belong to the latter group, *America's Sleepheart* hopes to have the pleasure of seeing you soon—and it goes without saying that once you *Sleep like a Kitten* in supreme comfort you will never want to travel any other way. You'll find her address below!

THE GEORGE WASHINGTON • THE SPORTSMAN • THE F. F. V.

The ticket agent of any railroad can route you on the finest fleet of genuinely air-conditioned trains in the world. Insist upon it!

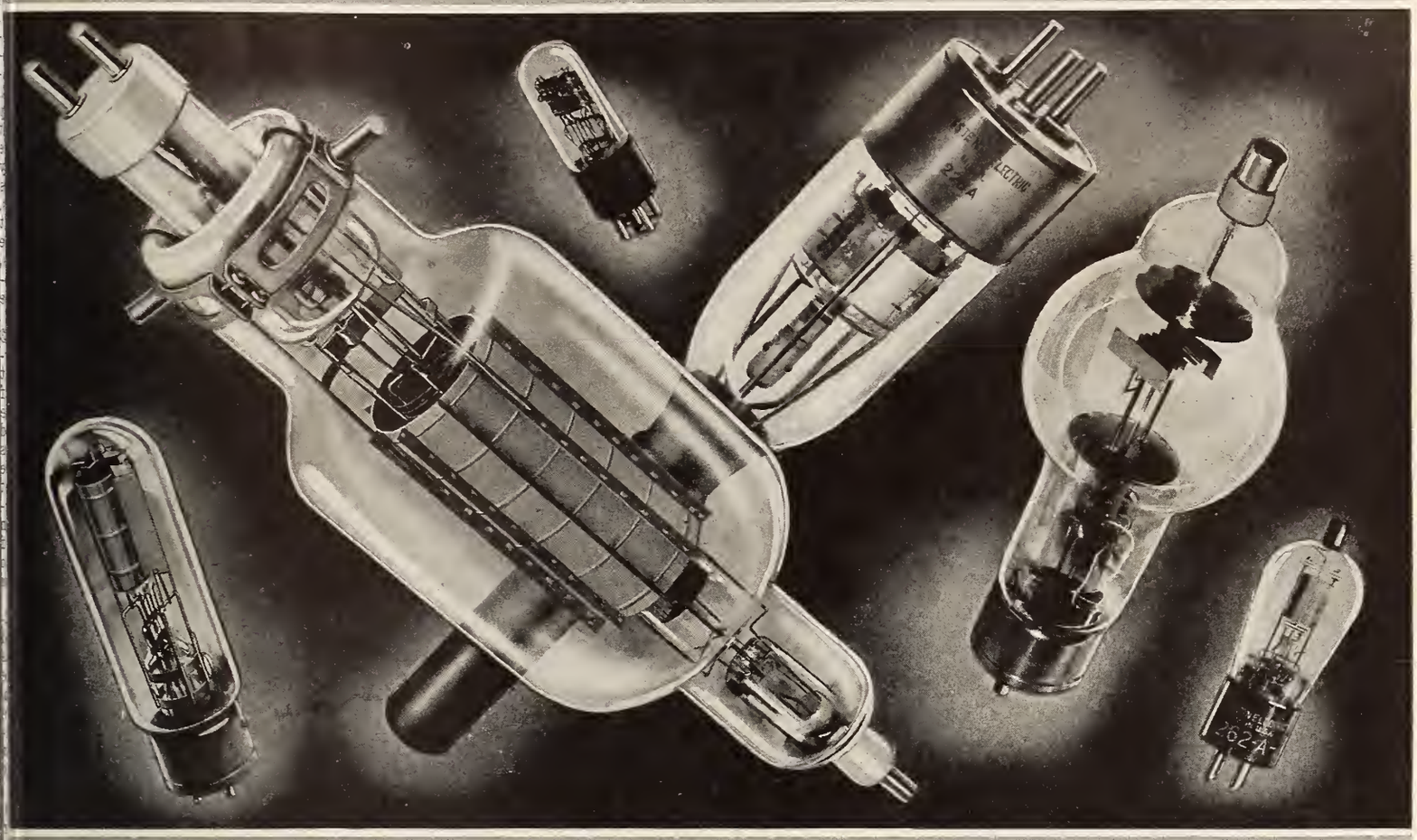


George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785



Radio Station WFLA-WSUN
STUDIOS
TAMPA • •
CLEARWATER •
ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

From peanut to GIANT



...rely on Western Electric

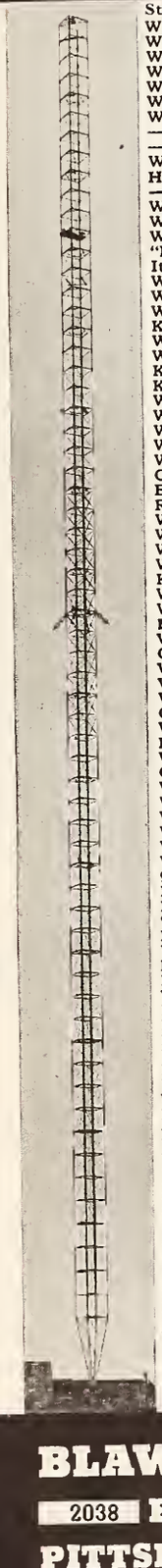
Pioneer makers of vacuum tubes, Western Electric today offers you tubes of most modern design for every broadcast requirement. Continuing research at Bell Telephone Laboratories enables Western Electric to anticipate changing needs. Whatever *your* tube problems, rely on Western Electric.

Western Electric

Distributed by GRAYBAR *Electric Co.*

THE LEADER IN RADIO TELEPHONE BROADCASTING EQUIPMENT

BLAW-KNOX VERTICAL RADIATOR INSTALLATIONS



Station Call	Location	Height
WAAB-WNAC	Squantum, Mass	420'
WABC	Wayne, N.J.	620'
WFEA	Manchester, N.H.	400'
WCAU	Philadelphia, Pa.	500'
WSM	Nashville, Tenn.	870'
WLW	Cincinnati, Ohio	820'
WNEW	Carlstadt, N.J.	429'
——	Lyon, France (2)	440'
——	Sofia, Bulgaria	690'
WBNS	Columbus, Ohio	379'
HAL-2	Budapest, Hungary	1045'
——	Vienna, Austria	426'
WJR	Detroit, Mich.	720'
WHO	Des Moines, Iowa	520'
WBT	Charlotte, N.C.	429'
"El Mundo"	Buenos Aires, Argentina	500'
Italian Govt.	Rome, Italy	820'
WOW	Omaha, Neb.	454'
WWJ	Detroit, Mich.	400'
WOWO	Ft. Wayne, Ind.	450'
KWK	St. Louis, Mo.	390'
WCKY	Covington, Ky.	350'
WJBO	Baton Rouge, La.	159'
KMBC	Kansas City, Mo.	254'
KSO	Des Moines, Iowa	149'
WHN	New York, N.Y.	254'
WKRC	Cincinnati, Ohio (2)	154'
WAVE	Louisville, Ky.	229'
WIND	Gary, Indiana	254'
WIL	St. Louis, Mo.	189'
CKTB	St. Catherines, Canada	244'
Brazil Journal	Rio de Janeiro, Brazil	254'
Radio Diffusora	Sao Paulo, Brazil	254'
WPEN-WRAX	Philadelphia, Pa. (3)	229'
WPRO	Providence, R.I. (2)	254'
WNEL	San Juan, Porto Rico	179'
WTCN	Minneapolis, Minn.	179'
KGER	Long Beach, Calif.	179'
WFBR	Baltimore, Md.	224'
WBIG	Greensboro, N.C.	154'
KWKH	Shreveport, La. (2)	194'
WOR	Carteret, N.J. (2)	385'
CKY	Winnipeg, Canada	219'
WORK	York, Pa. (3)	154'
WQAM	Miami, Florida	224'
WIBW	Topeka, Kansas	254'
CHNS	Halifax, Nova Scotia	224'
WSPD	Toledo, Ohio	214'
KTUL	Tulsa, Oklahoma	214'
WCFL	Chicago, Ill.	490'
CKLW	Windsor, Ontario	279'
WDAS	Philadelphia, Pa.	154'
WLBF	Kansas City, Kan.	174'
WMAZ	Macon, Ga.	244'
WKTO	Springfield, Mo. (2)	179'
WMPC	Lapeer, Mich.	154'
WCOL	Columbus, Ohio	189'
9XBY	Kansas City, Mo.	144'
KGNC	Amarillo, Texas	229'
KELD	Eldorado, Arkansas	179'
"El Mundo"	Buenos Aires. Argentina	254'
KGDM	Stockton, Calif.	204'
WJAS	Pittsburgh, Pa.	175'
PRA-9	Rio de Janeiro, Brazil	254'
KGMB	Honolulu, Hawaii	179'
WEBQ	Harrisburg, Ill.	204'
KVOR	Colorado Springs, Colo.	204'
KFKA	Greely, Colo.	279'
KABR	Aberdeen, S.D.	179'
WRR	Dallas, Texas	229'
KIEM	Eureka, Calif.	169'
WBNY	Buffalo, N.Y.	179'
WMBR	Jacksonville, Fla.	179'
KFXD	Nampa, Idaho	204'
——	Rome. Italy	229'
WPFM (Police)	Birmingham, Ala.	94'
WPFO (Police)	Knoxville, Tenn.	94'
WPGS (Police)	Mineola, L.I.	89'
KGPI (Police)	Omaha, Neb.	119'
KGZX (Police)	Albuquerque, N. Mex.	124'
KGPB (Police)	Minneapolis, Minn.	94'
WPGL (Police)	Binghamton, N.Y.	94'
WPGH (Police)	Albany, N.Y.	89'
KGHX (Police)	Santa Ana, Calif.	94'
WPDY (Police)	Atlanta, Ga.	94'
State of Minn. (Police)	Redwood Falls, Minn.	159'
KNFE (Police)	Duluth, Minn.	139'
—— (Police)	New Rochelle, N.Y.	91'
WQFA (Police)	New Haven, Conn.	89'
—— (Police)	Charlotte, N.C.	94'
U.S. Government	Kansas City, Mo.	114'
U.S. Dept. of Commerce	Various locations (352)	125'
—— (Police)	Seattle, Wash.	104'

BLAW-KNOX COMPANY
2038 **FARMERS BANK BLDG.**
PITTSBURGH • PENNSYLVANIA

"Apex" Stations

(*Continued from page 47*)

regenerative receiving sets which are the only ones now capable of bringing them in. Thus an "apex" station may broadcast over a band several hundred kilocycles in width —but sharp tuning is expected to be accomplished eventually, which will mean confining the transmissions to narrower bands.

In this connection, broadcast engineers are intensely interested in the new "staticless" transmitting system applicable to the ultra-short waves recently demonstrated by Prof. Edwin H. Armstrong, of Columbia University, inventor of the superheterodyne circuit. Maj. Armstrong's system, which RCA has been testing from its "apex" station atop the Empire State Bldg. in New York, employs "frequency modulation" which can be utilized on the wide-band ultra-shorts but cannot very well be adapted to the relatively narrow-band intermediate waves between 500 and 1500 kc.

System is Demonstrated

RECENTLY he demonstrated before an IRE group in New York how he can transmit high-fidelity voice and music for distances up to 85 miles with extremely low powers and without a trace of the buzzing and frying sounds that are characteristic of lightning and other atmospherics. Actually, the reception with his system was said by some observers to have been more satisfactory than that from 50,000-watt stations over the same distance. It would be logical to assume, therefore, that the ultra-shorts with low powers rather than super-power may ultimately be the most efficient avenues for broadcasting, at least locally.

As explained non-technically, the Armstrong system employs a multiplicity of carrier waves in lieu of the present single carrier wave. Armstrong spreads the carrier over a 200-kc. path, the result being a dissipation of sound over a wider path and its transmission and reception with extreme clarity.

Only on the ultra-shorts is there any possibility of securing broadcast bands as wide as 200 kc.

TWICE
as many listeners in the Milwaukee Area
as any other station
Ask for a copy of "Listening Habits"
WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

NEWS SUPPRESSED TO AVOID ALARM

THERE are times when important news should be withheld from the radio audience, temporarily at least, in the opinion of the management of WRVA, Richmond which was heartily applauded by Virginia state officials for its decision. When a bus loaded with passengers recently plunged through an open drawbridge into the icy waters of the Appamattox River, about 30 miles from Richmond, WRVA got the news within a few minutes but decided to make no announcement (1) because it might cause needless alarm on the part of many fearing friends were aboard, and (2) because other accidents might be caused by the rush of curiosity seekers and others over the icy highways to the scene of the tragedy.

WRVA has been carrying the governor's addresses to the Virginia Assembly at historic Williamsburg, which opened its sessions in January, and is also broadcasting the more important proceedings of the sessions themselves, keeping an operator and commentator on hand at all times. In addition, it carries each Thursday evening a *Virginia Legislative Forum* presenting members of the legislature and state officials in discussions of pending bills, conducted by Walter R. Bishop, WRVA studio director.

Enlarged Studios of NBC In Chicago Nearly Ready

EXPANSION of broadcasting facilities at the NBC Chicago headquarters, with the addition of three new studios and a pipe organ chamber containing a new organ constructed especially for radio, is rapidly nearing completion in the Merchandise Mart. Studios H and J with control rooms, are expected to be ready for use by Feb. 10, and Studio G, adjacent to which is the organ chamber, will be in operation a few weeks later.

The three studios, now under construction in a previously unused part of the nineteenth floor of the Merchandise Mart, will bring the total number of studios operated by NBC to ten. Thereafter all Chicago studio programs will originate in the Merchandise Mart headquarters. Each of the new studios is 17 by 30 feet in size, of sound-proof floating construction, and embodies the most recent technical and acoustical developments by NBC engineers.

IRE Convenes in May

THE 11th annual convention of the Institute of Radio Engineers will be held at the Hotel Statler, Cleveland, May 11-13, it was announced Jan. 28 by Harold P. Westman, executive secretary. The program is now being arranged, and assignments of booths for exhibitors are being awarded in order of contracts received.

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

Radio Legislation Believed Unlikely

ata Needed on the Ultra-high ands, Says Comdr. Craven

ITTLE, if any, legislation affect- g radio is expected at the cur- nt session of Congress because the welter of emergency mat- rs to be handled and because it a presidential year, Rep. Sam ayburn, chairman of the House terstate & Foreign Commerce ommittee, told the American Sec- on of the International Commit- e on Radio at its annual meeting Washington Jan. 28. Others who ldressed the meeting included omdr. T. A. M. Craven, FCC ch ef gineer; Dr. J. H. Dellinger, chief, dio section, Bureau of Standards, nd Comdr. E. M. Webster, of the CC engineering staff.

Mr. Rayburn discussed the ac- vities of his committee relating communications legislation. At is time, he declared, its work ems to be finished but it is al- ays on the lookout for informa- on. Members of Congress, he as- rted, want to be informed on all gislative matters and need the xpert advice of those identified ith communications.

Comdr. Craven discussed the al- cation problems that unquestion- bly will arise with the opening the ultra high frequency chan- els above 23,000 kc. While these annels still are regarded as ex- erimental, he said that sufficient nowledge now is at hand to indi- ate that there will be congestion those bands as well as in that ortion of the spectrum now in gular use. Heretofore it had been ssumed that an unlimited number channels would be available.

Fever and Ultra Waves

O PREPARE for international llocations of these bands at the airo conference in 1938, Comdr. raven said it was necessary to ccumulate scientific data now to ake possible the orderly use of ese bands when the experimental tatus is overcome.

One distressing discovery of re- nt weeks, Comdr. Craven said, as that the new ultra-high fre- uency "fever" machines being sed by medical scientists cause ot only national, but international terference on the ultra-high fre- uencies. Methods of controlling nd regulating them must be olved, he declared, if interfer- nce chaos is to be avoided in the ture.

Dr. Dellinger spoke of the Inter- ational Radio Consulting Commit- ee sessions (CCIR) and brought ut that this spring preparations ust be made for the next confer- nce to be held in Bucharest in the ring of 1937. On the agenda of hat session are such technical ems as the selectivity of receivers relation to broadcast channel eparation and related problems. ommander Webster discussed the ending treaty governing safety of fe at sea, which would make man- datory the equipping of all vessels in specified classes, with adequate radio apparatus.

All officers of the American Section were reelected by unanimous vote. Senator Wallace H. White Jr. (R. Maine) and a coauthor of the Radio Act of 1927 was renamed president and presided at the meeting. Others reelected were Louis G. Caldwell, vice president; Paul M. Segal, secretary; Howard S. LeRoy, treasurer, and William R. Vallance, State Department solicitor, chairman of the executive tive council, with A. L. Ashby, NBC vice president and general counsel, FCC Commissioner Thad H. Brown, Comdr. Craven, Dr. Dellinger, and F. B. Guthrie, RCA Communications Inc. Washington manager, as members.

The Section authorized Oswald F. Schuette, president of the Short Wave Institute, to be the organization's official observer at the meeting of the International Broadcasting Union to be held in Paris in February.

Welcome Guest

MORE than a quarter million listeners responded to the offer of a calendar containing a picture of Edgar Guest and one of his poems, announced on the Jan. 7 broadcast of the *Welcome Valley* program in which Mr. Guest is featured. The offer was made by the program's sponsor, Household Finance Corp., as a check on the popularity of this dramatic serial, which is broadcast each Tuesday evening over an NBC network. Although the offer was announced only once, more than 252,000 letters had been received by Jan. 28 and they were still coming in.

Zworykin in England

DR. VLADIMIR ZWORYKIN, RCA television research chief at Camden and inventor of the "Iconoscope" or "electric eye", which is to television what the microphone is to sound broadcasting, is en route to London to lecture Feb. 5 before the British Institution of Electrical Engineers. While in England he will also inspect the two television systems which are being installed at Alexandra Palace.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

(U.P.)
THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

WE DON'T PICK THE Soft Spots!
PRESTO CAN HANDLE THE TOUGHEST JOB IN RECORDING
and handle it right!

RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM

True fidelity, equipment that records and reproduces high and low frequency notes with bell-like clarity. Portability fits the Presto Instantaneous Recorder into the most difficult assignments. Eliminate expensive installations—reduce your initial equipment cost—let Presto fill the one hundred and one recording and transcription jobs that continuously pop up at the studio. A small investment that quickly amortizes itself.

Briefly, here are a few facts that give you an idea of what the Presto Recorder can do for you!

- INSTANTANEOUS RECORDING.
- IMMEDIATE PLAYBACK, by just flipping a switch.
- PORTABILITY—one man can carry entire equipment.
- HIGH FIDELITY, that will do justice to the finest studio apparatus.
- RELIABILITY—continued past performance in the leading broadcast and transcription laboratories of the world, is sufficient proof of Presto dependability.
- All Presto equipment unconditionally guaranteed. Money immediately refunded if equipment does not meet with your expectations.



EVERYTHING FOR RECORDING, FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

For best and most economical results use the Presto Green Seal Disc. Adaptable to any equipment.

Call in one of the Presto engineers when contemplating recording equipment. Their years of experience are yours for the asking. Descriptive literature on request.

California Distributor: NORMAN B. NEELY
1656 North Serrano St. Los Angeles, California

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JANUARY 14 TO JANUARY 30, INCLUSIVE

Decisions . . .

JANUARY 14

WMBC, Detroit—Granted CP change equip.

WNYC, New York—Granted CP aux. trans.

KWTO, Springfield, Mo. — Granted modif. CP extend completion.

WCCM, Mississippi City — Granted modif. CP extend completion.

KLZ, Denver—Granted modif. CP trans. site, antenna, extend completion.

KRNR, Roseburg, Ore.—Granted license for CP 1500 kc 100 w D.

WFIL, Philadelphia — Granted license aux. trans.

WMAZ, Macon, Ga.—Granted license CP new equip.

WIND, Gary, Ind.—Granted license CP change equip., increase to 5 kw D 1 kw N 560 kc.

WABI, Bangor, Me.—Consent transfer control to Frederick B. Simpson.

KSD, St. Louis—License for CP increase to 1 kw N 5 kw D, spec. auth. 1 kw N directional.

KFNF, Shenandoah, Ia.—Granted auth. transfer control to Henry Field.

W C A E, Pittsburgh — Granted auth. transfer control to Pitt Pub Co.

KFPL, Dublin, Tex.—CP extended.

WDOD, Head of Lakes Brdcstg. Co.; WIEF; W8XH; W10XAF—Granted CP's gen. exp.

SPECIAL AUTHORIZATIONS—KFSG, Los Angeles, use KRED transmitter 30 days; WSYR, Syracuse, temp. auth. 100 w. portable 570 kc; KWEA, Shreveport, La., granted extension temp. auth. remain silent to 3-21-36; WCLO, Janesville. Wis., temp. auth. 50 w portable; WILL, Urbana, Ill., temp. auth. Simul.—KFNF spec. hours; WSM, Nashville. temp. auth. withdraw aux. trans.; KWK, St. Louis. temp. auth. field tests; KFKA, Greeley, Col., granted extension temp. auth. temporary antenna.

ORAL ARGUMENT GRANTED—New stations, Utah Radio Educ. Soc., Salt Lake City, Louis H. Callister, Provo, Utah, Paul Q. Callister, Salt Lake City, Great Western Brdcstg. Assn Inc., Logan Utah, and Provo, Utah, Munn Q. Cannon, Logan. Utah. Utah Brdcstg. Co., Salt Lake City, Cache Valley Brdcstg. Service Co., Logan, Utah, 2-13-36; KMA, Shenandoah, Ia., 2-20-36; KGBZ, York, Neb., same: new stations, Big Springs Herald Brdcstg. Co., Big Springs, Tex., Vernon Taylor Anderson, Big Springs, Tex., Plainview Brdcstg. Co., Plainview. Tex., North Texas Brdcstg. Co., Paris, Tex., 2-27-36; KDFN, Casner, Wyo., KGHL, Billings, Mont., KSOO, Sioux Falls, S. D., KXL, Portland, Ore., KEHE, Los Angeles, 2-27-36: new stations. Joplin Brdcstg. Co., Pittsburg, Kan., Pittsburg Pub. Co., Pittsburg, Kan., Wichita Brdcstg. Co., Wichita, Kan., Black Hills Brdcstg. Co., Rapid City, S. D., William S. Thelman, New Castle, Pa.: KID, Idaho Falls. 3-3-36; NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal. 3-5-36; NEW, Reporter Brdcstg. Co., and Guilford Brdcstg. Co., Abilene. Tex., 3-12-36; NEW, Roberts-MacNab Co., Janestown, N. D., 3-12-36; NEW. Chicago Brdcstg. Assn., Chicago, 3-12-36; NEW, Robert E. Cole, d/b Wash. Brdcstg. Co., Washington, Pa., 3-19-36; WADC, Allen T. Simmons, Tallmadge, O., 3-19-36.

SET FOR HEARING—KFDY, Brookings, S. D., modif. license re hours; NEW, Burlington Brdcstg. Co., Burlington, Ia., CP in docket amended to 1310 kc 100 w unltd.; NEW. Herald Pub. Co., Denison, Tex., CP in docket amended to 1200 kc 100 w unltd.; Ogdensburg Advance Co. Inc., Ogdensburg, N. Y., applic. auth. studio in Ogdensburg for CFLC, Prescott, Ont.

APPLICATIONS DENIED:

WMFF, Plattsburg, N. Y.—Auth. 100 w LS to 7:30 p. m. 30 days.

APPLICATIONS DISMISSED:

WMFD, Wilmington, N. C.—Modif. license 1370 kc 100 w spec.

WCBS, Springfield, Ill.—Modif. license 1420 kc 100 w unltd.

NEW, Henry William Turkel, Los Angeles—CP 6040 kc 1 kw unltd.

MISCELLANEOUS—NEW, National Television Corp., New York, remanded to docket for hearing; KVI, Tacoma, granted auth. take depositions.

RATIFICATIONS:

WWRL, Woodside, L. I.—Granted extension temp. auth. spec. hours (1-7).

WIOD-WMBF, Miami—Granted extension temp. auth. temp. antenna etc. (1-7).

WMPC, Lapeer, Mich.— Granted extension test period (1-7).

WOKO, Albany, N. Y.—Granted extension test period (1-6).

KFBK, Sacramento—Granted auth. pick-up station KABF (1-6).

KALB, Alexandria, La.—Denied request spec. hours (1-8); same, (1-9).

Authority to take depositions granted Northern Iowa Brdcstg. Inc., Mason City, Ia.; J. Lourence Martin, Tucumcari, N. M.; Christina M. Jacobson, San Luis Obispo, Cal.; Ohio Valley Brdcstg. Corp.; denied Wichita Falls Brdcstg. Co. applic. take depositions support applic. CP move to Fort Worth.

JANUARY 21

APPLICATIONS GRANTED:

KHQ, Spokane—CP change equip.

WDAS, Philadelphia—CP aux. trans.

KIRO, Seattle — CP move studio, trans., change equip.

WNRI, Newport, R. I.—Modif. CP extend completion.

WREC, Memphis—Same.

WAAF, Chicago — Modif. CP antenna, trans. site.

WBNY, Buffalo — Modif. CP antenna, studio sites.

WPRP, Ponce, P. R.—Modif. CP trans., studio site, change spec. hours, extend completion.

WWSW, Pittsburgh—CP change equip., move trans.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N, using trans. of W8XO.

WFBR, Baltimore — Modif. CP change equip., increase max. carrier power.

KABR, Aberdeen, S. D. — License for CP move trans., new antenna.

KTRH, Houston—License for CP change equip.; auth. antenna input measurement.

KVOR, Colorado Springs — License for CP move trans., change antenna.

WFMD, Frederick, Md.—License for CP new station 900 kc 500 w D.

KOL, Seattle—Auth. antenna input measurement.

KQV, Pittsburgh—Auth. auto. freq. control.

KCRJ, Jerome, Ariz.—Renewal license.

NEW, Westinghouse E. & Mfg. Co., Chicopee Falls, Mass.—CP exp. 500 w.

W9XAA, Chicago—CP move trans. locally.

NEW, Conn. State College, Storrs, Conn. —License for CP gen. exp. 500 w.

W6XB, Phoenix, Ariz. — License for CP gen. exp. 15 w.

W9XID, Muncie, Ind. — License for CP gen. exp. 2 w.

NEW, Tri-State Brdcstg. System Inc., Shreveport, La. — CP, license gen. exp. 100 w.

KABD—Same.

SPECIAL AUTHORIZATIONS — KWK, St. Louis, granted extension temp. auth. field tests; WIS, Columbia, C. C., granted extension temp. auth. 560 kc 1 kw N 5 kw D nondirectional antenna if no interference with WQAM, if so, reduce N power to permit WNOX to operate in accordance with applic.; WHIS, Bluefield, W. Va., granted extension temp. auth. composite trans.; KECA, Los Angeles, granted extension temp. auth. portable trans.; WQAN, Scranton, Pa., granted temp. auth. curtailed hours; WFIL, Philadelphia, granted extension temp. auth. 560 kc 1 kw N.

SET FOR HEARING — NEW, M. M. Oppegard, Grand Forks, N. D.; NEW, Ted R. Woodard, Kingsport, Tenn.; NEW, Marysville - Yuba City Publishers Inc., Marysville, Cal.; NEW, Memphis Commercial Appeal Inc., Mobile, Ala.; NEW, Wilton Harvey Pollard, Huntsville, Ala.; WMFF, Plattsburg, N. Y.; WROK, Rockford, Ill., KMPC, Beverly Hills, Cal.; KFEQ, St. Joseph, Mo.

RATIFICATIONS:

WHBL, Sheboygan, Wis.—Denied change from 1410 to 1300 kc 250 w unltd. (1-17).

WMFS, New York—Granted temp. auth. exp. station (1-16).

KFRC, San Francisco—Granted extension test period (1-9).

KHJ, Los Angeles—Same (1-11).

WTAQ, Green Bay, Wis.—Granted extension equip. test (1-13).

KVOR, Colorado Springs — Granted extension program tests (1-14).

KRLH, Midland, Tex.—Same (1-18).

Utah Radio Educ. Soc.—Granted extension time to file exceptions (1-17).

NEW, Century Brdcstg. Co. Inc., Richmond, Va.—Granted auth. take depositions (1-17).

NEW, C. E. Wilkinson, Mason City, Ia. —Granted petition intervene (1-15).

ORAL ARGUMENTS GRANTED—NEW, Clark Standiford, Visalia, Cal., 3-19; KFRO, Longview, Tex., and KWEA, Shreveport, La., NEW, Fla. West Coast Brdcstg. Co. Inc., Tampa, Fla., 3-26; NEW, W. A. Patterson, Chattanooga, 2-20; NEW, Herbert Lee Blye, Lima, O., 3-26.

MISCELLANEOUS—WDAY, Fargo, N. D., granted postponement oral argument; Edwin A. Kraft, Fairbanks, Alaska, granted order take depositions; Leo J. Omelian, Erie, Pa., removed applic. renewal from hearing docket and granted regular license, applications for facilities of station dismissed.

ACTION ON EXAMINERS' REPORTS:

WBNX, New York — Denied CP new equip., move trans., increase from 250 w to 1 kw, reversing Examiner Bramhall.

WEED, Rocky Mount, N. C. — Denied CP change equip., change from 1420 to 1350 kc, increase from 100 to 250 w, change hours from unltd. D, Sh.-WEHC N, to unltd., sustaining Examiner Bramhall.

NEW, St. Petersburg C. of C., St. Petersburg, Fla.—Denied CP 1310 kc 100 w unltd., sustaining Examiner Bramhall.

KARK, Little Rock, Ark.—Granted CP change equip., move trans. locally, increase from 250 w N 500 w D to 500 w N 1 kw D 890 kc, sustaining Examiner Seward.

JANUARY 28

APPLICATIONS GRANTED:

WOW, Omaha—License for CP change equip., new antenna & site.

WJAR, Providence, R. I.—Modif. CP extend completion.

WBOW, Terre Haute—License for CP change equip., increase to 250 w D.

WBBM, Chicago—Extension exp. auth. synchronize KFAB LS to midnight.

KFAB, Lincoln, Neb. — Same with WBBM.

WBAL, Baltimore—Extension exp. auth. 1060 kc simul. KTHS spec. hours, and synchronize WJZ 760 kc spec. hours directional.

KTHS, Hot Springs, Ark. — Extension exp. auth. simul. WBAL.

WESG, Elmira, N. Y.—Exp. auth. 1 kw LS New Orleans.

WTIC, Hartford—Extension exp. auth. unltd. simul.-KRLD.

KRLD, Dallas—Same with WTIC.

WCAZ, Carthage, Ill. — Modif. license from Sh. D to unltd. D.

KSD, St. Louis—Auth. antenna input measurement.

KGFG, Oklahoma City—Consent transfer control to Hale V. Davis.

WCAU, Philadelphia—Renewal license & auxiliary.

WSL, Chicago — Extension license 90 days.

WCFL, Chicago — Extension license 30 days.

WWVA, Wheeling—Extension license 90 days.

KMMJ, Clay Center, Neb. — Extension license 90 days.

KLPM, Minot, N. D.—Renewal license regular period.

WHO, Des Moines—Extension license 90 days.

WIL, St. Louis—Renewal license.

WJBW, New Orleans—Extension license 30 days.

WJR, Detroit—Extension license 90 days.

WPTF, Raleigh, N. C.—Extension exp. auth. 1 kw spec. hours.

WBRE, Wilkes-Barre, Pa.—Renewal license regular period.

WHB, Kansas City—Same.

WABY, Albany, N. Y.—Same.

WATL, Atlanta—Extension license 60 days.

KIRO, Seattle—Extension exp. auth. 710 kc 500 w unltd.

SPECIAL AUTHORIZATIONS — KFI, Los Angeles, temp. auth. cease aux. trans.; MBC, Kansas City, temp. auth. aux. trans.; WREC, Memphis, extension temp. trans.; KSCJ, Sioux City, Ia., extension temp. auth. LS-8 p. m. during WTAQ repairs; WDBO, Orlando, Fla., extension temp. auth. added 750 w N; WJEJ, Hagerstown, Md., extension exp. auth. 50 w LS-11 p. m. spec. days pending action on applic. modif. license; WJBK, Detroit, temp. auth. test trans.; WJAG, Norfolk, Neb., extension temp. auth. 1060 kc 1 kw ltd.; KWJJ, Portland, Ore., extension temp. auth. 1040 kc ltd.; KGKB, Tyler, Tex., extension temp. auth. spec. hours; WOW, Omaha, extension temp. auth. 5 kw; WIOD-WMBF, Miami, extension temp. auth. temp. antenna, equip. pending repairs; KTHS, Hot Springs, Ark., temp. auth. portable trans.

ACTION ON EXAMINERS' REPORTS:

NEW, George E. Heiges, Sharon, Pa.—Denied CP 1370 kc 100 w N 250 D unltd., sustaining Examiner Walker.

WJAR, Providence, R. I. — Granted modif. CP change equip., move trans., directional, change from 250 w N 500 w L to 1 kw 890 kc unltd., sustaining Examiner Seward.

MISCELLANEOUS—WWRL, Woodside N. Y., denied reconsideration of order for hearing on applic. change hours; KGFC Oklahoma City, granted regular renewal license, applic. dismissed from docket; WSJS, Winston-Salem, N. C., granted petition intervene applic. of C. G. Hill, G. L. Walker, Susan H. Walker for CP new station at Winston-Salem; WWL, New Orleans, extended for 30 days temp. auth. subject to action in WLWL petition KWKH, Shreveport, La., same.

SET FOR HEARING—NEW, Southwest Brdcstg. Co., Prescott, Ariz.; WHAT Philadelphia; WHBF, Rock Island, Ill. KMLB, Monroe, La.; NEW, Ellwood W. Lippincott, Bend, Ore.; NEW, John Perkins Rabb, Lenoir, N. C.; WAAW, Omaha; WHB, Kansas City; NEW, Voice of Marshall, Marshall, Tenn.; NEW, Earl Yates, Las Cruces, N. M.

APPLICATIONS DENIED:

KOOS, Coosbay, Ore. — Request auth. 1390 kc 250 w D present antenna.

WGST, Atlanta—Auth. 1 kw unltd. 3 days present antenna.

RATIFICATIONS:

WKFB, Detroit — Granted auth. test exp. (1-23).

WCBD, Waukegan, Ill.—Granted extension temp. auth. Zion studio as main studio pending applic. move to Chicago (1-23).

WDN-WKP, Rocky Point, N. Y.—Granted temp. auth. pt. to pt. (1-23).

WTMJ, Milwaukee—Granted temp. auth. special antenna pending repairs.

Plain Talk Magazine Inc., Washington—Set for hearing applic. transmit program from KEAW.

KGGC, San Francisco—Granted continuance (1-21).

KVOS, Bellingham, Wash.—Granted petition extension time (1-22).

Examiners' Reports . . .

WSPD, Toledo—Examiner Seward recommended (I-179) that applic. increase from 2½ to 5 kw D be granted.

WFEA, Manchester, N. H.—Examiner Seward recommended (I-180) that applic for renewal be granted if new antenna and ground system, now being constructed be placed in operation and field intensity measurements be made; that applic. be granted unconditionally if WFEA lay-down signal less than 50 microvolts per meter in Toledo area.

WJBC, Bloomington, Ill. — Examiner Bramhall recommended (I-181) that applic. increase to 250 w D be granted.

KADA, Ada, Okla.—Examiner Seward recommended (I-182) that applic. increase from D to unltd. be granted.

WFBM, Indianapolis; WHBU, Anderson, Ind.: Examiner Walker recommended (I-183) that applic. WFBM increase 5 kw D be granted; that applic. WHBU to increase to 250 w D be granted.

NEW, W. H. Kindig, Hollywood; KFAC Los Angeles—Examiner Hill recommended (I-184) that applic. W. H. Kindig C 1300 kc 1 kw Sh.-KFAC be granted; that applic. KFAC for renewal be granted on half-time basis, sharing with W. H. Kindig.

NEW, Mid-Central Brdcstg. Co., Kans. City; KWKC, Kansas City — Examiner Hyde recommended (I-185) that applic Mid-Central Brdcstg. Co. for CP 1370 kc 100 w unltd., asks facilities of KWKC, be denied; that applic. KWKC renewal license be set for further hearing on question of alleged effort to transfer license or rights without Commission consent.

NEW, Advertiser Pub. Co. Ltd., Honolulu—Examiner Walker recommended (I-186) that applic. CP experimental relay be denied.

WCAO, Baltimore; WICC, Bridgeport, Conn.; WIP, Philadelphia—Examiner Dalberg recommended (I-187) that applic. WCAO for 1 kw unltd. be denied; that applic. WICC for 1 kw unltd. be denied; that applic. WIP for 1 kw unltd. be denied

Applications . . .

JANUARY 14

NEW, Brockway Co., Watertown, N. Y. CP 1270 kc 250 w D Rule 6g.

WOL, Washington—CP change from 1310 to 1230 kc, increase from 100 w to 1 kw. move trans. and studio locally.

WJAR, Providence, R. I.—Modif. CP change equip., move trans., to extend completion.

WMFR, High Point, N. C.—License for CP as modif. 1200 kc 100 w D.

JANUARY 15

WBEN, Buffalo—Modif. CP change equip., increase from 1 to 5 kw D, move transmitter, further asking approval trans. site near Martinsville, N. Y.

WHDL, Olean, N. Y.—CP new equip., change from 1420 to 1260 kc, 100 to 250 w, move trans. to Allegany, N. Y., amended to 1400 kc.

NEW, NBC—Licenses for gen. exp. 5 kw.

W2XJH, General Electric Co.—License for CP gen. exp.

KPRC, Houston—License for CP change equip., increase power, move trans.

KMLB, Monroe, La.—License for CP change equip.

WIL, St. Louis—License for CP change equip.

JANUARY 16

NEW, United States Brdcstg. Co., Washington—CP 1310 kc 100 w unltd., contingent grant WOL applic. new freq. and power.

WREC, Memphis—Extension exp. auth. 1 kw n 2½ kw D.

WMT, Des Moines—License for exp. auth. 1 kw N 2½ kw D.

NEW, WISE Brdcstg. Co., St. Paul—CP 630 kc 250 w unltd., facilities KGDE, amended to change name from Emmons L. Abeles & Robert J. Dean to WISE Brdcstg. Co.

KFBK, Sacramento—License for CP as modif. move trans, change equip., freq., power.

APPLICATIONS RETURNED—NEW, Allen T. Simmons, Tallmadge, O., CP gen. exp.; NEW, Look Brdcstg. Corp., Chattanooga—CP 1420 kc 100 w D.

NEW, Jonas Weiland, Kinston, N. C.—CP 1210 kc 100 w 250 w D unltd.

NEW, Dorrance D. Roderick, El Paso—CP 1500 kc 100 w unltd.

WIS, Columbia, S. C.—Modif. CP move trans., change freq., etc., to extend completion.

KVOL, Lafayette, Ind.—Vol. assignment license to Evangeline Brdcstg. Co. Inc.

NEW, R. C. Goshorn, Lester E. Cox, d/b Capitol Brdcstg. Co., Jefferson City, Mo.—CP 920 kc 500 w D rule 6g.

W. E. Day, Creston, Ia.—CP 1500 kc 100 w unltd.

WHBL, Sheboygan, Wis.—CP new trans., antenna, move trans. locally.

KGVO, Missoula, Mont.—License for CP as modif. new equip., change freq., increase power, move trans.

KDYL, Salt Lake City—CP amended to omit request for increase 1 to 5 kw N.

W7XBD, Portland, Ore.—Modif. CP extend completion.

APPLICATIONS RETURNED—WMBR, Jacksonville, Fla., license for CP change equip., increase power, move trans.

JANUARY 20

KGMB, Honolulu — License for CP as modif. trans., studio, new equip., increase power.

WSYR, Syracuse—License for CP new equip.

WEST, Easton, Pa. — Modif. CP move trans., studio, change antenna, requesting change hours from Sh.—WKBO to unltd. D, Sh.—WKBO N, extend completion.

KPRC, Houston — Auth. antenna measurement.

NEW, Tribune Co., Tampa, Fla.—CP 550 kc 1 kw N 5 kw D unltd.

WJAX, Jacksonville, Fla. — Modif. license from 1 kw N 5 kw D to 5 kw D & N.

KUJ, Walla Walla, Wash. — CP change from 1370 to 1250 kc, new equip., move trans., amended from 1 kw to 250 w.

KIEV, Glendale, Cal. — License for CP as modif. new equip., increase power.

KOMO, Seattle—Modif. CP new equip., increase D power, move trans. to extend completion.

NEW, Lyman Peters Corp., Pasadena, Cal.—CP 1160 kc 250 w D.

APPLICATIONS RETURNED — NEW, J. R. Maddox, J. E. Richards, d/b Tuscaloosa Brdcstg. Co., Tuscaloosa, Ala., CP 1370 kc 100 w D; KDON, Richard Field Lewis, Del Monte, Cal., vol. assign. CP to Monterey Peninsula Brdcstg. Co.

JANUARY 25

NEW, E. Anthony & Sons Inc., Pawtucket, R. I.—CP 1200 kc 100 w 250 w D unltd., facilities WNRI.

NEW, Auburn Pub. Co., Auburn, N. Y. —CP 1420 kc 100 w unltd.

NEW, Northern Corp., Chelsea, Mass.—CP gen. exp. 100 w.

NEW, Hershel Talbot Walton, East Liverpool, O.—CP 1420 kc 100 w unltd.

NEW, Constitution Pub. Co., Atlanta—CP 590 kc 1 kw unltd.

NEW, Theodore E. Johnson, Houston—CP 1210 kc 100 w unltd.

WMBR, Jacksonville, Fla.—License for CP change equip., increase power, move trans.

NEW, Frank M. Dunham, Fort Dodge, Ia.—CP 1500 kc unltd., amended to 1210 kc 100 w.

KRNT, Des Moines—CP increase from 500 w 1 kw D to 1 kw 5 kw D directional, new equip.

KIRO, Seattle — Extension exp. auth. 710 kc 500 w unltd.

KWSC, Pullman, Wash. — CP change equip., increase to 5 kw D.

APPLICATION RETURNED — KIEV, Los Angeles, modif. CP change equip., increase power, move trans., asking extension time (unnecessary).

JANUARY 27

NEW, Niagara Falls Gazette Pub Co., Niagara Falls, N. Y.—CP 630 kc 250 w D.

WIP, Philadelphia—Extension exp. auth. 1 kw.

New Los Angeles Station With Half KFAC's Time Is Favored by Examiner

ASSIGNMENT of half-time facilities on the 1300 kc. channel now used by KFAC, Los Angeles, to W. H. Kindig, Los Angeles politician and a protagonist of the Sinclair Epic plan, was recommended to the FCC Jan. 20 by Examiner George H. Hill. The recommendation caused much surprise in the radio fraternity because of the unusual disclosures in the report relating to qualifications of a financial and public service nature.

Kindig, city councilman of Los Angeles, is a real estate operator, the report said, with net assets of $62,000, including cash on hand of $1,376. He receives a $400 per month salary. The purpose of the Kindig application for 1000 watts half-time on the KFAC channel, was to "correct radio conditions existing in Los Angeles, as result of which conditions the right of freedom of speech as guaranteed by the constitution is being nullified by station censorship, exorbitant rates, cancellation clauses in station contracts for the sale of time, and by dictation of radio station policies by large advertisers."

Kindig, Examiner Hill said, proposed to remedy these abuses by guaranteeing freedom of speech with no censorship. His policy would be not to make any advance inquiries into the nature of programs, on the ground that he "could not be the judge of whether anything said over the proposed station were false, libelous or defamatory."

No fault was found with the KFAC operation in the report. Despite this Examiner Hill recommended it be cut to half-time on the ground that granting of the Kindig application would "tend to distribute the radio broadcast facilities and make possible the rendering of a different type of service than is now being broadcast in the Los Angeles area." KFAC is controlled by E. L. Cord, Auburn automobile manufacturer, and a leading figure in aviation.

WGBI, Scranton, Pa.—Extension exp. auth. 250 w added.

NEW, Isadore Goldwasser, Tuscaloosa, Ala.—CP 1370 kc 100 w unltd.

KNET, Palestine, Tex.—License for CP as modif. new station 1420 kc 100 w D.

WMFJ, Daytona Beach, Fla.—CP new trans., vertical antenna.

KRLH, Midland, Tex.—License for CP as modif. new station 1420 kc 100 w D.

WCBD, Waukegan, Ill.—Auth. transfer control to L. E. Moulds, W. F. Moss, Gene T. Dyer, E. M. Ringwald 100 shares com. stock.

NEW, Stanley Reid, Charles Withnell Boegel Jr., Cedar Rapids, Ia.—CP 1310 kc 100 w unltd.

KSCJ, Sioux City, Ia.—CP change equip., amended re antenna site, increase to 1 kw 5 kw D Simul.-WTAQ, amended to omit request more power, change equip.

NEW, Telegraph Herald, Dubuque, Ia.—CP 1340 kc. 500 w D.

KOOS, Marshfield, Ore.—Modif. license to Pacific Radio Corp.; CP change equip., move trans. locally.

APPLICATIONS RETURNED — NEW, Robert Panka, Cleveland; New, Voice of Corsicana, Corsicana, Tex.; NEW. Charles T. Copeland Jr., Troy, Ala.; NEW, J. W. Plame, Huntington Park, Cal.; NEW, R. E. Skeen, Bill S. Skeen, Billings, Mont.; NEW, James E. Hardy, L. D. Marr, Pasadena, Cal.; WKBO. Harrisburg, Pa.: NEW, Valley Brdcstg. Co., Cleveland; WMFN, Clarksdale, Miss.; NEW, Athens Times Inc., Athens, Ga.; NEW, W. A. Reed, Waterloo, Ia.; NEW, F. A. Holmes, F. A. Haffa, Waterloo, Ia.; NEW. Fairbanks Brdcstg. Co., Fairbanks, Alaska; W6XW, Berkeley, Cal.

JANUARY 30

NEW, North Jersey Brdcstg. Co. Inc., Paterson, N. J.—CP 620 kc 250 w D.

WCAC, Baltimore — Modif. CP change equip., antenna.

WDBO, Orlando, Fla.—Extension CP 750 w added.

WFAM, South Bend, Ind. — Modif. license from Sh.-WWAE to unltd. LS, Sh.-WWAE N.

KRE, Berkeley, Cal. — Vol. assign. license to Central Cal. Brdcstrs. Inc.

KIRO, Seattle — Modif. exp. auth. 710 kc untld. from 500 w to 1 kw.

NEW, Foreign Lands Corp., Honolulu—CP 600 kc 1 kw unltd., amended re trans. site.

NEW, Don Lee Brdcstg. System — CP gen. exp. portable 100 w.

APPLICATIONS RETURNED — KBIX, Muskogee, Okla.; NEW, Pasadena Brdcstg. Co., Los Angeles; WCFL, Chicago; KORE, Eugene, Ore.

FRANK FOSTER has been appointed publicity director of WINS, New York, taking over the position left vacant by the resignation of Fred Hinkle. Mr. Foster will continue to handle sales promotion and merchandising.

PORCELAIN WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.

Le Roy, New York, U. S. A.

360° pickup

EASY to get WITH AMPERITE VELOCITY MICROPHONES

1. Lower the microphone.
2. Tilt until parallel to floor.
3. For "Hanging Microphone", raise above speaker's head and tilt until parallel to floor.

ASSURES PERFECT REPRODUCTION FROM ALL ANGLES.



NEW! High Impedance Model SR80-H. Unusual brilliance and definition. Eliminates input transformers with its losses and inductive hum.

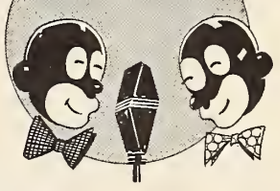
NEW! Microphone Stands featuring POSITIVE CLUTCH that will not slide; QUIK-GRIP THREAD; and SAFETYCORD.

Write for BULLETIN SM-1, and details of our TWO WEEKS FREE TRIAL OFFER!

AMPERITE Company 561 BROADWAY NEW YORK

AMPERITE Velocity MICROPHONE

QUALITY



RATHER than Quantity has always been our aim. Quality is what distinguishes Scientific Radio Crystals from others. Accuracy is guaranteed BETTER than .01%.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals___$90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-261

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

VAN NOSTRAND RADIO ENGINEERING SERVICE
Specializing in accurate and dependable frequency measurement service. Field intensity surveys. Consultation and general engineering.
339 Leland Ter., N.E., Atlanta, Ga.

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza
Telephone Canal 6-6560
NEW YORK CITY

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Storm Over Atlanta

To the Editor of BROADCASTING:

In your item [Jan. 15] covering the phenomenal sleet visitation, which recently demoralized Atlanta generally and shut WSB down for nearly two days, you mention that Harry Stone complied with our request to broadcast news of our predicament through WSM. While Harry was good enough to do this, and we are properly grateful, 14 other of America's leading stations were kind enough to accord us the same assistance.

As omission of the latter fact from your story might lead our friends to think we are unappreciative, hope you may find room for publication of this acknowledgment of a wonderful instance of fellowship between stations.

LAMBDIN KAY,
Jan. 17, 1936 WSB, Atlanta, Ga.

Vapex Using Spots

E. FOUGERA & Co., New York (Vapex) is using one-minute RCA-Victor transcription announcements in the East and on the West Coast, scheduled for 10 weeks. Stations being utilized are: WOR, KFI, KOMO, KGO. Small, Kleppner & Seiffer Inc., New York, is the agency.

WANTED
Experienced Local Radio Salesman

◆

State experience, past sales record and age. Liberal salary and commission

◆

Write—
Richard Westergaard
Commercial Manager,
WNOX
KNOXVILLE, TENN.
CBS Affiliate

CROWN OVERALL Co., Cincinnati, has inaugurated a quarter-hour program of the hill-billy variety over MBS at 7:45 p. m. Mondays. H. W. Kastor & Sons Adv Co. Inc., Chicago, has the account

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

WMFR, High Point, N. C., has vacanc for solicitor with good record. New RC station equipment. Excellent territory.

Wanted: Experienced radio sales repre sentative for live 5000 watt station i Minneapolis. Write giving details of ex perience, references, etc., to WDGY, 90 West Broadway, Minneapolis, Minn.

Situations Wanted

Technical director — consulting enginee wants position as chief engineer of station that demands only finest enginee ing — up to FCC recommendations at a times. Have eight years' broadcast exper ence from 100 to 25,000 watts, in Eas South and Middle West. Can solve techn cal difficulties personally—eliminating "ou side engineer" expense. Married, reliabl temperate, executive ability. Thoroug background includes field strength survey design construction, repair, short wav recording, television, corrections for hig fidelity, etc. Reasonable. Box 428, BROA CASTING.

Station, Program, or Production Exec tive with nine years experience from a angles in the field of radio, including pr duction and announcing on some of tl largest and most important network pr ductions. College graduate, married, go habits and best of references. Now er ployed. Box 425, BROADCASTING.

Man 27, College Education, first cla telephone and telegraph license, ten yea steamship, telephone company and broa cast experience. Last employed transmi ter operator, also control engineer 50,0 watt NBC key station. Desires positic anywhere. Box 436, BROADCASTING.

Program and Musical Director, continui writer, orchestra leader, announcer. Er ployed now as Master of Ceremonies. years experience. College education. B 441, BROADCASTING.

Attention Station Managers: Broadca engineer desires position with progressi organization; proven record; available ir mediately. Box 438, BROADCASTING.

Newspaperman, 14 years experience, d sires station connection—news editor, co mentator, or both. Young, married, r liable. Box 439, BROADCASTING.

Ex-WENR transmitter engineer desir position with reliable radio or broadca station. Reliable. Efficient. Box 4 BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75 field strength measuring unit (new direct reading; GR radio frequen bridge; radio oscillators, etc. Reasonat rental. Allied Research Laboratories, 2 East 161st Street, New York City.

Music — Talent

Program Managers, Artists, send f list of new songs — available for broa casting without payment of copyright f Indiana Song Bureau, Salem, Indiana.

For Sale—Equipment

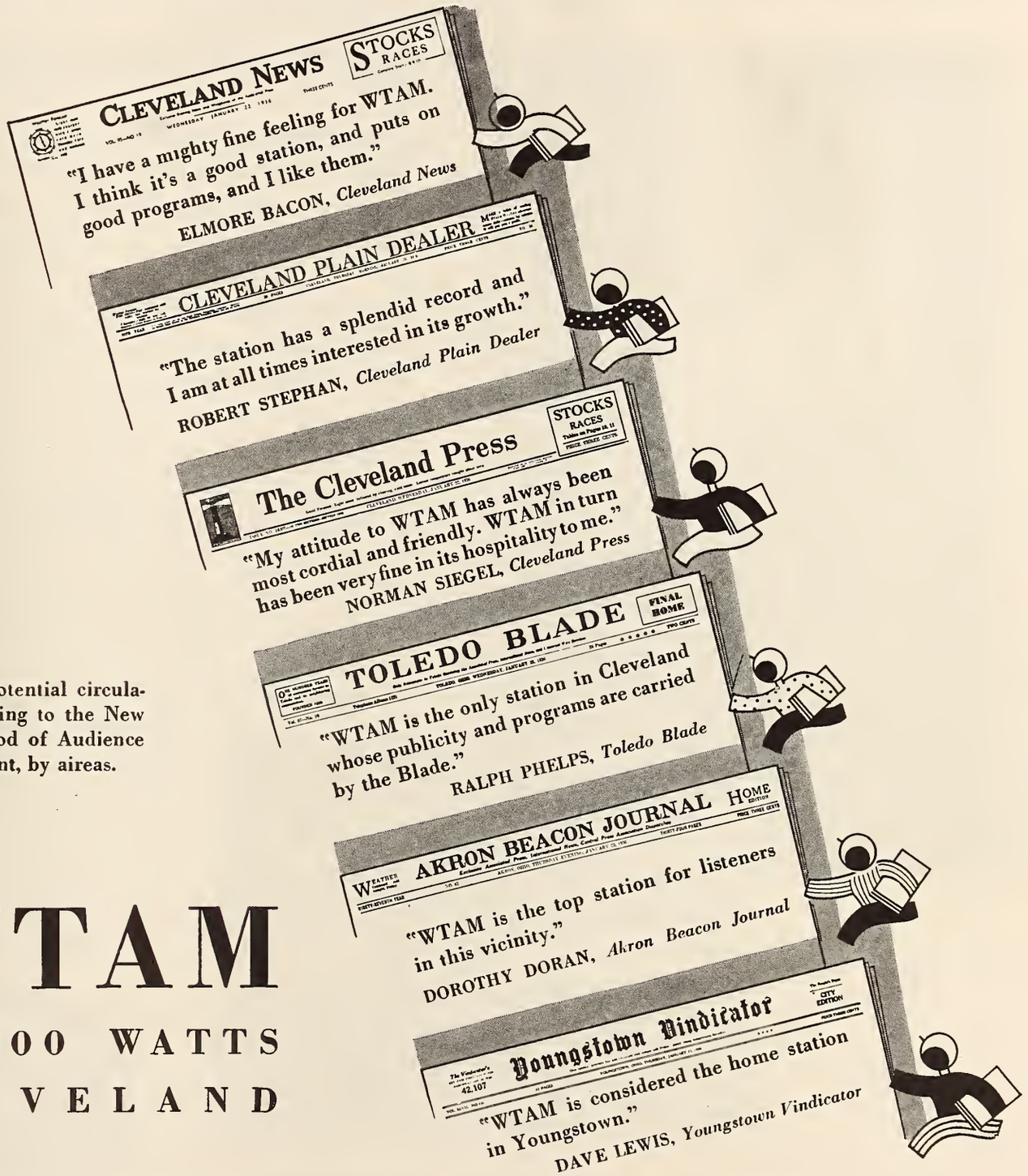
One RCA 21-A field strength set. Nev overhauled and calibrated by the facto Box 420, BROADCASTING.

One Western Electric 1KW Transmitt complete with spare tubes and parts, cluding thermostatic Crystal Control pa and generators. Box 405, BROADCASTI

Wanted To Buy—Station

Wish to purchase part or whole inter in station now in operation. Box 4 BROADCASTING.

The Press speaks for the 1,017,600 WTAM radio families* throughout the Great Northern Ohio Market:



* WTAM's potential circulation according to the New NBC Method of Audience Measurement, by aireas.

WTAM

50,000 WATTS

CLEVELAND

WTAM is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco

NBC Thesaurus Recorded Program Information Available At All These Stations

KSD

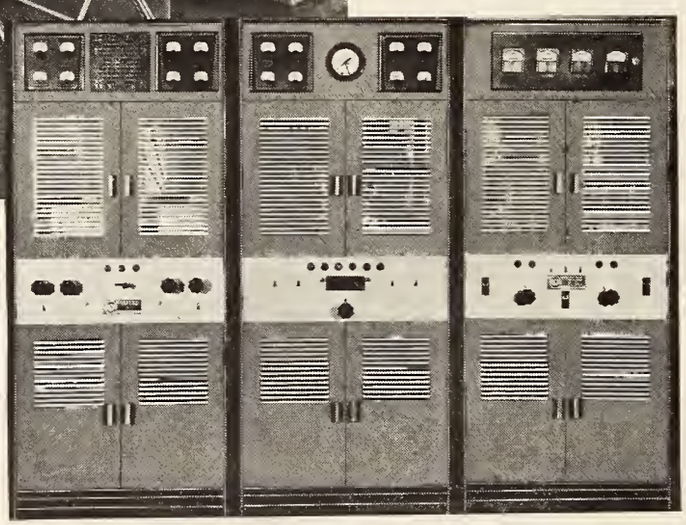
pioneer St. Louis station uses RCA 5-C transmitter and speech input equipment



Part of control room at KSD, where RCA Speech Input equipment is used throughout.

•

RCA 5-C, 5-kilowatt broadcast transmitter.



Look back over the history of KSD and you see always the note of progressiveness. It was not only first in St. Louis, but one of the first in the country. In the days of DX, listeners eagerly tuned for it all over the country, listed it as a highly desirable station to hear. As the art of broadcasting progressed, KSD kept in the forefront. When it was decided to build new studios, increase power, and install new equipment, KSD came to RCA for its 5-C 5-kilowatt transmitter and associated equipment . . . This transmitter not only puts a high fidelity signal on the air with typical RCA dependability, but also offers possibilities of easy growth. Should KSD at any time decide to go to 50 kilowatts, and get the required permit to do so, it would be necessary to purchase only a 50-kw amplifier and rectifier to add to the present equipment . . . This is the RCA unit plan, by which any station can start with 100/250 watts and grow in successive steps without scrapping the original equipment.

RCA

TRANSMITTER SECTION

RCA Manufacturing Co., Inc., Camden, N. J.

A Subsidiary of the Radio Corporation of America

New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street • Atlanta, 144 Walton Street N.W.
Dallas, Santa Fe Building • San Francisco, 170 Ninth Street

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 4

WASHINGTON, D. C.
FEBRUARY 15, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Selling

the Second Largest Market in America

with

WMAQ *or* WENR

In Chicago, the country's second market, WMAQ and WENR maintain tremendous prestige and popularity with vast audiences. These famous NBC stations have the facilities for broadcasting your sales messages with great effectiveness. Their records for others bear this out. Put either station to work for you—for results.

WMAQ and **WENR** are two of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York **WTAM,** Cleveland • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh **WRC, WMAL,** Washington, D. C. • **KOA,** Denver • **KPO, KGO,** San Francisco

The quickest way to
a woman


. . . . **ARE HER EARS!** For women *listen* to beauty advice. This is the unmysterious reason why Cosmetic manufacturers are so successful on the air. Women *listen*...and any Cosmetic manufacturer can get upward of 5,000,000 women *to listen at the same time* by using the facilities of the Columbia Network. Is there anything strange, then, that advertisers expect extraordinary results from CBS—and get them. Talk to 5,000,000 women at the same time about their beauty and your product—and something is bound to happen. What else but that the women will do some talking on their own account at the nearest drug store? As drug manufacturers have already discovered, they listen (and talk) about their health, too. In fact, drug and cosmetic radio programs constitute the largest group of advertising on the air, today. Your only problem is to determine how *you* can reach the most women for the least money. And what better choice have you than the facilities which already are the choice of more advertisers (and more of the country's largest advertisers) than any other radio network?



THE COLUMBIA BROADCASTING SYSTEM • 485 MADISON AVE., NEW YORK

BROADCASTING

combined with

Broadcast Advertising

a 1936 INDEX OF commercial broadcasting BOOK!

NUMBER

The 1936 YEARBOOK

(322 Pages)

Was mailed to all subscribers February 14-15

ANNUAL SUBSCRIPTION $3 INCLUDING YEARBOOK

Did You Get Your Copy of the 1936 YEARBOOK?

It was mailed to all regular subscribers to BROADCASTING MAGAZINE on February 14-15 . . a 322-page volume that took us a whole year to compile, edit and produce . . . a reference directory that should be on the desk of everyone identified with the business of broadcasting . . . a compendium more valuable to radio advertising executives than their local telephone directory.

The 1936 Year Book, among other features, contains the following directories and tabulations important in the daily routine of every advertising agent, radio advertiser, program builder, broadcast executive, etc.:

- Directories of U. S. and Canadian Broadcasting Stations
  (By call letters, frequencies and states, with executive, sales, program and engineering heads, with local addresses, telephone numbers, etc.)
- National and Regional Networks
  (With personnel, rate cards, lists of accounts and agencies, etc.)
- Advertising Agencies Handling Radio Accounts
  (With addresses, phone numbers, radio personnel)
- Radio Outline Map of the United States
  (Showing all cities having radio stations)
- Cumulative List of National and Regional Advertisers Using Radio
- Station Representative Directory
- Newspaper Ownership of Radio Stations
- Directory of Transcription, Recording, Program and Talent Services
- Station Subscribers to Press Association Services
- Stations Accepting and Rejecting Liquor Accounts
- Radio Editors of U. S. and Canadian Newspapers
- Directories of Radio and Advertising Associations, Market Research Organizations, etc.
- Directories of Consulting Engineers, Radio Attorneys, etc.
- Bibliography of Radio Literature
- Executive, Staff and Field Personnel of FCC
- Text of Communications Act of 1934; also FCC Regulations
- Directory of Broadcasting Equipment Manufacturers
- Lists of Short Wave, Television and Experimental Radio Stations
- World Log of Radio Stations, Indicating Whether They Sell Time

and many other features

BROADCASTING
Broadcast Advertising
870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

(Add $1.00 for each Canadian and Foreign Subscription)

Name.....

Address.....

City.....

State.....

Firm Name.....

Your Position.....

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



"You must have a copyright, Mr. FJ&F!"

DESPITE all the talk about ownership of various assets, these days, we still hear very few people disputing the fact that F J & F gives the *best service* in the radio-representative field.

True, we have no monopoly on hard work, no copyright on honest thinking. But you'll see our lights burning far past five-thirty, most nights — and if you drop in, you'll find that the boys and girls are working late to do a good job for some *old customer*, rather than trying to dig up dope to land a *new account.*

Which sounds sanctimonious, but is merely sensible — as proved by the fact that business is getting better every month for F J & F. Give us a ring the next time *you* need help.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston	WDRC . (CBS) . . . . Hartford	WPTF . (NBC) . . . . . Raleigh
WIS . . (NBC) . . . . Columbia	WKZO . (MRN) . . . Kalamazoo	KTSA . (CBS-SBS) . . San Antonio
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . . (CBS) . . . Davenport	KOMA . (CBS-SBS) . Oklahoma City	KTUL . (CBS) . . . . . Tulsa
WDAY . (NBC) . . . . . Fargo	WMBD . (CBS) . . . . . Peoria	KALE . . . . . Portland
KTAT . (SBS) . . . . Fort Worth		and
		Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

ol. 10 No. 4 WASHINGTON, D. C., FEBRUARY 15, 1936 $3.00 A YEAR — 15c A COPY

NAB Board Seeks Own Source of Music

By SOL TAISHOFF

Special Copyright Session Adopts Measures Looking Toward Solution of Problem; Baldwin Drafts Plan to Lease Rights

A NEW COURSE of action toward olution of the copyright issue, in- luding possible creation of a music upply within the broadcasting in- ustry to insure an industry-con- rolled reservoir free from the re- traints of outside groups, was harted at the NAB board meeting a Chicago Feb. 3. Network and independent" station board mem- ers, however, still failed to see ye-to-eye and the recriminations f past sessions between these roups were again evident.

It can hardly be said that any- ing of a concrete, binding nature as done that indicates conces- ons on either side toward a solu- on. Instead the board upon rec- mmendation of Managing Director ames W. Baldwin adopted a series f resolutions making possible a igorous attack upon the problem hat has harassed the industry per- aps more than any other in its istory. Several other recommen- ations offered by Mr. Baldwin eemed of a highly controversial nd inflammatory nature, were oted down.

As was expected, it was fight rom the opening gavel of the eeting, with networks pitted gainst independent stations on he questions of allegedly discrimi- atory contracts of NBC and CBS ith ASCAP, and on related ques- ons that have caused a schism in he industry such as the so-called ewspaper contracts with ASCAP.

Infringement Suits

VEN while the board was in ses- on, Warner Bros. publishing ouses exploded an $895,000 alleged nfringement suit against CBS and s affiliated stations, and then on he following day, filed another of 995,000 against NBC on 199 counts. hus far the Warner houses have led more than two dozen suits, eeking maximum damages of near- $3,000,000 against the networks nd individual stations, mainly in he New York area. More suits re in the offing, it was announced.

Of greatest significance was the oard's approval of the Baldwin roposal that the "need" for setting p a music supply within the in- ustry "be recognized". This en- sages a revival of the now de- unct Radio Program Foundation reated by the NAB four years go which failed even to approach he mark set for it in ultimately rocuring a music supply.

Under the board action Mr. Bald- win will draft and submit a de- tailed plan to set up a corporation to purchase, sell, lease and license performing rights, compile and dis- tribute information on availability of copyrighted music, procure for- eign as well as domestic copyrights and set up an open pool. If neces- sary the corporation also would publish music. Mr. Baldwin al- ready has begun work on the plan. In another resolution, he was au- thorized to hire counsel and other assistants. He probably will re- tain specially qualified people.

Mr. Baldwin has in mind a com- mercial, profit-making corporation rather than a wholly-owned NAB subsidiary such as was the Radio Program Foundation. Stock would be sold to finance it and its long- range objective would be to set up the kind of commercial music or- ganization with which broadcasters can readily deal for their advertis- ing clients and for themselves with- out being subjected to the arbitrary demands of combines such as ASCAP.

In about six weeks (April 1), Mr. Baldwin hopes to have his plan completed. He will then seek an- other meeting of the board. The ac- tion of the Feb. 3 meeting did not authorize him to set up the cor- poration but specifically provided that the plan would require action of the board itself.

Mr. Baldwin's Report

WHEN the Feb. 3 meeting was called to order 15 board members and Mr. Baldwin were present. Absent were Vice President Charles W. Myers, KOIN, Portland, who was snowbound; Vice President Ed- ward A. Allen, WLVA, Lynchburg, Va., due to pressure of other busi- ness; Treasurer Isaac D. Levy, WCAU, Philadelphia, vacationing in Florida, and Alfred J. McCos- ker, WOR, Newark.

The meeting opened with the reading of a strongly-worded re- port by Mr. Baldwin, 21,000 words long, which required nearly three hours to complete. In it he re- counted the history of copyright negotiations from 1926 to the pres- ent. Comment on alleged actions of the networks were sharply crit- ical. ASCAP was condemned for its arbitrary and high-handed deal- ings.

The first recommendation offered by Mr. Baldwin was that he be authorized to print and distribute the document, together with a statement of the board's action on it, to NAB members and to "such other persons" as he believed have a legitimate interest in it. That was adopted by a split vote.

Harry C. Butcher, CBS Wash- ington vice president, however, de- clared he might desire to submit a "minority" report to the member- ship.

He said that Mr. Baldwin's re- port had the effect of making the networks the "goat". "Political ac- tivity" within the NAB last spring and summer, he asserted, had re- sulted in many stations receiving "unwise" advice against signing the ASCAP five-year contracts with no increase in cost, as had been done by the network-owned stations and by some 30 others. Moreover, Mr. Butcher argued that parts of the Baldwin report were open to chal- lenge as to fact and "certainly as to interpretation" and that the whole tenor was "vindictive against persons who had conscientiously acted in good faith for the indus- try."

Mr. Butcher contended that the "net result" of the copyright ne- gotiations since the impasse of Dec. 31 is that broadcasting sta- tions are paying more for their music than ever before.

The network defense was borne by Mr. Butcher along with F. M. Russell, NBC Washington vice president, and William S. Hedges, manager of NBC owned and oper- ated stations. There were repeated pleas for unity, with the clear in- ference on behalf of the networks that the effort now is for a con- structive solution, rather than "rat- tling the bones of corpses of the past."

There was contention over the Warner Bros. withdrawal from ASCAP which developed Dec. 31 and threw the industry into tur- moil. Network representatives maintained they are getting along

Warner Publishing Houses Ask Millions In Damages for Alleged Infringements

AFTER FILING a dozen or so suits for alleged infringements of its musical compositions by stations which refused to accept its license terms Warner Bros. publishing houses fired their heavy legal artillery this month, running up infringement claims of nearly $3,000,000 against CBS, NBC and certain independent stations in more than a score of suits.

In each case the Warner houses are asking maximum damages of $5,000 per alleged infringement. The law carries a minimum inno- cent infringement provision of $250. All of the cases are pending in the Federal Court, Southern Dis- trict of New York, in which the government anti-trust suit against ASCAP also reposes.

Warner opened its new barrage Feb. 3 when its subsidiary, Remick, filed suit for purported infringe- ment of the tune *Some Sunny Day*, over 68 CBS stations emanat- ing from WCAU, Philadelphia, on Jan. 25, and *That Old-Fashioned Mother of Mine* over 66 CBS sta- tions, emanating from WJR, De- troit, on Jan. 23. The damages sought at $5,000 for each alleged station performance aggregate $635,000. This suit, it was reported Feb. 10 by CBS, was withdrawn.

On the following day Harms Inc., filed suit seeking total dam- ages of $895,000, for the networks' alleged infringement of *Chanson- ette*, broadcast over 89 CBS sta- tions on Jan. 18. Warner an- nounced that it seeks damages at the rate of $5,000 "for each of 179 individual infringements, as well as an accounting of the profits." It stated also that papers for further claims to be filed are now in pro- cess of preparation.

KMTR, Hollywood, was made defendant in a suit brought in Federal Court, Los Angeles, Feb. 6, by Harms Inc., seeking $40,000 damages. The plaintiff avers the station played four musical compo- sitions publicly and without the consent of the copyright owners. The numbers were *Oh, Lady, Be Good, Old Fashioned Love, You Let Me Down* and *Where am I.*

Suit Against NBC

THEN, on Feb. 10, it loosed the largest single suit—against NBC— seeking damages of $995,000 and an accounting of profits for alleged infringement of 199 separate per- formances of a Witmark copyright number entitled *Painting the Clouds With Sunshine.* It claimed

(*Continued on page 42*)

better than ever without Warner music; that the part radio plays in popularizing music is indicated in the fact that there hasn't been a Warner "hit" tune since the networks stopped playing Warner music; that the infringment suits will be defended by ASCAP under its guarantee to networks and will take at least two years to adjudicate, and that stations which did sign with Warner are simply paying about $200,000 more on a yearly basis for the music they had when Warner was in ASCAP.

On the other hand the independent board members, obviously in the majority on fundamentals, continued to cling to the view that the industry was wronged by the networks when they negotiatd their extensions with ASCAP last summer and committed all stations on networks to signing five-year extensions. They also argued—and adopted over network opposition—a resolution that, in the case of network programs, the NAB declares itself in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliates will be under no obligation to secure licenses for such programs or bear infringement penalties.

Per Piece Method

THERE was no discordant voice on ultimate working out of a "per piece" method of compensation in lieu of the present 5% of gross plus sustaining fee being paid to ASCAP by the great bulk of stations. In 1935, ASCAP derived some $3,000,000 from these contracts.

Reaffirmed was the resolution favoring "per piece" adopted at the last three NAB conventions. The board also accepted, approved and ratified the actions of Mr. Baldwin and his advisory committee in the grueling eleventh hour negotiations with ASCAP for extensions of contracts after last Dec. 31 and the working out of the temporary Warner arrangement which looks toward an eventual "per piece" method of compensation.

Under the heading "Policies with Respect to Copyright" the board adopted five of the recommendations advanced by Mr. Baldwin, but rejected four others with barbed shafts for the networks. The first of these reaffirmed the "per piece" resolutions of past NAB conventions.

The second read: "That all discriminations in license agreements in respect of commercial stations be declared wrongful and against the best interests of the broadcasting industry and of the public, and such discriminations should be done away with."

In its original form this recommendation made specific references to the network contracts, to that procured by Treasurer Levy for WCAU (payment of percentage on programs using ASCAP music only, minus sales commissions) and to the newspaper form of contract, under which stations paid a guarantee of four times their sustaining fee, arbitrarily set.

The third recommendation adopted dealt with the clearance of copyright on network programs by the networks and the fourth declared that the action of ASCAP in refusing to reduce its fees by an amount corresponding to the

(*Continued on page 43*)

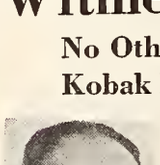
Suits Filed by Warner Bros. Publishers

	Song	Suit Filed	Damages Sought
Remick vs. WOR	*My Isle of Golden Dreams*	Jan. 27	$5,000
Remick vs. WOR	*I Wanna Bounce Around With You*	Jan. 31	$5,000
Harms vs. CBS	*I Get a Kick Out of You*	Jan. 17	$5,000
Harms vs. CBS	*Chansonette*	Feb. 4	$895,000
Witmark vs. WMCA	*I Like Mountain Music*	Jan. 17	$5,000
Remick vs. WMCA	*My Buddy*	Jan. 21	$5,000
Remick vs. WMCA*	*Avalon*	Jan. 23	$5,000
Harms vs. WHN	*I Like Mountain Music* and *There's a Shanty in Old Shanty Town*	Jan. 31	$10,000
Witmark vs. WHN†	*I Like Mountain Music*	Jan. 17	$5,000
Remick vs. WHN	*Put on Your Old Gray Bonnet*	Jan. 31	$5,000
Witmark vs. WHN	*Not Bad*	Jan. 31	$5,000
Remick vs. NBC	*Put on Your Old Gray Bonnet*	Jan. 17	$5,000
Remick vs. NBC	*Memories*	Jan. 23	$5,000
Harms vs. NBC	*Where Am I (Am I in Heaven?)*	Jan. 23	$5,000
Witmark vs. NBC	*Painting the Clouds With Sunshine*	Jan. 23	$5,000
Witmark vs. NBC	*Blue Night*	Jan. 27	$5,000
Remick vs. NBC	*Congratulate Me* and *Then You're Never Blue*	Jan. 27	$10,000
Remick vs. WNEW	*Canadian Capers*	Jan. 21	$5,000
Witmark vs. WIP	*Lullaby of Broadway*	Jan. 21	$5,000
Witmark vs. NBC	*Painting the Clouds With Sunshine Chinatown My Chinatown;*	Feb. 10	$995,000
Remick vs. WMCA	*Cryin' for the Carolines; Nagaski* and *I Wanna Bounce Around With You*	Feb. 7	$20,000
Witmark vs. WNEW	*I Like Mountain Music*	Feb. 7	$5,000

* Sally's Studio Inc., New York, is a codefendant.
† Schenley Products Co., and William H. Rankin, New York advertising agency, are codefendants.

Kobak Joins Lord & Thomas; Witmer Takes His NBC Post

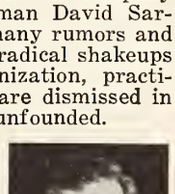
No Other Changes at Network Expected at Present; Kobak Fulfills Desire to Enter Agency Field



Mr. Kobak

EDGAR KOBAK, for the last two years NBC vice president in charge of sales, has resigned effective March 15 to join the New York staff of Lord & Thomas as vice president. His duties will be assumed by Roy C. Witmer, vice president in charge of sales operations, with no other changes in the department immediately contemplated.

The resignation of Mr. Kobak, the departure of Vice President Richard C. Patterson Jr. for a three-week vacation in Florida and the Chicago visit Feb. 14 of President Lenox R. Lohr in company with Board Chairman David Sarnoff gave rise to many rumors and reports regarding radical shakeups in the NBC organization, practically all of which are dismissed in official sources as unfounded.



Mr. Witmer

Mr. Kobak's intention to resign to enter the agency field was reached before Mr. Lohr became NBC's president on Jan. 1, succeeding M. H. Aylesworth, now chairman of the board of RKO and vice chairman of NBC. Although Lord & Thomas, making the official announcement Feb. 11, gave out no details, it was learned reliably that Mr. Sarnoff sought to persuade Mr. Kobak to remain but was unsuccessful in view of Mr. Kobak's long-cherished ambition to enter the agency field.

The resignation, it was learned, has been the subject of conferences involving not only Mr. Sarnoff and Mr. Lohr but Albert D. Lasker, chairman of Lord & Thomas, and Sheldon Coons, vice president in charge of the agency's New York office. Lord & Thomas handles the advertising of RCA and its subsidiary companies, including NBC. Mr. Kobak expects to wind up his NBC duties sometime before March 15, and expects to take a short vacation before joining Lord & Thomas on that date.

Vice President Patterson's resignation has been the subject of constant rumor since President Lohr assumed office, but is denied in official quarters, although many of his duties as executive vice president are known to have been taken over by Mr. Lohr.

Mr. Lohr accompanied Mr. Sarnoff to Chicago where the latter on Feb. 14 was scheduled to speak on "American Communications and Democracy" before the Third Annual Woman Congress being held there under the auspices of the *Chicago Tribune*. Mr. Lohr on Feb. 11 was in Washington as a dinner guest of President Roosevelt, after which he joined the RCA chief for the Chicago trip.

At Chicago they were to discuss NBC company matters with Niles Trammell, NBC western division vice president, which gave rise to reports that Mr. Trammell might be offered the post vacated by Mr. Kobak. This also was officially denied and it was deemed entirely unlikely that Mr. Trammell would be transferred to New York in any capacity.

The Kobak resignation is effective almost two years from the time he joined NBC on March 20, 1934, after having served with the McGraw-Hill publishing houses for many years. Now 41, he was a vice president of McGraw-Hill when he was 30 and was its managerial head when he resigned to join NBC. A native of Chicago and a former electrical engineering student at Georgia Tech, his rise in the advertising field has been swift due to his unusual sales ability which won him high praise during his two years with NBC. He was president of the Advertising Federation of America for two years and is now serving his second term as chairman of the AFA board.

Taggart Negotiates To Acquire WFBM

Reports of Other Transfers Are Heard in Many Sections

NEGOTIATIONS practically have been completed for the sale of WFBM, Indianapolis, by the Indianapolis Power & Light Co. to Thomas D. Taggart, member of the Democratic National Committee and president of the French Lick Springs (Ind.) hotel. While mention of price has not yet been made it is reliably reported that most details have been cleared and that an application for assignment of the station's license will be filed shortly with the FCC.

Activity in station sales and negotiations during recent weeks has been rather brisk. WOWO, Fort Wayne, Ind., now has an application pending for transfer to Westinghouse, and an application will be filed shortly for assignment of WTIC, Hartford, from Traveler Insurance Co. to Cherry & Webb Providence, R. I., department store owners who operate WPRO.

It also has been reported that the Southwest Broadcasting System might be turned over to new owners, including the six stations owned by the group, but this was denied by Lee Armer, president. Reports of offers for WEEI, Boston, owned by the Commonwealth Edison Co., also were heard but were refuted officially. More than a year ago Hearst radio interests had endeavored to procure the station, and the recent reports were that Joseph P. Kennedy, former chairman of the Securities & Exchange Commission, had bid for the station for undisclosed backers.

Mr. Taggart, son of the late Democratic leader in Indiana, is a native of Indianapolis, where he was born 50 years ago, but he resides at his hotel at French Lick. He is director of the American National Bank of Indianapolis and was a member of the District Recovery Board of NRA.

WFBM is an affiliate of CBS operating on the 1230 kc. channel with 1,000 watts night. It is managed by R. E. Blossom, and represented by Edward Petry & Co.

Among other sales pending is that of WMAL, Washington, by the estate of the late M. A. Leese to Hearst Radio Inc. Now operated under a lease by NBC, the station's sale is tied up in litigation, pending in the District of Columbia Supreme Court, brought by certain of the heirs to the estate. An agreement to sell at a stipulated figure had been reached with Hearst Radio about a year ago.

Reports relating to the Southwest were that the owners of the *Oklahoma City Oklahoman*, which operates WKY, Oklahoma City, and KLZ, Denver, had discussed possible purchase of the network along with other parties. Mr. Armer, however, declared that reports of the sale were "absolutely untrue".

Dresden Is Named As KHJ Manager

Willet Brown Named Assistant In Management of Don Lee

APPOINTMENT of Owens Dresden, commercial manager of KFRC, San Francisco, as manager of KHJ, Los Angeles, key station of the Don Lee Broadcasting System, was announced Feb. 7 by Thomas S. Lee, Don Lee president. Mr. Dresden succeeds C. Ellsworth (Dick) Wylie, who has resigned, effective March 1, as general manager of Don Lee.

Mr. Wylie has not yet announced future plans. It is reported that he is being considered for the management of KFI, Los Angeles, NBC-outlet. The managership has been vacant since the death of Arthur F. Kales several weeks ago.

The new KHJ manager is well-known in Pacific coast radio. For the last eight months he has been commercial manager of KFRC, Don Lee San Francisco station, and before that was manager of KMTR, Los Angeles. For more than a decade he has been identified with advertising agency work in practically every major city along the coast.

"I deeply appreciate the trust placed in my hands by this appointment," Mr. Dresden said, "and I accept the responsibility, as well as the honor of guiding the destinies of this key station of the Don Lee System, fully mindful of the fact that the eight California stations in this network address their message of entertainment, culture, education and information to one of the richest markets in the world. It is my firm belief that the System, already nationally recognized for its listener popularity and thorough coverage of this great area, will in the future play an increasingly important role in Pacific Coast broadcasting."

Mr. Wylie joined Don Lee in October, 1932 as manager of KGB, San Diego. Two months later, he was made general manager and general sales manager of the network. Before entering radio he had been a reporter in San Francisco, vice president of Emil Brisacher & Staff Adv. Agency, in San Francisco, and vice president and associate publisher of *Game & Gossip* magazine.

Willet Brown, for the last two years on the KHJ executive staff, has been appointed assistant manager of KHJ.

MBS Adds Directors

THREE officials of the Crosley Radio Corp., operating WLW, Cincinnati, were elected to the board of directors of the Mutual Broadcasting System at its recent annual meeting. They are Powel Crosley, Jr., president of WLW, and Louis M. Crosley and John L. Clark, also of the WLW organization. The other directors re-elected are W. E. Macfarlane, E. M. Antrim and Ed Wood Jr., of WGN; A. J. McCosker, Theodore C. Streibert and Jack I. Strauss, of WOR, and Fred Weber, of MBS. Officers were reelected with the following changes: Mr. Streibert was elected first vice president, and the office of treasurer was added to the duties of Mr. Antrim, who is also executive secretary.

Year and Yearbook: An Editorial

AT ABOUT the time that you, our subscribers, are reading these columns, the postman should be delivering to you the 1936 Yearbook Number of BROADCASTING—our most ambitious effort to date. This 322-page volume of directories and reference material provides, we believe, the most thorough and accurate compendium of data on broadcasting as a business ever made available between two covers. It represents careful research and compilation over a period of several years, and it is about 50% larger in editorial and advertising content than our first Yearbook of 1935.

This increase in the size of the book is but a reflection of the growth of the broadcast advertising field, whose total 1935 time sales volume of upwards of $87,500,000 represented a 20% gain over 1934. We are naturally proud of the fact that our first Yearbook's cordial reception last year by the advertising fraternity enabled us to keep pace with our rising industry, as indicated in the increased volume of advertising the 1936 Yearbook is carrying. Editorially, we have bent every effort to make the Yearbook all-inclusive in scope and as authentic a record as human ingenuity could make it.

Extremely significant is the statistical review of the 1935 business of broadcasting compiled for us by Dr. Herman S. Hettinger, which along with the increased size of the various directories, reflects the amazing growth of the industry last year. Advertisers and agencies showed a greater appreciation of the versatility of radio as a medium, as evidenced especially in the greater use of non-network and regional network advertising, for tasks such as bolstering weak markets, developing advertising campaigns to fit market contours and applying special pressure at particular seasons.

The wider use of radio for advertising is also reflected in the growing volume of miscellaneous business and in the rising proportion of total gross time sales represented by other than convenience goods. Noteworthy also is the marked rise of radio advertising by higher priced articles such as automobiles, housefurnishings and clothing.

General developments within the medium seem to presage greater economic stability than hitherto enjoyed. Several trends seem to confirm this view. The more rapid growth of broadcast advertising other than that over the national networks reflects a wider dispersion of the broadcast advertising dollar, and it seems likely this trend will continue throughout 1936. The local broadcast advertising growth during the last year (26% over 1934) is particularly encouraging because of its probable salutary effect on the revenues of the smaller stations and those not affiliated with networks.

The marked rise in local station volume and the development of broadcast advertising in the South both are trends which should contribute to the improved economic position of the industry as a whole. It would seem, therefore, that the broadened economic base, so necessary to the ultimate development of broadcasting, is beginning to come into being to at least some degree.

Rendition trends also are highly significant. The rise of live talent advertising volume can mean but one thing: That an increasing number of stations have reached a point where the skill of their staffs and the standard of their facilities make possible the production of a quality of program acceptable to national and regional advertisers. The development of local transcription volume also presages improved program standards and service. The lag in announcement revenues, as compared with 1933, indicates that time and facilities are being sold to an increasing degree and that relatively less attention is being paid to the smaller units of sale.

Full NAB Session on Copyright Status Unlikely Before the Summer Convention

PRELIMINARY plans for the 14th annual convention of the NAB to be held in Chicago this summer were considered by James W. Baldwin, NAB managing director while in that city on Feb. 4 and 5. Simultaneously it was indicated following the special NAB board meeting in that city Feb. 3 that there will be no special membership meeting of broadcasters for consideration of the copyright problem prior to the convention.

While the NAB board designated the latter part of July as the time of the convention, leaving the definite date to the NAB executive committee of three, there is now the possibility that it will be held perhaps a month earlier. The political conventions and other commitments of leading hotels in the city may necessitate a change in date. The executive committee, which will make the final decision, consists of President Leo J. Fitzpatrick, Treasurer Isaac D. Levy and Managing Director Baldwin.

Mr. Baldwin surveyed the facilities of hotels in Chicago for the convention, but made no decision, pending determination of a definite date. The convention, as usual, is planned to begin on a Monday and run for three days, with registration and the golf tournament on the preceding Sunday.

The NAB board at its Feb. 3 meeting felt the need for a special membership meeting at this time has largely disappeared. The question may arise again at a board meeting on the copyright situation which probably will be prior to April 1, but unless some unforeseen contingency develops there will be no call for an extraordinary membership session.

STANDARD BRANDS TO TOP NBC LIST

STANDARD BRANDS Inc. in July will launch its fifth radio program over NBC, promoting Royal Gelatine with Frank Fay as talent. Fay is signed for a 15-week build-up on the Fleischmann-Rudy Vallee hour, a program he has appeared on since last December.

With the introduction of the fifth program, Standard Brands probably will jump into top place as the largest NBC account. *One Man's Family*, heard over NBC-WEAF, is currently promoting Royal Gelatine and Chase & Sanborn tea but in April this program will be devoted exclusively to advertising the latter item. When the Fay program takes the air Royal Gelatine will have a program all its own, a half-hour evening show.

Standard Brands has always used NBC for its radio advertising and ranked third in NBC billings last year, being topped only by Proctor & Gamble and General Foods Corp. Frank Fay is the latest radio star to emerge from the Rudy Vallee variety hour. Other stars who got their air break on this program are Joe Penner, Helen Jepson and Bob Burns.

J. Walter Thompson Co. is the agency handling all Standard Brands' advertising with John U. Reber, vice president in charge of radio, supervising all talent and production work.

Programs now on the air and sponsored by Standard Brands follow: *Major Bowes' Amateur Hour* (Chase & Sanborn coffee), NBC-WEAF, Sundays, 8-9 p. m.; Robert Ripley and Ozzie Nelson's orchestra (Fleischmann Yeast *Bakers' Broadcast*), NBC-WJZ, Sundays, 7:30-8 p. m.; *One Man's Family* (Chase & Sanborn tea, and Royal Gelatine), NBC-WEAF, Wednesdays, 8-8:30 p. m.; and *Rudy Vallee Variety Hour* (Fleischmann's Yeast) NBC-WEAF, Thursdays, 8-9 p. m.

Insull Files for Charter For Network in Midwest

APPLICATION for a corporation charter was filed in Springfield, Ill., Feb. 8 by the Affiliated Broadcasting Co., network of low-powered Midwest broadcasting stations now being organized by Samuel Insull, former public utility magnate. While Mr. Insull continues to maintain his policy of silence regarding his lineup of stations, the act of applying for a charter is believed to indicate progress towards a completed organization.

Additional indications that the ABC is preparing to take its place in the radio picture are evidenced by the appointment of George Roesler as sales manager of the network and of Gene Fromherz as sales promotion manager. Mr. Roesler last year formed his own station representative organization and will continue to act as sales representative for his list of stations apart from his activities for the new network. Mr. Fromherz has been associated with The First United Broadcasters, Chicago advertising agency specializing in radio.

RAY WALDRON, who presented the *Sports Review* over WAAF, Chicago, for the past two years, died Feb. 2, from pneumonia.

Government Funds To Aid Community Stations Proposed

WPA and FHA Said to Ponder Loans for New Facilities

VISIONARY plans under which "community broadcasting stations" would be established through funds made available by the Works Progress Administration and the Federal Housing Administration, New Deal relief agencies, have been advanced to municipalities throughout the country.

The availability of such funds was stressed in a detailed report of Federal Research Associates, a private information service published in Washington, and sent to chambers of commerce, mayors and other civic officials and organizations. The whole project, however, was discredited by officials of FHA, and so far as could be learned did not have the endorsement of Harry Hopkins, WPA administrator.

Following release of this information, BROADCASTING checked at the FCC and learned that officials there had no knowledge of the project and did not impart any information indicating that licenses could be procured by municipalities with any degree of ease. At the WPA and FHA, however, it was ascertained that the matter had been gone into by subordinates and it was felt that the laws under which they functioned would, under certain conditions, permit advancement of funds for construction, assuming that operating licenses could be procured from the FCC.

Source of Information

THE LETTER, sent out by Marvin Cox, director of the information service, did not quote any high officials in any of the three agencies. Mr. Cox, interrogated by BROADCASTING, asserted that at least one such loan from WPA already had been made. It is known that Federal funds were advanced to WNYC, New York City municipal station, for new studio and technical facilities.

Mr. Cox said the matter had been discussed with an "engineer" of the WPA and with certain other employes, but apparently was in no wise approved by the directing heads. In the case of WPA, funds can be advanced only for employment relief and not for materials, while the FHA can guarantee loans made for materials by a private financial institution.

So far as known no applications for funds in line with the suggested procedure have been made as yet. Herbert L. Pettey, FCC secretary, whose name was mentioned as the source of information on FCC procedure, declared he had received no applications. At WPA it was stated that applications first would be made with regional administrators in the field and that thus far none had cleared through headquarters.

L. A. Gignilliat, deputy administrator of FHA, whose name also was mentioned, declared Feb. 5 that no applications involving radio loans had cleared through his office as a result of the letter. Moreover, it was stated officially in behalf of FHA that it is not

(*Continued on page 31*)

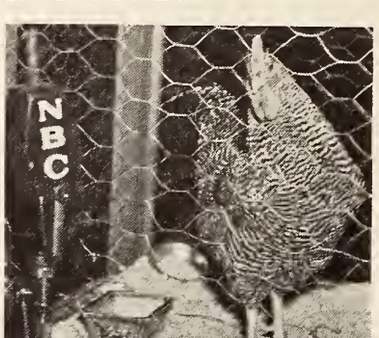
COCK-A-DOODLE-DOO

Plymouth Rock Rooster, as NBC Daytime Sales Symbol, Tactfully Emits Cheer for Mr. Lohr

THAT NBC sales executives believe in realism when it comes to sales, was denoted at a 7:30 a .m. breakfast meeting of 70 executives and salesmen of the company held Feb. 3 in Radio City. The breakfast started when the NBC broadcast day began. Obviously the occasion was a pep meeting on the sale of daytime hours over the two NBC networks.

With plenty of ammunition on hand to show the effectiveness of daytime hours, the unique meeting was launched by Edgar Kobak, NBC vice president in charge of sales. Symbolic of the new daytime campaign was a giant Plymouth Rock rooster, which was permitted to strut about the Rainbow Room in the RCA building during the session. The rooster, it appears, will be the art theme used by NBC in its daytime sales campaign.

The high spot of the session came when Lenox R. Lohr, new NBC president, was presented to the meeting and delivered a short talk. While the exact quotes are not available, it is reported that



He Knew When to Crow

President Lohr pointed out that the sales department, after all, is the most important department of the network, since through its efforts the payroll is met. At this point the rooster let loose a prodigious "cock-a-doodle-do" that rang through the rafters. Mr. Lohr was unable to continue until the rooster had been smothered with a table-cloth.

After Three-year Hearing Brooklyn Case Is Ordered To Start All Over Again

AN ENTIRELY new hearing on the so-called "Brooklyn case" pending before the FCC and its predecessor Radio Commission for three years was ordered Feb. 5 by the FCC, meeting in full session. Action was taken after petitions for rehearing had been filed by the three stations which finally had been ordered deleted — WLTH, WARD and WVFW—but the decision to reopen was not based on granting of these petitions.

At its meeting on Feb. 10, the FCC set the hearing date for April 6 in Washington. A week or ten days, it is expected, will be required to complete the hearing.

New information had come to the FCC that the Jewish-language newspaper *The Day*, published in New York, had purchased 51% of the stock in WLTH and WARD. The Veterans of Foreign Wars also had formally notified the FCC earlier of the assumption of control of WVFW. The FCC had ordered that these stations be deleted as of Jan. 22, with one-half time on the 1400 kc. channel to be awarded to WBBC, the fourth time-sharing station, and the other half to the *Brooklyn Daily Eagle*.

In announcing its decision, the FCC said that present licenses of the four existing stations had been extended indefinitely but not beyond the expiration of the present license period May 1, 1936. This was the fourth postponement of the effective date for deletion of the three stations, the last having been until Feb. 6. Then the FCC said it had ordered the case opened "de novo" before the FCC en banc, which means from the very beginning as a new hearing.

The Brooklyn case has had repercussions in Congress and has been one of the most bitterly fought issues in the history of radio regulation.

National Railroad Campaign Studied

Arthur Kudner Inc. Engaged in Research for Industry

PLANS of the Association of American Railroads for a national advertising campaign, ending a long period of advertising abstinence, probably will require several months to crystallize, it was indicated at Arthur Kudner Inc., advertising agency designated to handle the projected campaign.

J. W. Millard, director of research for Kudner, has been spending some time in Washington accumulating material for the evolution of the plan. J. J. Pelley, president of the association, is in immediate charge and has been discussing plans for the industry campaign with an advisory board including prominent figures in American railroading.

Meeting Competition

WHILE little is known of the tangible plans, the Pelley board, prior to the appointment of Kudner, gave serious consideration to a nation-wide network series as the nucleus of the advertising effort, having in mind a musical program with an institutional type of advertising paralleling the General Motors and the Ford Motor series.

Railroads, generally, have been laggard in their advertising in recent years, with the notable exception of the Chesapeake & Ohio, which has been using radio extensively in its passenger territory, plus certain class publications. The new project would revive promotion activities of all roads, it is felt, in an effort more effectively to meet competition of buses and airlines.

CITIES SERVICE Co., starting its tenth consecutive year on NBC, on Feb. 28 will broadcast its 500th program.

Income From NBC Third of RCA Total

Recapitalization Plan Subject To Stockholders' Approval

WITH announcement of a proposed plan of recapitalization for the Radio Corporation of America, which was approved by the RCA board, subject to approval by stockholders, David Sarnoff, the company's president, on Feb. 1 disclosed that RCA's gross income from operations was $87,563,646 during 1935, an increase of 13.3% over the 1934 gross of $77,300,112. It was estimated that net income will amount to $5,100,000 for the year, an increase of approximately $850,000 over 1934. Final figures are subject to an audit now in progress.

Although the preliminary report did not break down revenue by subsidiary sources, the growing importance of NBC as a revenue source is indicated by year-end figures which showed NBC grossed more than $30,000,000 from time sales during 1935 and thus accounted for nearly one-third of RCA's revenues. The parent company's biggest income source, presumably, is RCA Mfg. Co., manufacturing subsidiaries. NBC net figures have not yet been made public.

Plan of Capitalization

THE new plan of capitalization was evolved by Joseph P. Kennedy, former chairman of the Securities & Exchange Commission, retained recently by the RCA board to make a study of its capital structure and submit recommendations. The plan will be submitted to RCA stockholders at a special meeting to be held April 7, and may be summarized as follows:

1. The borrowing of $10,000,000 from seven banks at 2½% annual interest for five years, repayable in whole or in part at any time prior to maturity, in order to maintain working capital at an appropriate ratio to business turnover.
2. The retirement of all the outstanding Class A preferred stock for cash at the callable price of $55 a share, requiring $27,257,835, and accrued dividends.
3. The exchange of each share of Class B preferred stock, including all accrued dividends at present amounting to $21.66 a share, for a block of securities consisting of one and one-fifth new first preferred shares and one common share.

Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following actions involving advertisers using radio:

Cal-Aspirin Corp., Chicago, ordered to cease claiming that Cal-Aspirin contains certain therapeutic properties lacking in ordinary aspirin, that it is less toxic, is more efficient; Pratt Food Co., Philadelphia (dairy feed) ordered to cease certain claims about its Super-iodized B. P. Dairy Feed; Universal Extract Co. Inc., Brooklyn, ordered to cease stating that it imports or exports its products; Bunte Bros., Chicago, complaint charging lottery scheme in sale of candy; Foster-Milburn Co., Buffalo, complaint charging untrue statements about Doan's pills.

The Postoffice Department has issued a fraud order against P. T. M. Products Inc. etc., Los Angeles.

Radio Sells Radio Itself Over the Air

By JOHN B. KENNEDY
Radio Commentator and Journalist

Broadcasting, Communications and Radio Equipment Sold In Series Utilizing the Entire Globe as a Studio

ALL the world's a stage, not only in Shakespeare's "As You Like It" but in RCA's *Magic Key* program. And this globe-girdling stage, with the ether waves as props, serves as the "hook" on which RCA hangs its sales message. All of RCA's varied activities are promoted—and successfully, too—by the program. Radio receivers and equipment of all sorts, communications and broadcasting are being exploited, and a sample of the program's sales success can be found in an examination of RCA's radio set business in the last few months.

IF A SHOWMAN could reach out into the world and get any act he desired, no matter where it might be; if he could reach across oceans and continents to Rome, Paris, London, Vienna, Honolulu, Manila, or China; if he could pull in ships at sea, or planes, or submarines; all without apparent effort; and if he could perform these feats week after week, month after month—he probably would believe he was enjoying a sweet dream.

But all that is actually happening on Sunday afternoons from 2 to 3 o'clock on *The Magic Key of RCA* programs. Millions of listeners on a nation-wide NBC-WJZ network, including Honolulu and Canada, are hearing it. Jumping barriers of time and distance as if they did not exist, the *Magic Key* is assembling outstanding talent of the world with the ease of a sorcerer and adding it to talent in the studio where the programs originate.

In these programs radio is selling radio itself over the air, through its own facilities. But they are not "stunt" broadcasts. If an artist can come to the studio, fine. If he happens to be in Stockholm, still fine! The story in this case is that there isn't any story now in the ease with which radio leaps around the globe. While the audience is enjoying 60 minutes of well-balanced, smoothly unfolded entertainment, the meaning of that story—radio progress—is absorbed incidentally.

Speaking for Itself

RADIO speaks for itself in this series, remembering that actions speak louder than words. The pattern of the program provides an excellent setting for unobtrusive promotion of radio products and services. To those who just have been "put wise" to the things radio takes in its stride, a word is sufficient. The "word" goes something like this:

"Our listeners may be interested in knowing that the equipment and facilities which made it possible for us to tune in Madrid, Spain, were designed by the same engineers who built the new 1936 RCA Victor Magic Brain Radio."

Woven into the action is the history of radio achievements and the part RCA has played in bringing them about. This is an "RCA Family" series emphasizing the contributions of the various members of the "Family"—communications, broadcasting, and manufacturing — to the rapid and well-rounded advance of radio technique. The fact that progress in one field of radio quickly leads to progress in related radio fields through integrated research is made apparent.

Broadcast stars, of course, fit neatly into the programs, as well as musicians and news commentators in foreign lands who can be "brought" to the network through the short-wave facilities of RCA Communications Inc. Recording artists and screen stars have a natural place, because the application of radio principles to phonograph and sound motion picture recording and reproducing has made them known to vast numbers.

In one of the merchandising plans used in connection with the series the subscribers to the Metropolitan Opera in New York City were invited to attend a broadcast featuring a group of famous recording artists. Were the Metropolitan subscribers interested?

The sponsors expected around 600 acceptances. Days before the broadcast every one of the 1300 seats in Studio 8-H, the largest in the world, had been snapped up. And the Metropolitan Opera subscribers were still begging for more. The only solution was to offer them tickets for the *Magic Key* broadcast on the next Sunday afternoon. This overflow audience filled the studio to capacity.

A short time later when the Philadelphia Symphony Orchestra broadcast from the Academy of Music in its home city for the full hour of the program the subscribers to the orchestra were the invited guests of RCA. Again every available seat was urgently sought.

Calling the Cues

TO ALL these especially invited audiences of music lovers the recently compiled Victor Library of Recorded Music and the 22-tube, Magic Brain, radio phonograph that heads the RCA Victor line, were described. Everyone remained after the programs to listen eagerly to demonstrations. In the continuity a place was left for local station announcers to mention dealers in their districts who had the de-luxe receiver and the record library for sale. Response throughout the country was most gratifying.

After another program featuring Anne Brown and Todd Duncan, from the opera "Porgy and Bess", now running in New York, the sale of a Victor album of "Porgy and Bess" records leaped to the proportions usual for a single popular dance record.



MR. KENNEDY

The *Magic Key* series climbed to "outstanding event" listing on radio pages of newspapers all over the nation after its premiere on Sept. 29 of last year. It is still there. Incidentally, that premiere gave a hint of what was to come by establishing a new top for mileage of "pick-ups" for a sponsored program. Music and voices were brought a total of 32,400 miles to be broadcast from the Radio City studios of NBC.

The men at the addressed program control boards of RCA Communications Inc., direct the overseas acts in a radio show and call the cues as easily as a stage manager in a small vaudeville theatre. A full half-hour before the program begins, engineers start conversations on the private, point-to-point radiotelephone channels with the foreign stations they are bringing in, checking to make sure all is well. In the various program spots half-way around the globe it is known exactly how the program is progressing and those who are to appear are waiting before the microphone when the control-board men say: "Go ahead!"

There are big doings in the ether during such a broadcast. Voices and music flying to New York by the shortest possible way — sometimes traveling the "great circle" close to the North Pole, for example—pass themselves going out to the world from the short-wave channels with which the *Magic Key* is supplementing the regular network. In other channels, unheard by the network and short-wave listeners, voices of engineers circle the world with directions and cue calls.

Anybody, Anywhere

I CAN SAY from experience that it makes a program commentator hop to keep up with the possibilities. While riding through Central Park in one of the latest streamline models, I have interviewed by short-wave a motor car executive at the Automobile Show in Grand Central Palace. I have talked with Edward Beatty in Addis Ababa, Edgar Ansel Mowrer in Paris, described the buzz of activity in the central radio operating room in New York City while the audience listened to radiotelegraph signals from far-off places . . . so the list goes on. When anybody, practically any place and any time can be put on a program, the commentator doesn't know what is coming next—but he knows it should be good.

To the audience the show is the thing. And what a show it has been! Before the end of the first 13-week period, recently concluded, the array of attractions—each of headline rating in its field—included 21 artists in the classical group, 11 famous dance orchestras, six famous foreign entertainers, and 22 Broadway and Hollywood stars. There had been eight news broadcasts. Seven radio stars, and five famous persons had appeared.

Behind the Stars

TYPICAL highlights have been the Vienna Symphony Orchestra, Leopold Stokowski and the Philadelphia Symphony, Albert Spalding, Efrem Zimbalist, Lauritz Melchior, Lucrezia Bori, Helen Jepson, Lotte Lehmann, such dance orchestras as those of Whiteman, Vallee, Benny Goodman, Himber, Garber, Dorsey, and Ray Noble, the University of Stockholm Male Chorus, Royal Hawaiian Band, Walt Disney with Mickey Mouse and his gang, George M. Cohan, Beatrice Lillie, Walter Huston, Eleanor Powell, Franchot Tone, the description of the China Clipper take-off from Hawaii, and the Navy Day Celebration around the world.

The massing of such a production had called on 42 separate points of pick-up far from the studios in the first 13 weeks. The tabulation reads like a world atlas. Radio is the real star behind the stars in *The Magic Key* series; radio ranging the world, smoothly blending entertainment from across oceans with that in the studio, to be listened to in millions of homes on modern receiving sets.

Plymouth Series Marks Chrysler's Return to Network

Ed Wynn Program on CBS Has Extensive Merchandising

PLYMOUTH MOTOR Corp., Detroit, joined the parade of automobile network users with a "big name" program Feb. 13, which is heard Thursdays, 9:30 to 10:00 p.m., over 82 CBS stations. Ed Wynn, comedian of radio and stage, returned to the air in a brand-new characterization—that of *Gulliver the Traveler*, supported by Lennie Hayton's 22-piece orchestra, The King's Men quartette, and a large vocal ensemble.

Wynn's new characterization is patterned after the Gulliver of Jonathan Swift's classic of 200 years ago. He is changing costumes several times during the broadcast. John McIntyre, known through his work on the *March of Time*, is handling Plymouth's commercials.

John S. Young, formerly of the NBC announcing staff, is serving as Ed Wynn's straight man, his first experience as stooge. Graham McNamee is said to have refused to join the series because he did not wish to perform outside of NBC studios. To take the assignment Mr. Young resigned from NBC and is now working on a free lance basis.

Return of Chrysler

THE program marks the return of the Chrysler Corp. to the networks after a lapse of nearly four years. The last chain series, except one-time programs, was the *Zeigfeld Follies of the Air* with Florenz Zeigfeld as master of ceremonies, a Sunday night program that was on the air from April to June 1932.

Plymouth started a disc series on 81 stations late in January, based on homespun humor of "Truth Barlow" (BROADCASTING Feb. 1). It was scheduled originally for three weeks.

Dealers are being given a close tie-up with the CBS program through a weekly contest in which a 1936 Plymouth deluxe four-door sedan is given the winner. Wynn asks the radio audience a question each week, and the best 75-word answer wins a Plymouth. Blanks upon which contestants' answers must be written are being secured at Plymouth showrooms, and the dealer's name appears on the entry blanks.

In addition to the usual conditions such as name, address, etc., the contestant must furnish the name of the dealer from whom he obtained his entry blank. The weekly Plymouth award will be delivered to the winner by the dealer from whom he obtained the application. The first prize winner will be announced Feb. 27, based on entries received from the initial broadcast of Feb. 13. Posters, displays and entry blanks have been furnished to all the Plymouth dealers from coast to coast. Spot ads were used in hundreds of papers. The entry blanks carry the address of the agency handling the Plymouth account, J. Stirling Getchell Inc., New York. The show originates from the CBS Playhouse in New York.

"This new series of radio broadcasts has been planned to give Plymouth dealers a powerful selling force to supplement our already extensive advertising campaign," Harry G. Moock, vice president of Plymouth, said in announcing plans for the new program to aid dealers.

"Wynn has long been a favorite of millions of radio listeners and has proved himself capable of doing the kind of selling job which builds good will for his sponsor. He holds the record for establishing the highest "sponsor identification" in the history of radio advertising. Of the ten most popular radio programs today, eight are comedians. Wynn is one of the most popular of them all on an all-time rating.

Dodge Disc Series

"WE HAVE chosen a network of 87 stations which reach 21,000,000 American homes, and short wave transmission will bring the program to many more Plymouth owners and prospects abroad. We have picked the night of the week which has been proved statistically to be the best week night, and the hour enables the broadcast to be heard from coast to coast when the maximum number of listeners are tuned in."

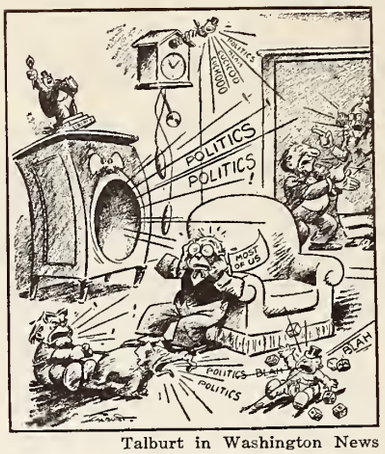
A transcription campaign has been arranged for Dodge automobile, another Chrysler product. The discs are quarter-hour programs to be placed by Dodge dealers throughout the country. The number of programs a week and the hour will vary according to the wishes of dealers. The discs which are being produced by Ruthrauff & Ryan, advertising agency for Dodge, will use Harry Richman, Gertrude Neisen, Tom Howard and George Shelton, Kay Thompson, Frank Parker and the Dodge orchestra. The commercials will have an unusual presentation.

Local Disc Placements Are Considered by GOP

PLANS for the expansion of the Republican National Committee's series of programs titled *Liberty at the Crossroads*, which on Feb. 11 ended its test over WGN, Chicago, were still in abeyance as BROADCASTING went to press. Master recordings of all of the shows staged on WGN are in the hands of Tom Sabin, radio director of the committee, and some of the pressings have been sent to political leaders in various parts of the country who requested them. There is a possibility that Mr. Sabin may leave the question of local placements to local leaders.

Varying reaction has greeted the *Liberty at the Crossroads* series since the programs were introduced over the *Chicago Tribune* station on a sponsorship basis. The programs were rejected as commercials by the networks in pursuance of their policy not to permit dramatized political programs and not to sell time to the political parties until after the nominating conventions next summer.

THIS being a presidential year and with the bonus stimulating consumer sales, the board of directors of the Radio Manufacturers Association, meeting in Chicago last month, predicted that 1936 radio sales will exceed the 1935 record of 5,000,000 to 6,000,000 sets.



Talburt in Washington News

Another Fellow Who Would Like to Take a Walk!

NEUTRAL POLITICS
News Commentators Are Urged Not to Take Sides

WITH the political campaign under way, news commentators must decide whether to support certain candidates and definite political policies, or to remain neutral. "A news commentator must remain neutral," says Harry W. Flannery, Sunrise Commentator for the American Packing Co., whose *Views on News* are heard over KMOX, St. Louis, each week-day morning.

"That does not mean he need pussyfoot. Instead he should present the facts on both sides of each issue and about all candidates, give the background and an interpretation clearly and forcibly, but forbear from siding with any party or the man of any party."

"Such a position is necessary to the successful radio news man," insists Flannery, "because he is not looked upon in the same light as a newspaper writer. Newspapers always have and always will take sides on a question, and they should. Those who disagree with these policies can do no more than cancel their subscriptions, and if the newspaper is interesting enough, they will soon be on the subscription lists again. But a sponsored news commentator must look upon the situation from a different angle.

"First of all, the public looks upon him as a personality whom they like. If he utters sentiments contrary to their beliefs, he loses his listeners and loses their respect for his opinions not only on the news but upon the product which he promotes. This is especially true in politics which to most men and women are as sacred as their religion.

"A listener made angry, will not only tune out the offending speaker, but be set against the product of his sponsor. It's a practical consideration and must be viewed sensibly, and does not mean that a sponsor dictates the stand of its commentator. Rather it puts the commentator upon his mettle to avoid the human tendency to be partial."

VAN CAMP SEA FOOD Co. Inc., Terminal Island, Cal. (White Star Tuna), is planning an intensive campaign this year with more than $400,000 to be spent. Radio will be used among other media. Agency is Emil Brisacher & Staff, San Francisco.

PSYCHIATRY TESTS FOR SWIFT SERIES

AN UNUSUAL bit of advertising psychology is back of the *Junior Nurse Corps* program which Swift & Co. is launching for a test campaign over an eight-station CBS hookup in the Midwest. The program, a dramatization of the lives of famous nurses, will appeal chiefly to girls of grammar school age, yet the product advertised, Sunbrite cleansing powder, has no juvenile appeal and is not used by children.

James Shouse, account executive of Stack-Goble Adv. Agency, Chicago, through which the campaign is being placed, told BROADCASTING that the sponsor has secured the services of a psychiatrist who is an authority in the field of child guidance, who will inspect every continuity before it is broadcast, eliminating any feature that is not consistent with the best psychological practice.

"While the broadcasts will take full advantage of the love of adventure and the hero-worship that is inherent in every child," Mr. Shouse stated, "parents will not have to worry about letting their children listen to these programs. There has been so much talk about the possible ill effects of certain children's programs that we believe mothers will appreciate our efforts to give their children entertainment that is certified pure, and that this appreciation will be expressed in increased purchases of Sunbrite.

"As to losing a large portion of the juvenile audience by focusing our appeal on the girls, we think that the potential in radio is so vast that it may be possible to do a better job by concentrating on a particular group than by trying to reach all possible listeners and as a result not appealing very strongly to any of them."

The programs will be broadcast over WHK, WJR, WBBM, WCCO, KMOX, KMBC, KRNT, KFAB, Monday, Wednesday and Friday, 5:15 to 5:30 p. m. (CST), and will be extensively merchandised to mothers through women's organizations. Listeners will be invited to join the Junior Nurse Corps, and will have a chance to obtain nurse caps and other equipment in exchange for Sunbrite labels.

St. Paul Gets Local

REAFFIRMING its previous decision, the FCC Broadcast Division on Feb. 8 granted the application of Edward Hoffman, St. Paul merchant, for a new local station in that city on 1370 kc. with 100 watts full time. Sustaining Examiner Dalberg, the Division originally had granted the application Dec. 3, and at the same time denied four competitive applications. On Dec. 17, however, the action was set aside for unstated reasons, but now has been reaffirmed.

White King Soap Plans

WHITE KING SOAP Co., Los Angeles, which has appointed Raymond R. Morgan Co. of Hollywood, to handle its radio advertising, is planning a thrice-weekly network program. The Morgan agency some years ago placed the successful disc serial *Chandu The Magician* for the sponsor.

A Broadcast Station Has No Audience!

A Discussion of Circulation and Call Letters and Such; It's the Program That Determines the Audience!

By HARRISON HOLLIWAY
Manager of KFRC, San Francisco



Mr. Holliway

THIS provocative and sparkling article by one of the West Coast's pioneer broadcasters, poses some views for every advertiser, advertising agent and station operator to conjure with. Some of his views are startling, for he takes an unusually bearish attitude (for a station executive) toward most audience surveys, and he tells why. Then *you* try to figure out the whys and wherefores of the rates that stations charge.

A BROADCASTING station has no audience!

But before the gentlemen of the dotted - line department pull the zipper on advertising's pants pocket and cause an epidemic of nationwide cancellations, your correspondent, who may or may not have an analytical bubble in his slow-boiling skull, would like to elaborate a bit on the above stanza.

A broadcasting station has no audience—it has a *potential* audience. A newspaper can guarantee its circulation. So can a radio station and it isn't done by a survey. Potential audience is to a broadcaster what circulation is to a newspaper. Circulation can guarantee that an advertisement will be read with no more authority than potential audience can assure that a program will be heard. Making much of ABC audits, the fourth estate confusedly infers reader assurance. If potential audience is to radio what circulation is to a newspaper then, for the purposes of comparison, potential audience is circulation. Therefore circulation is the total number of receiving sets in the primary coverage area of a station and this total is pretty easy to learn since the 1930 census.

Not the Call Letters?

A NEWSPAPER is just so much compressed pulp turned out by a mechanical press until Mr. Reader *accidently* reads your advertisement. Parenthetically, lest this statement bring the deluge, I recognize a certain reader bracket which searches for bargain copy but, against which, I match the listener fidelity to radio's shopping services. A radio station is an electrical press turning out kilocycles and kilowatts of electrical pulp—just so much copper, bakelite and an ASCAP tax until J. Dashabout Panacea, the big tooth-paste and hand-lotion mogul, puts on his program and gives the potential audience something to circulate to—and I don't mean the "off" switch on the radio. In almost words of one syllable *it's the program they listen to and not the call letters.*

So I ask you station managers, "Why publish surveys that show your station to have 72% or 65% or the Lord-knows-what per cent of the audience in your area?" Your station has no-per cent of the audience. Throughout the day it varies, depending upon the program. It has a certain audience at a given time which a survey can show *after* the program has started but to hypnotize Mr. Prospect with comparative percentages and attendant listener totals of which he can be certain if he buys your KLOP is downright grand larceny.

I am not the only one in the broadcasting business who has seen such an example, but I do know of one decidedly minor station in a large Western community that once produced each week two programs, which, over a period of several years, actually had just about every listener in the community. Using the listener statistics of these two programs as boot-straps, this station by glib promotional conversation literally pulled itself to what was foolishly regarded as top position in popularity in the territory. Yet the station had no audience, comparatively speaking, except when these two programs were on the air. It had *circulation* 18 hours a day but it only had an *audience* two hours a week. Those two programs could have been transferred to any other station in the same primary area and the audience would have gone with them.

There is no theater that has a resident audience. It has seats which represent a potential audience. Analogically a broadcasting station has no perpetual audience. Its "seats" are the receivers which can hear it as well as they can hear its competitor. If the show is good the seats will be regularly filled by virtue of word-of-mouth advertising and "sampling". In the case of radio, "sampling" is largely accidental and dependent on the program preceding. But the mortality of the dialer's patience is measured by the merit of entertainment and not by the call letters. And it is too often a misconception, that, following a Bowes, an Allen or a Cantor with a Joe Glunk and his Slap-Happy Hill-billies coaxes the admittedly large audience of these major-leaguers through an anti-climatical period of musical brutality. They just don't coax unless the sample is good.

Hanging the Medals

I FEEL quite confident that, if I were a prospective radio advertiser or an agency man, I would be much more impressed by a report from a station which showed said station to have, by a "What station are you listening to now?" survey, 55% of the audience on 18 programs during the week, 40% on ten programs, 30% on seven and so on. And during the time this station had second choice programs showing I would like to know of what the competition consisted. If time was available following a high-percentage program I should feel confident that, comparably meritorious, my program should draw an equal audience without taking into consideration the one variable—competition on other stations.

It must be admitted that the network stations, in most any community, have the independents penalized 15 yards at the kick-off when it comes to program popularity and "being known by the company you keep". But I hasten to correct any implication that I question the effectiveness of the independents as advertising media because I believe I have created the impression by this time that it's the program that counts—that it's Mr. Advertiser and not Mr. Station Manager who should wear the wide coat-lapels on which to hang the medals.

But, gentlemen of the clinic, it does bring up the much-avoided question of "Why is your rate what it is?" I doubt if there is one station manager or owner in ten who can give a good reason for his night-time hourly rate being what it is. Groping for a yard-stick and speaking historically, I recall that some 14 years ago the light dawned on the A. T. & T. that WEAF might be used by someone else as an advertising medium rather than coast along as a parasitical institutional novelty for the telephone company. When, quoting Goodrich, I believe, an ad lib, "by guess and by Gawd" crack at $400 an hour was taken and broadcasting rates were established. If the number of radio-equipped homes was the yard-stick in 1922 then rates are all wet today. Not taking into consideration its additional over-head, is it higher power that determines rates?

Believing that *they don't listen to watts*, I can't vote for powers as the measure. Power means added circulation or greater potential audience—in other words *the ability to hear*, but it doesn't guarantee that they do. *It's the program that counts.* Admitting the fantasy of thinking that each period of the broadcasting day should have a rate dependent upon the size of its surveyed audience, I do contend, however, that if two stations in a metropolitan area have more surveyed number one programs between them than all of the others combined their total rate should be more than all of the others combined. While the former is frequently a condition the latter is rarely a fact.

I do not recall ever hearing of a station *reducing* its hourly rate. They always raise them.

Library Programs Put Local Sponsor In Dominant Place

Brewery and WFEA Successful In Late-hour Campaign

HOW SMART merchandising and salesmanship can sell transcription library services for local spot programs is told by Charles G. H. Evans, manager of WFEA, Manchester, N. H. In a letter Feb. 3 to Frank E. Chizzini, assistant manager of NBC Transcription Service, Mr. Evans related how Cold Spring Brewing Co., of Lawrence, Mass., had moved their products from fifth or sixth place to top position in volume. Here is his story:

"I have delayed in communicating to you our results in marketing *Thesaurus* until I had a case record that was conclusive. I believe we have that record in the results secured for our client the Cold Spring Brewing Co. of Lawrence, Mass., brewers of Hacker's 5-XXXXX Ale. In a little over one month, with an exclusively radio campaign, using only WFEA and only *Thesaurus*, the Cold Spring Brewing Co. has moved its product from fifth or sixth place in volume sales, to top position, without any serious competitors. Two competing breweries have paid our program the compliment of asking for similar ones.

"We use as the basis of the program the *Radio Night Club* script. I have enclosed a sample of our commercial continuity, so that you may see how it is handled. The program is listed as *Club Hacker's 5-X*, and is on the air daily except Sunday, 10:30-10:45 p. m. We have not discouraged the impression that each program is provided by the restaurant which is chosen as the 'host' for each program. One addition to the script which we have found effective is applause, for which we use a Gennett sound effect disc.

The Bundling Hour

"I BELIEVE that we succeeded in permanently laying one ghost when we insisted that the client schedule the programs at 10:30 p. m. Up to this time every advertiser has fought shy of anything after 10:00 p. m. on the ground that New Hampshire listeners were in bed after that hour. Bundling is still supposed to be an old New England custom.

"We fought for 10:30 p. m. on the ground that since the law requires that all beer taps be closed promptly at 10:45, we would have a chance to remind listeners that they had only a short time to order that final glass of Hacker's 5-X.

"Our client suggested, at our opening conference, that what the brewery needed most was dealer cooperation. We then suggested that if the brewery was willing to do something for the individual dealers, perhaps they in turn would be a little more zealous about suggesting the merits of 5-X Ale to customers who failed to specify a brand.

"We evolved the plan of making individual restaurants 'hosts' for each broadcast. Each dealer is notified by letter two days in advance of his broadcast that he is to be the host and this is followed up on

(*Continued on page 37*)

Repeal of Davis Amendment Is Asked of Congress By FCC

Equitable Distribution of Radio Service Sought; Freedom of Speech Plan Favored in Some Details

A NEW plea for repeal of the so-called Davis amendment upon which the present quota-system of distribution of facilities according to population, is based, was made to Congress Feb. 10 by the FCC in letters to Chairman Wheeler and Rayburn of the Senate and House Committees charged with radio legislation. So far as is known this will be the only legislative request to be made of Congress at the current session.

On the following day the FCC sent to Rep. Scott (R Cal.), a letter commenting upon his three "freedom of speech" bills introduced at the last session. In some respects the FCC favored these measures, while in others it offered opposition. The bills, sponsored by the American Civil Liberties Union, would throw open station facilities at specified hours for political and other forum discussions and include provisions to protect the stations from libel or slander suits.

Little Chance of Action

BECAUSE of the heavy burden of legislation of an emergency nature facing Congress there is little prospect for enactment of any important radio measures at this session. The most inflammatory of radio proposals before Congress is the Connery resolution for a thorough investigation of the FCC with particular reference to its broadcasting activities. The resolution now is dormant before the House Rules Committee.

The Davis amendment letter stated it was the "earnest desire" of the FCC to have the Communications Act amended to include its provisions. It failed in the last two sessions of Congress. If repealed, the FCC would be authorized to allocate facilities under the old law as it existed prior to 1928. The Davis amendment prescribes that facilities shall be allocated equally among the five radio zones and equitably among the states in each zone according to population. As revised, the FCC would be authorized to allocate so "as to provide an equitable distribution of radio service" to the states and communities.

If the amendment is repealed the quota system adopted in 1932 by the Radio Commission will be scrapped and the way will be opened for the FCC to allocate facilities on their technical feasibility rather than in regard to population of particular areas. The quota system has been a limiting factor even though it has not been rigidly observed.

Regarding the three Scott bills, the FCC in a letter signed by Chairman Prall, went into them in great detail. It did not discuss the Scott Resolution (HR-370) to set up a broadcast research commission, the function of which would be to decide the future of broadcasting and with no small emphasis on possible government ownership and operation.

The Commission is in complete sympathy with the purpose of HR-9229 which we understand to be a more effective use of broadcasting on public, social, political and economic issues, the letter said. In our opinion the broadcaster who simply makes his facilities available for the discussion of these issues by responsible people and who exercises no control over the content of the broadcast should not be held liable for statements made in the course of the broadcast. We would point out, however, that while HR-9229 grants relief to the broadcaster, it leaves the door wide open for scurrilous defamatory attacks by judgment-proof, irresponsible individuals. We are confident that many broadcast stations with a full realization of their public responsibility, even though relieved themselves of liability, would not permit the use of their facilities for attacks by irresponsible individuals. On the other hand, it is possible that some stations in connection with some political campaigns or other local controversies might avail themselves of their exemption from liability and permit defamatory attacks by irresponsible persons. In such event the person attacked would be without effective recourse since an uncollectible judgment against the author of the attack would never compensate for the damage done by such an attack.

Problem of State Laws

THE FCC continued that there is an important distinction between the action of the licensee in merely furnishing physical facilities for others and as author using his physical facilities for the dissemination of his own views. It said that the exemption should not extend beyond the licensee in his capacity as the provider of the facilities and suggested an amendment to the proposed Scott bill to carry out that purpose.

Some question was also raised about the exemption of stations in overriding state laws regarding libel and slander. The FCC expressed no opinion on that. Then it made one further observation:

"The number of broadcast stations is of necessity strictly limited. The owners of broadcast stations form a small but powerful group. Their exemption from liability as the providers of facilities * * * coupled with their power to select the persons whose views are to be transmitted, inevitably places tremendous power in their hands."

Discussing HR-9230, which would set aside time for "uncensored discussion" on a non-profit basis of public, social, political and economic problems, for which the FCC would set up an "advisory committee", the FCC referred to its conclusions on the preceding bill.

It added that the bill would involve an important change in the obligations of stations, and that in some stations the present practice is to afford facilities for such purposes. To attempt to introduce the change, said the FCC, would impose an obligation without express statutory authority. It suggested that if Congress wants the legislation it should adopt a "direct legislative mandate" carrying out its terms because it involves a "broad public policy" which the FCC believes to be "more properly without the scope of Congress than the Commission".

Moreover, said the FCC, enactment of the bill would entail an additional heavy administration burden upon the FCC and it would be "very difficult". "But if it should become law," it added, "The Commission would hope to surmount the administrative difficulties.

The third bill (HR-9231) would provide that each licensee keep complete and accurate records open to responsible public inspection of all application for time, of all rejected applications and the reasons, and similar data. The FCC pointed out that stations now are required to keep program and operating logs and while they do not require the keeping of the kind of information which the bill proposes, the FCC has borne in mind that Congress has never made broadcast stations common carriers, open to all comers. It concluded:

Our understanding is that they were not made common carriers because Congress intended that they should have liberty to accept or reject applications for time and to determine who should use their facilities and for what purpose. In leaving such broad discretion to the licensees of broadcasting stations, Congress undoubtedly left with them a tremendous moral obligation. If that moral obligation has not been met to the satisfaction of Congress, the power rests with Congress to impose all or some part of the moral obligation as a statutory obligation.



BIRTH—Lee Little, announcer of WJSV, Washington, describing the birth of a fish and just waiting for the process to be completed so he can get the "little feller" to say a few words to the public. The fish was a silver salmon, part of an exhibit arranged by the North American Wild Life Conference.

KFYR License Renewal Is Granted by the FCC

UPON the basis of new evidence offered at a hearing Jan. 16, the FCC Broadcast Division Feb. 8 granted KFYR, Bismarck, N. D., a regular renewal of its station license. The station had been ordered deleted last fall because of alleged violations of technical regulations through operation with excessive power.

Additional testimony was to the effect that the violations occurred without the knowledge of the station's owner, Philip J. Meyer, and that it was the first citation against the station in 10 years of operation. A number of stations had filed applications for KFYR's facilities, after the deletion had been ordered. Many protests against deletion were filed by civic organizations in its service area.

Weco Shifts Debut

WECO Co., Chicago (Dr. West's toothbrushes, etc.), has changed its radio debut to Saturday, Feb. 22, 10:30 - 11 p. m. using the NBC-WEAF network and avoiding the rebroadcast to the West Coast. Ethel Shutta and George Olsen and his orchestra will be the talent. The program will be entitled *Dr. West's Celebrity Night*. J. Walter Thompson Co., Chicago, is the agency.

PROGRAM FIXES MURDER TIME

Radio in Car of Minneapolis Publisher Was Tuned To Jack Armstrong at Time of Killing

BY DEFINITELY fixing the time of a certain portion of the *Jack Armstrong* radio program broadcast over WCCO, Minneapolis, on Dec. 9, 1935, the exact time of the killing of Walter W. Liggett, Minneapolis publisher, was determined in Hennepin County District Court this month where Isadore (Kid Cann) Blumenfield was on trial for the murder.

At 5:41 p. m., Dec. 9, Liggett was shot and killed by bullets from a machine gun as he alighted from his car at the rear of his home in Minneapolis. Accompanying Liggett in the car were his wife and two children. The car radio, tuned to the Minneapolis CBS outlet, was bringing in the *Jack Armstrong* program regularly heard from 5:30 to 5:45 p. m., CST.

Wallace Liggett, 12-year-old son of the slain man, listening to the radio program as the shots were fired, heard a one-line description of a castle then being visited in fancy by the Jack Armstrong cast.

To determine the exact time of the shooting, and in an effort to refute alibi testimony of Kid Cann, the State Attorney's office asked for an exact timing on the *Jack Armstrong* broadcast. On Feb. 3 three radio men were called into the Hennepin County district court to testify as to this timing. They were K. C. Titus, traffic manager of WCCO; Leslie Daniels Jr., of Oak Park, Ill., employe of Blackett-Sample-Hummert Inc., Chicago agency which produces the *Jack Armstrong* skit, and Edward J. Eckhardt, Maywood, Ill., radio sound engineer, who identified the recording of the program. As a result of their testimony the time of the shooting was fixed by stipulation at approximately 5:41.

Defense counsel stated he would produce witnesses to prove that Kid Cann was in a Minneapolis barber shop from 5:30 to 6:30 p. m. on the day of the killing. Mrs. Liggett and another witness have identified Cann as the man they saw shoot Liggett as he got out of his car, where young Wallace was listening to the *Jack Armstrong* program. The attorney general's office of Minnesota, cooperating with the county attorney of Hennepin County in the prosecution of Cann, said to their knowledge this is the first time the exact time of a radio script has been introduced as evidence in criminal court procedure.

BEATRICE DE SYLVARA

ONE OF FIVE HIGHEST PAID BEAUTY EXPERTS

TELLS MILLIONS OF WOMEN

"HOW TO BE CHARMING"

IN INTIMATE TALKS

MONDAYS • WEDNESDAYS • FRIDAYS ON

WHAS



A 3-DAY BROADCAST TEST OVER WHAS PULLED FROM WOMEN

6000 REQUESTS

FOR PHILLIPS MILK OF MAGNESIA FACE CREAM

Follow the others and do a bigger, better sales job by concentrating your advertising appropriations on the coverage offered by WHAS—the fourth largest CBS Network Station.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

LOUISVILLE • KENTUCKY
CBS BASIC OUTLET
Edward Petry & Co. National Representative.

★85% of the 6,000 request letters came from housewives. The ones who tune in mornings on WHAS programs. They buy 98% of the food and merchandise for their families. The 6,000 requests for Phillips Milk of Magnesia Face Cream came largely from WHAS' rich Ohio Valley Coverage. It is within the WHAS shopping area, populated by 788,620, comprising 188,034 families, owning more than 133,900 radios. But WHAS' 50,000 watts gives any product a grand total of 3,461,100 with its primary and secondary daytime coverage. And the nighttime primary and secondary coverage increases to 4,399,200. . . . So, when buying time on the air keep in mind the Face Cream Test. And also remember, WHAS' Secondary Area Population Coverage is 24,752,138. North, East, South, West.

Exclusion of Press Services From Radio To Be Proposed at Publishers' Session

IN AN APPARENT effort to revive the press-radio controversy, with particular emphasis on the sale of news to radio stations, E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item* and chairman of the Publishers National Radio Committee of the American Newspaper Publishers Association, revealed in a speech before the Pennsylvania Newspaper Publishers Association last month that he has prepared a plan for submission to the ANPA board meeting in New York Feb. 24.

The plan, it is learned unofficially, contemplates reestablishment of the Press-Radio Bureau on another basis and it is believed to include a proposal that the newspapers force United Press and International News Service out of the field of selling news for sponsorship to the radio stations. At least, Mr. Harris in his speech in Harrisburg, Pa., and again in a statement to *Editor & Publisher*, made it clear that he was dissatisfied with this situation and that he believes the newspapers should exert pressure upon the press associations to stop such sales.

The plan, if adopted by the ANPA board, will be presented to the full ANPA convention April 21-24 at the Waldorf-Astoria, New York.

Mr. Harris' remarks at Harrisburg drew an immediate retort from the UP and INS heads, who have repeatedly stated to BROADCASTING that they have no intention of getting out of the radio field in which they are now firmly entrenched, as evidenced by the directory of radio stations (including many that are newspaper owned) now buying press association news for sponsorship purposes published in the 1936 Yearbook edition of BROADCASTING.

At Harrisburg, Mr. Harris spoke about the radio situation in detail, reviewing the recent AP-KVOS decision on property rights in news and asserting:

"Why should the publisher not require privately owned press associations to include a provision in his contract which will give to each newspaper client a property right in all the news of the association and prohibit the press association from selling this property to any broadcasting station or to any advertiser for sponsorship over the air without his consent?"

Conflict in Views

AFTER asserting that under the present radio licensing system "the party in power takes advantage of its official position to use our broadcasting system in the name of the government, but in reality broadcasting is used directly and purposely to promote the campaign for the reelection of the party in power," and after drawing comparisons with how the government-owned British radio system is used in a non-partisan way in politics there, Mr. Harris declared that "the press should not surrender its trusteeship to an agency which is under a government license."

Hugh M. Baillie, president of UP, replied to both Mr. Harris and to a statement in *Editor & Publisher* to the effect that Mr. Harris' audience was anxious to hear what he had to say about the UP and INS "whose action nullified Mr. Harris' efforts to make the Press-Radio Bureau a panacea for press-radio evils." Mr. Baillie's statement was repeated to BROADCASTING in part as follows:

It was no action on the part of the UP or INS which "nullified" the efforts of the Press-Radio Bureau.

The Press-Radio Bureau never prevented the broadcasting of sponsored news. Many independent stations which declined to take the Press-Radio Bureau service obtained news for sponsorship from such sources as Transradio Press, Radio News Association, Intercontinental and Yankee News Service. Of course, to the extent that this was so, the efforts of the Press-Radio Bureau were not effective.

If Mr. Harris has any program by which radio stations might be prevented from obtaining news for broadcasting under commercial sponsorship he has failed to mention it. I put in more than a year with Mr. Harris and other distinguished colleagues on the Press-Radio Committee studying the problem and nobody had the answer. Experience amply demonstrated that if advertisers want to sponsor news they will get news to sponsor. They will either get it from the established press associations or radio will build up powerful press associations of its own which will be entirely independent of the newspapers.

If Mr. Harris has any formula which merely contemplates shutting the UP and INS off the air, it doesn't meet the problem.

If he has a formula for shutting all press associations off the air, I would like to hear first how he proposes to shut Transradio off WOR in New York, for example, and I would like to ask him how he proposes to exclude Transradio from WJAS, Pittsburgh. If any formula which he may have doesn't exclude all press associations alike, it merely plays favorites and builds up certain press associations at the expense of others.

The UP radio policy is intended to reconcile the demand for news to be broadcast with the best interests of the newspapers. The way things stand today many big radio stations are getting their news from newspaper press associations, a situation which trends strongly toward ultimate increased cooperation between the radio stations and the newspapers.

Withdrawal of the UP from news broadcasting would merely clear the way for radio press associations such as Transradio, Radio News Association, Intercontinental. Or, perhaps, the big chains would organize news agencies of their own. Far from halting news broadcasting this would merely give radio's own press associations the opportunity to grow bigger and better, faster.

Mr. Harris refers to distortion or suppression of news by advertisers. The policy of the UP is to preserve the purity of the news through editorial direction which is incorporated in the standard form of contract under which the UP makes news available for broadcasting.



The Big Rich Detroit Market!

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

RADIO TEACHING
WHK to Coach Music Teachers In Studio Technique

TO AID music supervisors in preparing their students for radio, WHK, Cleveland, will conduct a series of forum meetings during the remainder of the scholastic year in which radio problems such as "mike" technique, proper stance, arrangement of instrumental and choral groups, program building and similar problems will be discussed.

The first meeting will be held Sunday, Feb. 16, at WHK's Cathedral studio. All music supervisors of the North Eastern Ohio Teachers Association and the Ohio Music Educators Association have been invited.

Hearing on KGKO Shift To Fort Worth Concluded

SUBJECT to reopening at the request of the FCC, hearings on the application of Amon G. Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, to acquire KGKO, Wichita Falls, and to move it into Fort Worth, were adjourned Jan. 31 after 132 exhibits had been produced and scores of witnesses had testified. The hearings were held in Wichita Falls and Fort Worth before Chief Examiner Davis G. Arnold of the FCC, with an array of Washington and local counsel representing the various interests.

Opposition centered largely around protests by the Wichita Falls Chamber of Commerce and other intervenors, largely local and nearby civic organizations, with representatives of KTAT, Fort Worth, also objecting to the proposed move. An increased service area for KGKO if moved into Fort Worth, with the proposed new local station for Wichita Falls capable of continuing to give adequate local service, were the main points advanced for the applicant. Removal of KGKO, would eventually bring a second NBC basic network into the Dallas-Fort Worth area, according to plans.

Counsel for Carter were headed by Paul M. Segal, Washington attorney, with Glenn Gillett as engineering counsel, while KTAT was represented by Paul D. P. Spearman, former FCC chief counsel.

Hough Buying KGFG

PURCHASE of controlling stock in KGFG, Oklahoma City 100-watter, is sought in an application filed with the FCC for a transfer of ownership to Harold V. Hough, manager of WBAP, Fort Worth, who as one of radio's pioneer announcers was known as the "Hired Hand". Oklahoma City is Mr. Hough's home town and his parents still reside there, he stated, in explaining that it was a personal venture and in no way connected with the interests of Amon Carter, publisher of the *Fort Worth Star-Telegram*, operator of WBAP. Mr. Hough's own oil interests are also centered in that community.

News Chain Buys WHBC

PURCHASE of WHBC, Canton, O., by the Ohio Broadcasting Co., a subsidiary of the Brush-Moore Newspapers, was disclosed Feb. 6 in an application filed with the FCC for a voluntary transfer from Edward P. Graham, its present owner. The station is a 100 watter on 1200 kc. The Brush-Moore organization publishes six newspapers in smaller Ohio cities, including the *Canton Repository*. It also publishes the *Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times and Salem News.*



KWK *is producing increased sales*

For eighteen and one-half hours out of twenty-four KWK is increasing sales results for their many clients. Whether your prospects are early risers, mid-day listeners or night owls we reach them with your sales message.

In a large metropolitan area such as St. Louis and surrounding suburbs, the concentrated buying power assures satisfying results from a well presented advertising campaign.

THOMAS PATRICK INCORPORATED

HOTEL CHASE — ST. LOUIS

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

25 Stations Rebroadcast Program Service of WSM

TWENTY-FIVE stations, mainly in the South, without regular network affiliations are rebroadcasting, with permission, the programs of WSM, Nashville 50,000-watter, according to announcement Feb. 5 by the station. In collaborating with these stations WSM sends them regular news releases.

Stations rebroadcasting W S M programs include WDSU, New Orleans; KABC, San Antonio; KFXR, Oklahoma City; K A R K, Little Rock; WSGN, Birmingham; WNBR, Memphis; WATL, Atlanta; WPAD, Paducah, Ky.; WTJS, Jackson, Tenn.; WLAP, Lexington, Ky.; WCOC, Meridan, Miss.; W G H, Newport News, Va.; WOPI, Bristol, Tenn.Va.; WPFB, Hattiesburg, Miss.; KFRO, Longview, Tex.; WCBS, Springfield, Ill.; WAIM, Anderson, S. C.; WMFR, High Point, N. C.; WRBL, Columbus, Ga.; WLBC, Muncie, Ind.; WKEU, Griffin, Ga.; WEED, Rocky Mount, N. C.; KPLC, Lake Charles, La.

CHEVROLET'S 211,000 RADIOADS

Year's Series of 52,906 Disc Programs Consumed

Pile of Transcriptions 122 Feet High

OVER 211,000 commercial announcements in one year — that's the record to be set in a few weeks when the final quarter of a year's continuous presentation of musical transcriptions will be concluded by Chevrolet Motor Co.

The number of broadcasts will total 52,906. At its beginning Chevrolet's W B S transcriptions *Musical Moments* were broadcast three times a week from 300 stations; in the fourth quarter they were broadcast from 385 stations —three times a week from 289 and five times a week from 96. That makes a total of 1347 broadcasts each week. Further, had all the *Musical Moments* time been alloted to a single station, it would have provided material for a continuous broadcast, 24 hours a day, for one-and-a-half years.

The year's broadcasting required 26,453 double-faced records. They weigh a half-pound apiece—totaling more than six-and-a-half-tons. Piled up they run 18 records to the inch and the entire lot would make a column 122 feet high.

Furthermore, points out Chevrolet and its agency, Campbell-Ewald Co., no program has been repeated since the beginning of the series. Some standard musical selections or popular melodies have been used more than once but each time in a different arrangement or treatment.

SOUTH AFRICA'S broadcasting system next year will be reorganized along the lines of the British Broadcasting Corp., with no more privately owned stations and directed by a board of nine governors appointed by the Governor General.

Pratt Is Appointed Legal Head of NAB



Mr. Pratt

E L M E R W. PRATT, former Radio Commission attorney and examiner and since 1933 engaged in practice of radio law in Washington on Feb. 1 became attorney for the NAB. The appointment was made by James W. Baldwin, NAB managing director.

As NAB counsel Mr. Pratt will actively assist state broadcasting groups in the organization of state units of the NAB. A dozen such units already have been formed. He also will in large measure handle legislative activities of the NAB in Washington, including appearances before Congressional committees and in watching legislation generally as it may affect the broadcasting industry.

The First Examiner

MR. PRATT was the first lawyer on the staff of the former Radio Commission, having joined it in 1928 shortly after its formation. In 1930, when the Radio Commission became a permanent body, Mr. Pratt was named its first examiner. He resigned from the Radio Commission on June 1, 1933 to engage in radio legal practice after five years with that agency. For the first year of his private practice he was associated with Ira E. Robinson, former member of the Radio Commission.

A native of Utah, Mr. Pratt came to Washington in 1923 as a clerk in the office of Senator Smoot (R Utah). He later became the Senator's secretary and the clerk of the important Finance Committee, of which Senator Smoot was chairman.

Scull Starts New Series

WILLIAM S. SCULL Co., Camden, (Bosco Milk Amplifier), has contracted for three 15-minute periods weekly over KYW, Philadelphia, through Kenyon & Eckhart Inc., New York, using the *Robinson Crusoe Jr.* series beginning Feb. 17. Joseph Vessey, of the agency, is handling the account. The series was used effectively by the Milk Bureau of Publicity of New York State in 1934.

NEW 5,000 WATTS POWER
NEW 376-FOOT VERTICAL ANTENNA
NEW RCA HIGH FIDELITY EQUIPMENT

WFBC

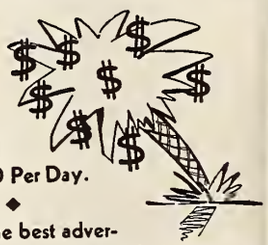
Greenville, South Carolina

SUNDAY, March 1, 1936, WFBC, the station of *The Greenville News* and *Piedmont*, will go on the air for the first time with its shining new plant, built to the latest engineering expertness and equipped in the best the market affords. Power will be increased to 5,000 watts daytime and the new antenna will greatly increase the coverage of the 1,000 watts night power. Greenville is the *center* of the most populous and prosperous section of South Carolina, long recognized by national advertisers as the dominant market in the state and one of the leading markets of the whole south.

WFBC Studios: Imperial Hotel, Greenville, S. C.

National Representative:
Joseph H. McGillvra, 485 Madison Avenue, New York

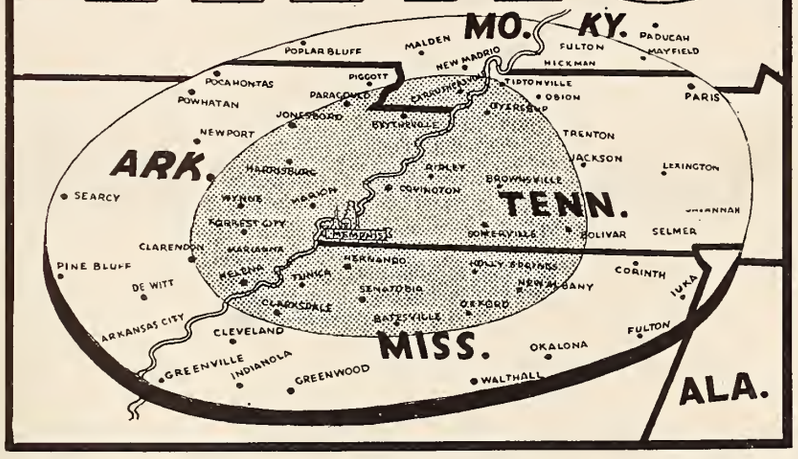
During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WMC



Announces

the appointment of

E. KATZ Special Advertising Agency

NEW YORK 500 Fifth Ave.	CHICAGO 307 No. Michigan Ave.	ATLANTA 22 Marietta St. Bldg.	PHILADELPHIA 260 So. Broad St.
KANSAS CITY Bryant Bldg.	DALLAS Republic Bank Bldg.	DETROIT Gen'l Motors Bldg.	SAN FRANCISCO Monadnock Bldg.

As National Advertising Representative

Last year marked the most successful year in the history of this Station. Again it was selected by Variety as first in Showmanship in the Mid-South. Again local merchants favored it with an overwhelming majority of their local broadcasts. Again national spot advertisers by a big margin registered their preference for its coverage and acceptance throughout the Mid-South.



Increase, in a few weeks, in daytime power to 5,000 watts offers the national advertiser considerably expanded sales opportunity at no increase in cost, thru the medium that most dependably brings to listeners of this inland empire the best features of the NBC Red and Blue Networks. Affiliation with the Commercial Appeal—largest daily circulation South—gives the program sponsors the plus values of active, helpful publicity throughout the South's First Market.

-and

WMC GIVEN PERMIT TO INCREASE POWER

Will Operate on 5,000 Watts During Daytime

WILL BE AID TO RECEPTION

Better Service to Mid-South Territory Assured as Result of New Transmitter, Improved Radiating Mast

An increase of at least 100 per cent in the coverage area of radio station WMC and an improved service to listeners in the present area will be the outcome of the granting by the Federal Communications Commission yesterday of the station's application for an increase to 5,000 watts of its present daytime power of 2,500 watts.

The increased power will render a more consistent and reliable service to radio listeners in western and northern Mississippi, eastern Ar[illegible]



Studio and Executive Offices: HOTEL GAYOSO • Memphis, Tennessee

RADIO MARKET MASTER OF THE MID-SOUTH

"—till leap year brings



it 29"

Leap Year—1936—brings February an extra day.

Leap Year—'36—brings to all advertisers a greater appreciation of Spot Broadcasting's extras — flexibility, adaptability and localization—extras which Spot Broadcasting alone offers the radio advertiser.

Leap Year — '36 — brings to these stations the renewed confidence of advertising men from coast to coast — advertising men who know that these stations—like February '36—have a definite plus value to offer.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

WTAQ Formally Opened At Green Bay Location

WTAQ, new 1,000 watt station at Green Bay, Wis., recently acquired by St. Norbert's College, was formally dedicated Feb. 9. The dedication of the Jesuit station began with a solemn high mass broadcast. The station formerly was at Eau Claire, Wis., but was moved to Green Bay, where St. Norbert's College also operates WHBY, 100-watt station.

New equipment and new towers have been installed for WTAQ, which operates on 1330 kc. The station is using the WHBY studios atop the Bellin Bldg. Rev. James A. Wagner is director of both stations, which are commercially operated.

Join the Parade of National Successes Now on—

WSOC

Believe It or Not Ripley
Major Edward Bowes
Jack Benny
One Man's Family
Hit Parade
Fred Waring
Sinclair Minstrels
Voice of Firestone
Grace Moore
and many others.

Wire or write for rates to—

WSOC
Charlotte, N. C.

Unethical Practices Are Most Numerous In NBC Continuity Acceptance Checking



Miss MacRorie

ONE year of operation of the NBC continuity acceptance department finds the network making marked advance in "building for itself a reputation as an advertising medium that would attract the most desirable class of advertiser". In that year, according to Janet MacRorie, head of the department, 560 policy enforcements were recorded, not including duplications of violations.

Besides service received from the Federal Trade Commission, Food & Drug Administration, National Better Business Bureau and Proprietary Association's Advisory Committee, the department has studied press comment and audience mail containing comment pertinent to the need of continuity regulation.

Consistent Policies

LATE last March Miss MacRorie visited the Chicago, San Francisco, Hollywood and Denver offices of the company to discuss the aims of this department with officials at these points and to endeavor to establish consistent enforcement of policy throughout the owned and operated stations.

"At Chicago and San Francisco", she says, "the work is in the hands of competent editors especially assigned to this work. Records of policy enforcement are kept at all three points. An exchange of these keep New York, Chicago and San Francisco posted on the work that is being done in continuity acceptance.

"NBC managed and operated stations: Working through the managed and operated stations department, all station managers are supplied with all rulings governing the acceptance of continuity and with records of policy enforcements, as these are released. That station managers are becoming more conscious of the importance of regulation of material broadcast is evidenced by the number of inquiries sent in.

"In general procedure of regulation, this department contacts the salesman handling the account, who, in turn, contacts the agency. Frequently, agency representatives wish to discuss the changes with the writer. A conference follows at which agency representatives, sales representative and the writer thresh out the difficulties involved.

"During the past year, some business offered this company has been declined on the ground that, because of the nature of the product, good taste could not be maintained were the product to be fully described and its use promoted. Such accounts include products of personal hygiene classification. Cosmetic business has been turned down where the credits presented claims which, it was felt, could not be substantiated. Others have been found unacceptable because credits and program both stressed the sex angle in promoting the sale of the product. Reducing agents and hair dye business has also been declined, as have various medical products having poor reputation.

"It is the feeling that much ground is gained if the agency representatives and others interested take opportunity to discuss the policy regulations of this company with continuity acceptance before going on the air. When this is done, few violations of policy appear in the scripts that are submitted afterward."

The review covers the following:

1. All scripts submitted for broadcast by sponsors of commercial network programs emanating from New York.
2. Checking continuity for local commercial programs—WJZ, WEAF.
3. Checking of programs and spot announcements to be made at various points, sold in New York.
4. Checking for policy violation during auditions of recording business offered.
5. Checking material for which the Electrical Transcription Department of this company will make the recordings.
6. Checking any copy submitted through Station Relations to go on local stations.
7. Checking contest and gift offers and sending information to Sales Promotion.
8. Checking lyrics (in cooperation with music rights).
9. Obtaining information from authoritative sources of the acceptability of business before sales efforts, or contracts are entered upon. Much of such inquiry comes from local stations.

"An encouraging sign is the voluntary consultation by agencies' representatives as to the acceptance of certain material before it is submitted for broadcast," says Miss MacRorie. "It is believed that agencies are beginning to suspect that NBC is often right in its decisions and that acceptance of the required changes work to the advantage of the client, as well as that of this company.

"That much work still remains to be done in regulation of commercial credits and in establishing higher standards of good taste in commercial programs goes without saying. However, it is believed that this company has laid the ground work and that the prospect of carrying on toward higher ideals is bright."

Here is the NBC analysis of the 560 policy enforcement reports:

Classification	*Number of Violations*		*% of Total*
Unethical Business Practices:		390	70.2
Superlative claims	96		
Exaggerated claims	68		
Derogatory references	80		
Unfairly competitive	42		
Misleading statements	26		
Dual sponsorship	21		
Negative comments	10		
Alarmist material	10		
Misrepresentations	17		
Trade infringement	7		
Derogatory references to advertising	7		
"Absolutely free"	6		
Poor Taste, Impropriety, Slander, etc.		88	15.8
"Safe" or "Harmless"		19	3.4
Mention of Other Networks:		18	3.2
Cross reference NBC	13		
CBS	5		
Editorial and Legislative Comment		6	1.1
Direct Address		5	.9
Contest Without NBC Approval		5	.9
Mention Deodorants, Laxatives		18	2.8
Appeal for Funds		1	.2
Sales in Studio		1	.2
Impersonation Without Release		1	.2
Mention Broadcast Tickets		1	.2
Improper Indentification of Recordings		1	.2
TOTAL		560	99.3

Analysis of 560 policy enforcement reports, distribution by accounts:

Classification	*Number of Violations*	*% of Total*
Automotive	10	1.8
Building Materials	4	.7
Cigars, Cigarettes, Tobacco	6	1.1
Clothing and Dry Goods	8	1.4
Medical	126	22.5
Cosmetics and Toilet Goods	158	28.2
Financial and Insurance	3	.5
Foods and Food Beverages	146	26.8
House Furnishings	4	.7
Lubricants, Petroleum Products, Fuel	21	3.8
Radios, Phonographs, Musical Instruments	3	.5
Laundry Soaps, Housekeepers Supp.	47	8.5
Stationery and Publishers	6	1.1
Beer	2	.4
Department Stores	9	1.6
Miscellaneous	7	1.3
TOTAL	560	100.1

95 Out of a 100 Have One—

We've said: "In our primary area 87.4% of the homes are radio-equipped".

Ross Federal (Survey) says: "Of the completed calls (16,495), 95.94% of the respondents owned a radio".

You advertisers say correctly: "It's the radios in a *concentrated area* that count".

Naturally you can best reach that concentrated area through its most popular station . . .

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

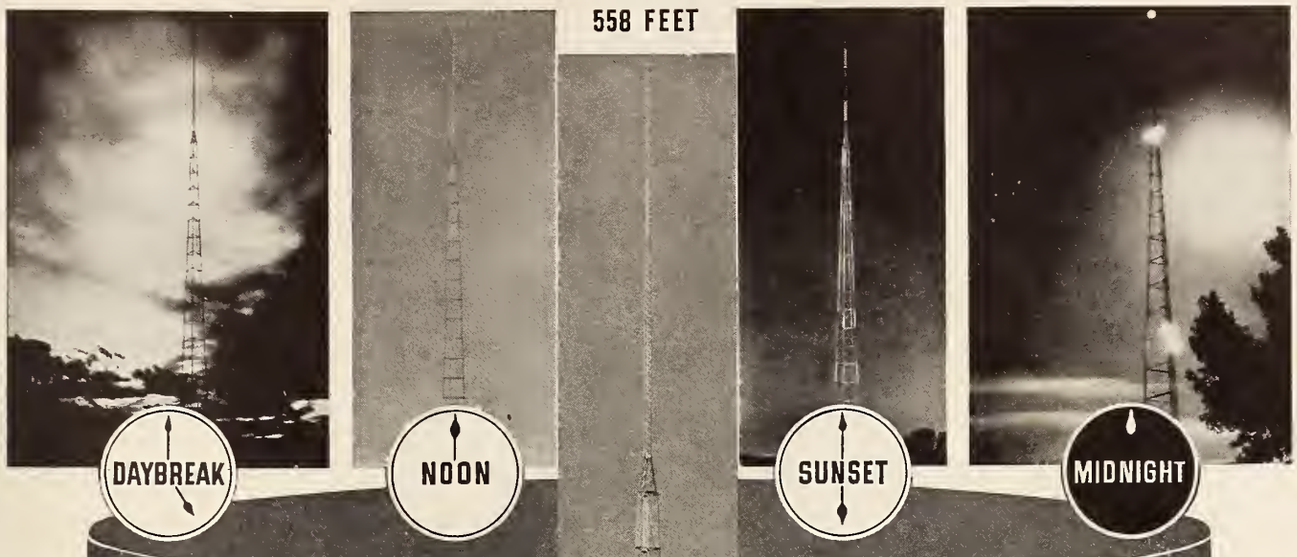
HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

We Don't Claim To Cover the World—But For RESULTS In Western Montana Try

•

KGEZ

Box 1 Kalispell, Montana



AROUND THE CLOCK WITH KGHL

The clock ticks off the seconds. It's sunrise at KGHL, Billings, Montana. Silhouetted against the struggling light of dawn, you see a single, graceful shaft piercing the sky at 558 feet. What is it? . . . One of the new self-supporting vertical radiators built by Truscon . . . the latest achievement in utilizing assigned power to maximum advantage.

Through morning, noon and into the night . . . programs of every tonal quality are transmitted with high fidelity and almost total absence of night fading.

Incorporating every structural, mechanical and commercial advantage, Truscon vertical radiators are accelerating profitable development of commercial stations throughout the country. Also state police stations everywhere are materially improving their efficiency with Truscon vertical radiators.

Truscon offers expert cooperation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design to meet *your* station's requirements.



TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

Truscon sales offices are located in principal cities. If you are unfamiliar with the location of the Truscon sales office in your vicinity, write to Truscon Steel Company, Youngstown, Ohio



A NEW ELEC

WHO ARE SOME OF THE STARS OF THIS REMARKABLE SERIES?

THE BOHEMIANS: Second tenor, Walter Scanlan; first tenor, Carl Mathieu; baritone, Paul Parks; bass, James Stanley; director and accompanist, Robert Armbruster. A marvelous and famous male quartet, regularly heard on Kroger's "House of a Thousand Eyes".

DICK POWELL, guest star, regularly heard on the "Hollywood Hotel" program.

MOLASSES 'N JANUARY, guest stars, famous comedy pair. Reminds you immediately of Maxwell House "Showboat" where they are regular features.

FRANK TOURS and HIS ORCHESTRA, one of the outstanding artist groups of radio, regularly heard on Kroger's "House of a Thousand Eyes".

LANNY ROSS, guest star. You know his fine voice of Maxwell House "Showboat".



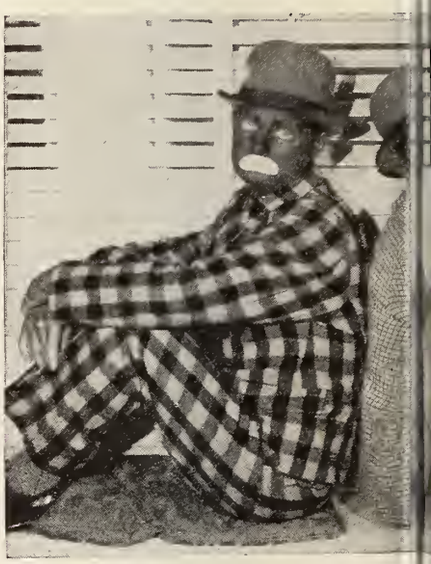
AN EXAMPLE OF WHAT CAN BE DONE WITH TRANSCRIPTIONS!

Again World meets with remarkable success in solving a unique and important advertising problem. Mr. Stanley W. Barnett, Manager of station WOOD-WASH, Grand Rapids, writes to World—

"I cannot help expressing the favorable impression that I have had in listening to the Kroger show which you have recorded.

"To my mind it represents a new milestone in showmanship on transcribed programs. It has all the earmarks of a show produced at the last minute and put on in the studio, both from a musical and production standpoint.

"My suggestion is that you use this show as an example of what can be done with transcriptions. For I believe this type of show will do much to offset whatever remaining antipathy there may be on the part of advertisers to go in for recording a radio presentation."



GUEST ARTISTS—The Finest in Radio!

FIRST CLASS PRODUCTS—As Sold by the Kro Baking Co.

FIRST CLASS RECORDING—As Provided by Worl System, with Wide I

Added up, it all equals a FIRST-CLASS PROGRA an eager, RESPONSIVE Audience for the Kroger THOUSAND EYES."

WORLD BROADCASTING SY

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Ange Sound Studios of New York, Inc. (Subsidiary of W

MILESTONE IN
RICAL TRANSCRIPTIONS

HERE'S a marvelous idea now on the air—doing a big outstanding job of SALESMANIP WITH SHOWMANSHIP. It's called IE HOUSE OF A THOUSAND EYES. series of 52 half-hour programs sponsored the Kroger Grocery & Baking Company. hen this program was conceived, there was no estion in the minds of their advertising agency, e Ralph H. Jones Company—the artists had pe the top, the outstanding stars of radio. There s no question about the radio vehicle for this ctacular program either. It had to be the top, too. And that meant WORLD TRANSCRIPTIONS. The depth, the brilliance, and the beauty of Wide Range Recording as developed by World Broadcasting System was just what was needed. And at the same time it expresses the quality of the work of the "G Men of the Kitchen," the chemists and scientists of the Kroger Food Foundation who examine every shipment of food products before they go out to the Kroger Stores. EVERYTHING TOP-NOTCH—the program, the guest artists, the sponsoring organization, and the quality of the radio reproduction.

And there is another way that World fits exactly into this problem. It is a case of REGIONAL ADVERTISING. 16 selected radio stations in the Middle West and South. In the territory of the Kroger Grocery and Baking Company, World Broadcasting System, with its highly flexible method offered the best way possible to broadcast over those selected stations and with utmost economy—no waste.



cery &

asting

means
OF A

WORLD BROADCASTING SYSTEM INC.

TRADE MARK REG. U.S PAT. OFF.



TEM, Inc.

NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
dcasting System, Inc.), Western Electric Licensee

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Howling Calamity Again

WE DOUBT very much whether Mr. E. H. Harris, chairman of the Publishers National Radio Committee, is going to succeed in his newest effort to provoke a new radio-press conflict, which was settled for all practical purposes last year when UP and INS decided to sell news to radio for sponsorship purposes. If we rightly gauge the minds and purposes of the leaders of the newspaper publishing field, and taking UP and INS at their words that they do not intend to leave the radio field, Mr. Harris is due for the same disappointment as his predecessor, now an eager applicant for radio facilities for his own newspaper, who simply could not put over his fight against radio on behalf of the ANPA.

Mr. Harris' idea is that the press associations should be forced by their newspaper clients to stop selling to radio. He cannot becloud the issue by inferring that sponsors color or distort their radio news reports; several years of exprience have shown that they do nothing of the kind, and contracts like those of UP and INS with their station clients show that they have complete control over their reports. Nor are the radio people any less eager to protect their integrity for non-partisanship and freedom of speech than the newspapers, despite the fact that they hold only six-month franchises from the government. As for Mr. Harris' outright charges that the party in power controls the radio, that is bosh that even Chairman Fletcher of the Republican National Committee could not substantiate after the generous allocations of time on the air his organization and its spokesmen have received, with never a threat from the Roosevelt administration at any time that radio should clamp down on opposition.

Mr. Harris admitted in his Harrisburg speech that many publishers say radio has not injured circulation; we go further and assert that it has aided circulation for the many newspapers owning or cooperating with radio stations. As for the question he raises as to whether the broadcasting of news is not gradually undermining the newspaper as a newspaper, the experience of the last few years certainly has not proved anything of the sort, for newspaper linage has enjoyed the same comeback from the depression that other businesses have enjoyed, and newspaper properties seem to be in a stronger position than ever.

Mr. Harris fails to take cognizance of the fact that radio has proved itself perfectly capable of gathering its own news, as readily admitted by President Baillie of UP in his reference to the press' inability to halt the progress of Transradio, etc. President Herbert Moore of Transradio would like nothing better than to see the newspapers clamp down on UP and INS; what with their appetites for news whetted all the more by the fuss and bother raised by Mr. Harris and his cohorts, the radio managers will simply turn to Transradio for their news reports if the others withdraw, and what a competition with the press generally would ensue! And we're not at all certain radio might not be better off with its own independent source of news in the long run, especially if the newspaper calamity howlers continue to howl in these days where live and let live seems to be a motto benefiting newspapers and radio alike.

Some scenario writer with an astronomical imagination, thinking probably of film salaries, must have drafted the six-figure copyright infringement suits which Warner Bros. publishing houses have dumped into the courts. But infringement suits, like libel suits, usually ask a lot and get little.

The Facts First

THE FCC Broadcast Division found itself navigating in hot water again the other day because of the zeal of lawyers on its staff. On the basis of recommendations, it had issued temporary licenses to a number of stations, and good ones at that. At its very next meeting, upon learning the facts, it rescinded the orders.

The incident surrounds the Sterling Casualty Insurance Co. program. The stations were given temporary licenses because they carried the account. But there had been no adjudication anywhere against the Sterling company, although the Broadcast Division apparently was under the impression that it had been cited by the Postoffice Department. The facts were that the Department was making an inquiry and had not reached a conclusion one way or the other.

We hold no brief for the Sterling company or any other advertiser and we do not profess to know now whether its advertising is good. But we do say that stations should not be penalized by the FCC and have their reputations besmirched before there is any substantive evidence against them. Such evidence does not now exist against Sterling and it must be said in favor of the Broadcast Division that it was quick to rectify the error when it found it.

All of this commotion about station citations that have fallen flat may be traced to lawyers on the FCC staff who have placed themselves in the position of prosecutors and who have stepped out of character as lawyers to comb the files of other Federal agencies for information they can "get" against stations. We think that is borrowing trouble and putting the government to needless expense. At the same time it has unquestionably intimidated stations and frightened legitimate accounts from radio.

These recent incidents show how important it is for the FCC to make sure it is right before it acts.

A Radio Boondoggle?

WHILE we are naturally attuned to the political swing these days, we couldn't work up much of a lather over this "boondoggling" business. But things have changed, because this political pork-barrel has hit home. We refer to the WPA-FHA "plan" under which municipalities would be enabled to finance with relief money the building of new "municipal" broadcasting stations. As outlined, the plan appears ridiculous because it omits every consideration of radio's limitations, and the fact that American radio doesn't want any of Uncle Sam's relief handouts. Yet, because of some things that have happened in current politics, we are not inclined to brush it aside without some investigating. Thus far our investigations have revealed that the whole scheme was a brain-child of subordinates in these two agencies. It does not have the sanction of the higher-ups and it is disowned by the FCC which officially knows nothing about it. Steps are being taken to squelch this latest hare-brained scheme of some hidden "brain-truster".

The RADIO BOOK SHELF

TO THE SPARSE literature on the subject of writing for radio, Peter Dixon, radio director of Kenyon & Eckhardt, New York agency, has contributed another book titled *Radio Sketches & How to Write Them* (Frederick A. Stokes Co., $2). The book is much along the lines of Mr. Dixon's *Writing for Radio*, published several years ago, and contains 18 sketches, together with comments on the origin and technique in each. Mr. Dixon and his wife, to whom he dedicates the book, were the creators of and actors in the noted *Raising Junior* series, their first success, and they have collaborated on many other single shows and series since. Radio needs competent writers and will always need them, asserts Mr. Dixon in his foreword, in which he adds the hope that the book will help bring some of these writers into the broadcasting studios.

A COMPREHENSIVE 36-page yearbook, giving complete, accurate and up-to-the-minute information on the Minneapolis-St. Paul market, has been issued by KSTP, offering a detailed picture of market conditions in the eighth U. S. retail area. The book is copyrighted by the station. It was compiled by Ray C. Jenkins, manager of KSTP's newly-organized merchandising service department.

We Pay Our Respects To —



ROY SARLES DURSTINE

SOMEONE has called Roy Durstine "the dynamo in B. B. D. & O." That just about sizes up the newly-elected president of Batten, Barton, Durstine & Osborn, who assumed that office during the last fortnight when William H. Johns became chairman of the executive committee of the agency. For as vice president and general manager of B. B. D. & O., there wasn't a single move made in the entire agency, including its branches, that he did not know about—and much of all the agency's activity stemmed directly from his desk.

The broadcasting industry knows Roy Durstine as the first major agency executive who gave complete acceptance to the fact that radio advertising must inevitably be an agency function. More than that, he insisted from the start that client programs must originate in the agency and be staged by the agency — a conviction that ran counter to accepted notions, particularly in high network places, but one that he has carried through as an established policy at least for B. B. D. & O. His pioneering activity in radio advertising has borne fruit for his company, too, for today it is one of the leaders in time placements and at maximum it has had as many as 33 radio clients staging 1,135 broadcasts per week.

Roy Durstine comes by his interest in radio naturally for his is the creative mind well trained in the fields of music and showmanship. Born in North Dakota in 1886, he attended Lawrenceville prep school and Princeton University. At college he wrote and played in the annual shows of its famed Triangle Club and also edited its newspaper *The Princeton Tiger*. Upon being graduated in 1908, he became a reporter for the old *New York Sun*, serving for four years after which he became manager of Theodore Roosevelt's Bull Moose campaign.

Convinced that there was more scope for his efforts in advertising he subsequently joined Calkins & Holden, then went into business with James G. Berrien as Berrien & Durstine. In 1919, together with the well known writer, Bruce Barton and Alex F. Osborn, he organized the firm of Barton, Durstine & Osborn, which in 1928 merged with the George Batten Co.

It was in 1923 that his interest in radio was awakened. Bruce Barton had visited Station WOR during a broadcast in which Ed Wynn was guest artist. He returned to the office enthusiastic about this new means of communications and told Durstine about it. His partner bought his first radio set in 1924 and during a vacation on Cape Cod listened to the Democratic National Convention through earphones. Ideas about radio as a major means of advertising then began to formulate in his mind.

One of the firm's accounts was the Atwater Kent Co. Mr. Kent himself was directing a quartet on the air. Durstine suggested expanding, using big name artists. Durstine sold Kent the idea, and the radio manufacturer gave a tea in New York to explain the revolutionary change (now a commonplace) which was being heralded in radio by the introduction of major artists, many of whom theretofore had looked with contempt upon the new medium. The Atwater Kent Hour ran continuously for six years every Sunday night, its first group of artists including Reinald Werrenrath, Louise Homer, Richard Bonelli, Josef Hofmann and Albert Spalding.

After the Atwater Kent show, other clients became interested in radio. When four or five shows were being handled by the agency, Durstine decided he should start a radio department. He took charge of it himself, working in the studios three and four nights a week. Then he offered the department's directorship to Arthur Pryor Jr., son of the famed band director who himself had just had an offer of $1,000 a week with his own band. Pryor took the job at $75 a week—a decision he has never regretted.

It is the agency's policy to develop its own radio executives, practically every employe of the radio department having been transferred from other departments or having come in without previous radio experience. Arthur Pryor's standing in the field of radio showmanship and advertising is well known throughout the industry, and one of the brightest and most popular of radio advertising's bright young men is C. E. (Ned) Midgley, who handles spot placements.

Roy Durstine feels that the most spectacular thing he ever did in radio was the series of Atwater Kent Auditions which ran for four years and which, in a sense, may be regarded as the precursor of the present wave of amateur shows. Jim Adams, of the agency staff, suggested the auditions idea to Durstine, who seized upon it immediately, entrained for Palm Beach to sell the idea to A. Atwater Kent—and sold it in a mere matter of 10 minutes. Durstine says this was the quickest sale he ever made.

Durstine feels that his biggest contribution to radio is the fact that his agency from the start has been a stabilizing force, insisting upon clean continuity, playing fair with artists and charging clients reasonably for services. The agency's list of accounts using radio reads like a Roll of Honor, including, to mention only a few, such shows as *The March of Time, Cavalcade of America, Corn Cob Pipe Club of Virginia, Adventures of Terry & Ted, Julia Sanderson & Frank Crumit.* During the first week in February the B. B. D. & O. roster included 436 broadcasts per week for 19 clients, counting both network and spot.

Roy Durstine has been described by one of his colleagues as "a fabulous sort of person, entirely human, and yet functioning with the economy and precision of a machine." He is a glutton for work, a detail man whose mind and desk are always free of details and who always knows where he is going. For eight years, 1919-1927, he wrote and produced musical comedies for charity in Westchester County. For 15 years after graduation he was chairman of the board of trustees of the Triangle Club.

He has tremendous faith in the future of radio, and even now those who know him say he is prepared for the inevitable day when television comes. He has always insisted in his writings that radio must be good entertainment first and free of objectionable commercial content. His breadth of interest is intimated by the titles of the several books he has written, some of them used as college textbooks: *Making Advertisements and Making Them Pay, This Advertising Business* and *Red Thunder*, the latter written after a trip through Russia a few years ago.

PERSONAL NOTES

DAVID SARNOFF, RCA president and chairman of the NBC board, has been decorated with the Order of the Oaken Crown of the Grand Duchy of Luxemburg, in recognition of his pioneering work and contribution to the radio art. He also holds the Cross of Chevalier of the Legion of Honor from France, and the Polish Order of Polonia Restituta, Officers Grade.

LENOX R. LOHR, NBC president, and Mrs. Lohr, and Alfred C. McCosker, WOR president, and Mrs. McCosker, were dinner guests Feb. 11 of President and Mrs. Roosevelt at the White House. The McCoskers continued to Palm Beach, Fla., for a three-week vacation.

HUGH BOICE Jr., son of Hugh Kendall Boice, CBS vice-president in charge of sales, has joined the sales department of WNEW, New York. Mr. Boice will contact advertising agencies and handle national accounts exclusively. He was formerly in the media and radio production departments of Benton & Bowles Inc., New York agency.

ROBERT CARROLL has become a member of the art staff of the CBS sales promotion department. He was formerly connected with Bonwit-Teller Inc., New York department store.

CBS executives in Los Angeles early in February included M. R. Runyon, CBS vice-president and treasurer, who arrived from New York for a brief trip, Sam Pickard, vice president in charge of station relations, concluding a lengthy journey, and W. B. Lewis, CBS program director, New York. Pickard and Runyon expected to return East the middle of February, with Mr. Lewis following at a later date.

J. F. MANGELS, formerly connected with radio in the East, on Feb. 1 assumed the newly created post of promotion and commercial manager of KMTR, Hollywood.

HENRY A. BELLOWS, former CBS vice president and now advertising counsellor to General Mills Inc., Minneapolis, has become engaged to marry Mrs. Alice Rickey Eells, Washington society matron and a member of the Junior League.

TOM FLANAGAN, formerly of the advertising department of the *St. Joseph* (Mo.) *News Press-Gazette* and later in the Kansas City office of Mitchell - Ruddell - Rudden, publishers representative, has been appointed to the local advertising department of WREN, Lawrence, Kan., and will devote his time to the supervision of WREN's Kansas City business.

LOIS HENRY has been named assistant to Robert Schmid, of the MBS sales promotion department.

LEONARD JOHNSON, with the *Knoxville News - Sentinel* business office for 15 years, has been added to the sales staff of WNOX, Knoxville.

RALPH ATLASS, Joe Allabaugh, John Carey and Hartford Taylor are the ping-pong champions of WJJD, Chicago, and will represent that station in the forthcoming meet of the city's Industrial League. These four won their places on the station's team after a series of trial matches including most of the station's staff.

PIERRE BOUCHERON, for many years advertising and sales promotion director of RCA and RCA-Victor, and for the past year exploitation specialist for RKO Distributing Corp., has accepted a merchandising post as assistant sales manager, cutlery division, Remington Arms Co., Bridgeport, Conn., effective Feb. 1.

R. S. BARRON, formerly of Gulf Refining Co., has joined the sales staff of WTAR, Norfolk, Va. W. Travis Barnes, of the sales staff, was married in January to the former Mrs. Holt Debnam Brooks.

EARL FRICK, formerly a salesman of WJBK, Detroit, has left the station to become salesman for a finance company.

FREEMAN LANG, Hollywood transcription producer, sailed on his cruiser early in February for a two-month fishing trip in Mexican waters.

JAMES R. CURTIS, president of KFRO, Longview, Tex., has been named chairman of the board of the Longview Junior Chamber of Commerce.

DR. GEORGE W. YOUNG, owner of WDGY, Minneapolis, and Mrs. Young left Feb. 2 on a six-week trip to the South, Mexico, Panama and Caribbean points.

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

JOSEPH CREAMER, formerly with S. M. News Co., Batten, Barton, Durstine & Osborn Inc., and the *New York Sun*, has succeeded Edwin Reynolds in the sales promotion department of WOR, Newark.

E. W. DOERNBECKER, operator of KVI, Tacoma, Wash., accompanied by Mrs. Doernbecker and daughter Dorothy, who is KVI publicity director, are in Florida vacationing until March 15 after a swing around the country to San Francisco, New York and Washington.

QUIN RYAN, manager of WGN, Chicago, is spending his annual winter vacation on Sanibel Island in the Gulf of Mexico, off Ft. Myers, Fla.

COL. THAD H. BROWN, FCC Commissioner, spoke at Greenville, O., Feb. 11 on plans for a memorial building to commemorate the treaty of peace signed in 1795 by Gen. "Mad Anthony" Wayne and the Confederated Indian Tribe. The address was carried by CBS.

JOHN BATES who came to WOR, Newark, from KSD, St. Louis, three months ago has been named liaison between the WOR sales and program departments.

Adam Stein Jr.

ADAM STEIN Jr., 53, vice president of World Broadcasting System, and an eminent radio and acoustical engineer, died Jan. 19 at his home in Kingston, Mass. A native of Pittsburgh, Mr. Stein was one of the pioneers in technical radio. In his youth he was employed by A. T. & T., and in 1916 became assistant chief engineer of Marconi Wireless. Later he joined the General Electric Co., and became managing engineer of the radio department. He helped form WBS in 1929 and became its vice president in charge of engineering and production.



HAL AND CLEM — Hal Totten, NBC sports announcer, broke in via football and then graduated to boxing. Here he is (left) with Clem McCarthy as they announced the Louis-Retzlaff fight in Chicago recently for NBC.

BEHIND THE MICROPHONE

JOHN (Speed) HARRINGTON, who formerly announced hockey games and gave sport summaries over WGN, Chicago, and who has more recently served as program director of KWK, St. Louis, has returned to Chicago to join the CBS announcing staff.

JESS KIRKPATRICK, one-time University of Illinois football player and since then leader of his own orchestra, has joined WGN, Chicago, as announcer, singer and master of ceremonies.

VAUGHAN BRADSHAW, guitarist, has joined the production staff of WTAR, Norfolk, Va.

FAY PATTEE, NBC audience mail department, San Francisco, was married Jan. 31 to Franklin J. Smith of that city, in Reno.

MEREDITH WILLSON, NBC western division musical director, San Francisco, has been made a member of the 'Round and 'Round Club started by Hollywood musicians. A tiny metal spiral that emerges from the lapel and goes 'round and 'round, is the club's badge.

JACK BARRETT, publicity director of WJBK, Detroit, has added continuity writing to his duties.

HUGH BRANNEN, Washington newspaperman, has joined the continuity department of WRC and WMAL, Washington.

VERN SMITH, formerly of W9XBY, Kansas City, has resigned to free lance in Chicago.

HUBERT L. VOIGHT, Hollywood talent and publicity agency, has started a radio department in charge of Lorna Ladd, interviewer of KMPC, Beverly Hills.

RALPH SCOTT, of KNX, Hollywood, has been named master of ceremonies of the *KNX Breakfast Club*.

CY LELAND, announcer of WBAP, Fort Worth, was married Jan. 30 to Miss Oleta Winters of that city.

LESLIE BIEHL, formerly of WNEW, New York, has joined the announcing and continuity staff of WPTF, Raleigh, N. C.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

LOU KEMPER, announcer and vocalist of WHB, Kansas City, is recovering from an emergency appendectomy.

ROBERT CUNNINGHAM, for the last year in charge of production at the Omaha studios of KOIL, on Feb. 1 joined the production staff of CBS.

RUSS MORGAN, former music director of WXYZ, Detroit, and one time arranger for Victor Herbert, leads the orchestra in the *Music in the Morgan Manner* program from the Biltmore Supper Room, New York, Mondays over the NBC-WJZ network, with Lewis Julian, former NBC page boy, as soloist.

EARL SANDERSON, formerly on the production and announcing staff of KJBS, San Francisco, has joined KGGC, that city, in a similar capacity.

DAVID ZIMMERMAN, new announcer of WSPD, Toledo, is the father of a boy born Feb. 2.

JOHN H. CLEGHORN has been named publicity director of WKY, Oklahoma City.

FRANK KLODE, NBC sports announcer, has returned to Radio City after a two-month illness from typhoid fever.

BILL SHARPLES, for ten years with KNX, Hollywood, has resigned to join KTM, Los Angeles.

GLENNON HARDY, announcer of KNX, Hollywood, has announced his engagement to Miss Yola Odone, of Los Angeles.

EQUIPMENT

WSYR, Syracuse, has installed a new transmitter and now is completely equipped with RCA apparatus. Although authorized to use 1 kw., WSYR is still on 250 w. pending construction of a new transmitter house and tower outside the city limits. These are to be completed by June. The switch to the new transmitter was made with little ceremony, a station-break announcement being made at a regular noon news program, with 30 seconds allowed for the switchover.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces model 106-C amplifier for all broadcast speech input requirements. This amplifier is a self-contained high-fidelity amplifier, power supply and level indicator all in one self contained unit for rack mounting. Full details may be secured from Gates catalog.

WORK on the new studios of WDRC in the Hartford-Connecticut Trust Co. Bldg. is progressing rapidly, with ultra-modern treatment feating the quarters, which occupy the penthouse floor. New Western Electric speech input equipment will be installed. The studios are to be ready May 1.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in March will market a professional recording machine with a new turntable. It will be about twice the weight of its predecessor.

BRUSH DEVELOPMENT Co., Cleveland, has introduced a lapel microphone known as the BLI, weighing less than an ounce. Special cushioning and a rubber jacket are said to insure quiet operation. A new spherical microphone is designed for low-priced needs, PA, police, interstation, announcement and amateur work. No input transformers or elaborate mountings are required and they operate directly into the grid of the first amplifier tube.

WSPD, Toledo, has installed dual-channel Western Electric speech input equipment and has revised its studio layout to aid the control operator. Both RCA and Western Electric microphones have been added.

KFRO, Longview, Tex., has acquired an RCA OP-4 portable amplifier for remotes.

Baltimore Leads

Eleven Larger Cities
In
Department Store Sales, New Car Sales
And Building Permits Increases
In 1935

These Three Indices And Many Others
Place Baltimore
At The Head Of The Progress Parade
For 1936

By All And Any Index

WBAL

Leads In Sales Potential
In Maryland

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE, MARYLAND

National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

KING BARD, promotion director of WOOD-WASH, Grand Rapids, Mich., and originator of the NBC Breakfast Club, has rejected an offer to join CBS, the station announced Feb. 10. Jerry Linden, announcer and studio player, has left the station to direct dramatics for the local Department of Recreation.

MIEL VICKLAND, originally engaged as a baritone with KFRC, San Francisco, has been added to the station's announcing staff, succeeding John Nesbitt, who resigned to free lance.

ADRIAN O'BRIEN, tenor on the Yankee Network *Spotlight Revue* program, has left WNAC, Boston, to join his former singing partner, Alice O'Leary, at WLW, Cincinnati. Aida Carroll, formerly of British Broadcasting Co., and George Wheeler, WNAC staff tenor, have joined the *Revue* program.

RUSSELL RINK, formerly in theater work, is handling news programs on WNAX, Yankton, S. D., succeeding Charles Glenn who has been added to the announcing staff.

NED REGLEIN has been transferred from WJJD, Chicago, to WIND, Gary, where he will take charge of the announcing staff and assist in the production department.

DALE COOPER, the Budget-Stretcher of WAAF, Chicago, has been busy turning down offers of assistance ever since the announcement that she is to be one of the judges of the nation-wide cherry pie contest to be held Feb. 31 at the Hotel Morrison.

RAY PERKINS, former Canadian newspaper man and recently in charge of all news broadcasts from WIND, Gary, Ind., has left the station to join a Detroit advertising agency.

HARRY JACKSON, formerly of WILL, Urbana, Ill., has joined the announcing staff of KTHS, Hot Springs, Ark.

WILLIAM G. SIMON, professor at St. Mary's College, has been appointed conductor of college broadcasts for KSPO, San Francisco. He succeeds Robert McAndrew, who has joined the San Francisco NBC staff as junior announcer. Joseph Walters, transcription producer and actor, has been added to the announcing staff of KSFO, Oakland.

ADRIAN GENDOT has been added to the KYA, San Francisco, continuity and production department, succeeding William Fuller, who has been transferred to the announcing staff. Fuller replaces Donald Ralph, resigned.

LES HALPIN has been appointed publicity director of KOIN, Portland, Ore., succeeding Harvard MacIntyre, resigned.

ROBERT KEEFE, formerly of WFBL, Syracuse, and Frank Cooley, formerly of WLW, Cincinnati, have joined the announcing staff of WOR, Newark.

KIMBALL SANT, formerly of WOR, Newark, and recently of KQW, San Jose, Cal., has been named assistant production manager of MacGregor & Sollie Inc., San Francisco transcription concern.

DON LOVE, formerly of KMBC, Kansas City, has joined the announcing staff of KFAB, Omaha.

LESLIE MARSHALL, formerly of WMT, Waterloo, has joined the Omaha staff of Central States Broadcasting Co. Duane Gaither is the father of a girl born recently.

O. B. EDDINS, KROW, Oakland, Cal., announcer, is the father of a girl born in January.

CHIEF Engineer Jack Sharpe of CFRB, Toronto, is reported by the *New York Sun* to be recording the *Burns & Allen* show on CBS for playbacks over that station the half-hour immediately following its American network presentation.

COVERAGE NOW 30% GREATER!

WOW

5000 WATTS



★ COVERS THE NATION'S BREADBASKET

Omaha is in the heart of the middlewest whose bosom bulges with the foodstuffs of a nation. And, from Omaha, WOW with its new power of 5,000 watts dominates this vast empire. The field is fertile . . . your harvest certain . . . if cultivated through WOW.

JOHN BLAIR CO., *Representatives*
New York, Chicago, Detroit, San Francisco

ON THE N. B. C. RED NETWORK

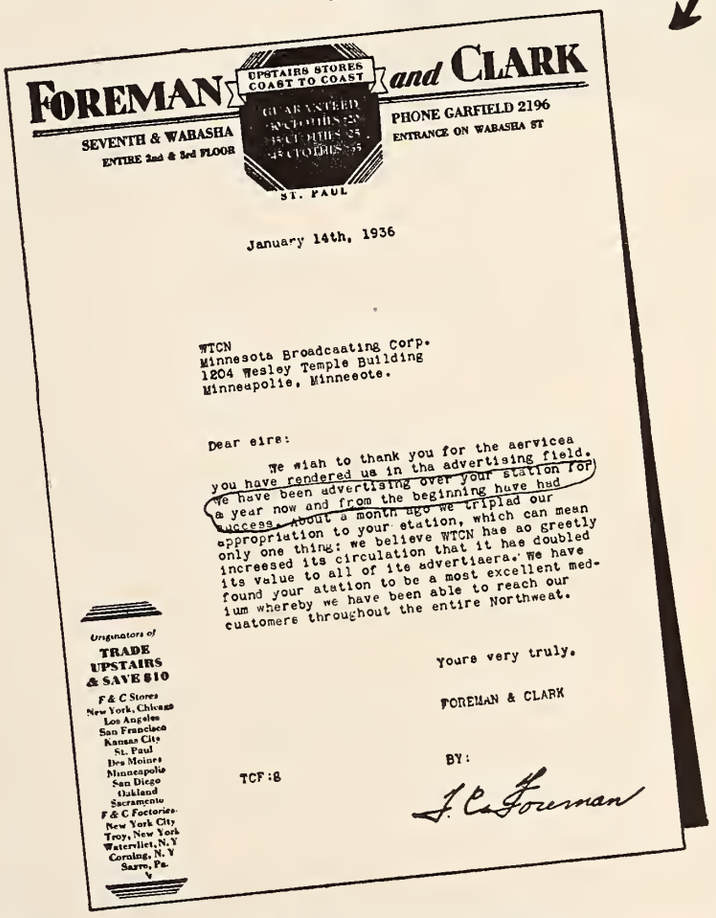
271

LOCAL ADVERTISERS USED

WTCN

TO BROADCAST THEIR SALES MESSAGES TO THE TWIN CITIES MARKET IN 1935

. . . and here's a typical description of their results



FOREMAN and CLARK

UPSTAIRS STORES COAST TO COAST

SEVENTH & WABASHA
ENTIRE 2nd & 3rd FLOOR

PHONE GARFIELD 2196
ENTRANCE ON WABASHA ST

ST. PAUL

January 14th, 1936

WTCN
Minnesota Broadcaating Corp.
1204 Wesley Temple Building
Minneapolie, Minneeote.

Dear eire:

We wian to thank you for the aervicea you have rendered us in tha advertising field. We have been advertising over your station for a year now and from the beginning have had success. About a month ago we triplad our appropriation to your etation, which can mean only one thing: we believe WTCN hae ao greatly increased its circulation that it hae doubled its value to all of ite advertiaera. We have found your atation to be a most excellent medium whereby we have been able to reach our cuatomere throughout the entire Northweat.

Youre very truly,

FOREMAN & CLARK

BY: J. C. Foreman

TCF:8

Originators of TRADE UPSTAIRS & SAVE $10

F & C Stores
New York, Chicago
Los Angeles
San Francisco
Kansas City
St. Paul
Des Moines
Minneapolis
San Diego
Oakland
Sacramento

F & C Factories
New York City
Troy, New York
Watervliet, N. Y.
Corning, N. Y.
Sarre, Pa.

ST. PAUL DISPATCH-PIONEER PRESS and MINNEAPOLIS TRIBUNE STATION

FREE & SLEININGER — National Representatives.

WELL, HE SAID HE HEARD US, ANYWAY!

The other day, a radio fan wrote that he had heard us in the Philippines. Well, maybe so . . . But even if he *did*, our advertisers weren't paying for him. No sir!—our rates are based *only* on the 925,717 people who live in our primary daytime coverage area. The scattered millions outside our real market cost you not one penny. That's the "bonus" you get when you use our station . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

IN THE CONTROL ROOM

S. K. HEFFERMAN, for six years with WCKY, Cincinnati, has joined NBC in New York as studio engineer.

JAMES KELLEY has joined the control staff of WFBL, Syracuse, replacing Harold Dorschug, who has gone to CBS.

PAUL EUGENE BOWLES, former motion picture property man, has been appointed assistant to James Lyons, NBC sound effect director, in San Francisco.

FRED EILERS, former chief engineer for KYA, San Francisco, sailed Feb. 7 on the *President Pierce* for Honolulu, to become associated with the Honolulu Broadcasting Co., which operates KGMB. Eilers will take over the management of KHBC, new 100 watt station now being built at Hilo, which will be ready for operation in April.

CECIL SUITT, control operator of KTHS, Hot Springs, Ark., is the father of a girl born in January.

WILLIAM PRICE, engineer of WASH-WOOD, Grand Rapids, is to be married to Miss Charlotte Van Domlen of that city.

WFBC Increases Power

WFBC, Greenville, S. C., will dedicate its new 5,000 watt plant on March 1. Completely modern, the new plant comprising a 5,000 watt RCA high fidelity transmitter, and a 376-foot Truscon vertical radiator. Power of the station during daytime will be increased to 5,000 watts, with 1,000 watts at night. The station operates on the 1300 kc. regional channel and is owned by the *Greenville News Piedmont.*

What Radio Means to Me:

I am a farm woman.

On dark mornings I hear the inspiring thunder of city pipe-organs; gay singers salute me.

Mending husking mittens, I follow the China Clipper.

I pause in my churning to hear the chimes of Westminster Abbey.

Radio and its tireless workers widen my world.

By a listener to **KFAB,** Lincoln-Omaha
Mrs. F. M. Packwood, Route 2 Bennett, Nebr.

●

(Copies of this advertisement, suitable for framing, will be furnished to those requesting them)

EARLY BIRD RISES TO APEX

Dedication of W8XWJ Marked by Plane Broadcast and Review of the Progress of Radio

THE *Detroit News,* which dedicated its ultra short-wave station W8XWJ Jan. 29, has also added to its radio facilities a broadcast studio with wings and a radio announcer who pilots his own plane. The new short-wave station is located at the top of the city's tallest office structure, the Penobscott Bldg. The flying studio is the newspaper's airplane, *Early Bird,* piloted by James V. Piersol, aviation editor.

W8XWJ operates on a frequency of 31.6 megacycles under the direction of William J. Scripps, acting manager of WWJ, and is under direct charge of Carl Wesser, engineer. Excellent response has greeted the offer of the *Detroit News* to furnish those interested with plans and instructions for the building of ultra short-wave receivers.

During the W8XWJ dedication on the evening of Jan. 29, a program broadcast from the *News* airplane was heard over the ultra short-wave station and over WWJ. Mr. Piersol at the controls of the *Early Bird,* introduced his passenger, Ty Tyson, WWJ sports announcer, who described the appearance of Detroit as seen from the air at night.

The new W8XWJ is equipped throughout by RCA, including the high-fidelity transmitter. The transmitter aboard the *Early Bird* is Western Electric and the receiver is a Lear. Ground pick-up of the airplane broadcasts is made with a Philco receiver. The plane, described as "the newspaper office of the air," is a Lockheed Orion and its equipment includes the Sperry Gyro-Pilot and a Fairchild aerial camera, which is pilot-operated.

The *Early Bird* was introduced on the W8XWJ dedication program by a series of sketches which showed the progress of radio from the head-phones and crystal sets in use when WWJ first went on the air, up to the present modern equipment which permits the clear reception of airplane broadcasts.



APEX INAUGURAL — Ty Tyson, sports announcer of WWJ, Detroit, and James V. Piersol, aviation editor of the Detroit News and pilot of the newspaper's airplane, made an airplane broadcast which featured the dedication Jan. 29 of the ultra-shortwave station W8XWJ.

THE NBC serial *Death Valley Days* will be the basis for a series of two-reel movie shorts, rights having been taken by Leon Schlesinger, Hollywood.

LANG-WORTH
PLANNED PROGRAMS

◆

Largest Copyright-free Transcription Library in the world. Descriptive booklet and prices sent upon request.

◆

Recorded by R.C.A. Victor—Victrolac pressings—see back cover of this issue.

◆

LANG-WORTH FEATURE PROGRAMS Inc.
420 MADISON AVE., NEW YORK
Pacific Coast Sales:
Lowe Features — San Francisco

Add "Apex" Stations

TWO more stations have been authorized by the FCC Broadcast Division to operate in the so-called "apex" bands, their call letters having been assigned too late for inclusion in the tabulation on page 50 of the Feb. 1 issue of BROADCASTING. They are W2XDV, licensed to Atlantic Broadcasting Corp., a CBS subsidiary, and assigned to 31,600, 35,600, 38,600, 41,000, 86,000 - 400,000 and 401,000 kc., and W1XKB, licensed as a portable to Westinghouse E. & M. Co., and assigned to 55,500 and 60,500 kc. in addition to the foregoing frequencies. These grants were ordered before the FCC on Jan. 21 ordered temporary suspensions of all further "apex" grants pending the issuance of its new technical rules and regulations.

S. G. Ellis

S. G. ELLIS, 31, radio sales engineer of Westinghouse, at Chicopee Falls, Mass., died Jan. 19 in New York following a brief illness resulting from a malignant infection. Mr. Ellis had been with Westinghouse since 1927, having participated in the installation of the Government frequency monitoring station at Grand Island, Neb. He also completed one of the earliest cab to caboose radio installations in 1927. He was a native of Denver.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

CBS Takes Philco Free Speech Series

onflict With Network Policy auses Change in Plans

N AMBITIOUS campaign in de-nse of freedom of speech on the r launched by Philco Radio & elevision Corp. has been taken ver by CBS because of the con-ct that would have been caused ith the networks' policy of not elling time for the discussion of ublic issues".

On Jan. 23, Sayre M. Ramsdell, hilco vice-president, sent a letter nd a questionnaire covering this sue to numerous men in public fe and to newspaper and magazine litors as the opening gun of the anned campaign for maintenance f the American system of broad-asting. Neither the NAB, trade ssociation for the broadcasting in-ustry, nor the Radio Manufactur-rs Association, trade association or set manufacturers, had been onsulted, and the reaction in in-ustry circles, especially among roadcasting officials, was that de-nse of American radio does not ll within the province of any ngle set manufacturer.

Only a week or so after its first nnouncement Philco sent out a rinted phamplet declaring it had eceived an overwhelmingly favor-ble response to its questionnaire nd that outstanding leaders in overnment, business and the pro-essions urge the importance of erpetuating the basic fundamen-ls of the American system.

A Public Forum

BS announced Feb. 6 that it would roadcast a public forum on Broadcasting and the American ublic", beginning Feb. 7 with oake Carter, Philco commentator o handle the interviews. Speakers efinitely scheduled were Dr. James . Cooke, editor of *Etude*, musical ournal, Feb. 7; FCC Commission-r George Henry Payne, Feb. 15; avid Lawrence, noted political riter, publicist and editor of the *nited States News*, Feb. 17; O. . Caldwell, editor of *Radio Today*, eb. 19, and William Green, pres-ent of the American Federation f Labor, Feb. 21. All except Mr. reen had been scheduled origi-ally by Philco. Invitations also ad been extended, first by Philco, nd then by CBS, to Republican hairman Fletcher and Democratic hairman Postmaster General Far-ey, to participate. Mr. Farley greed to speak Feb. 14 and Rep. ertrand Snell (R New York) poke Feb. 13 in place of Mr. letcher.

CBS announced that the forum riginally had been projected by hilco but that the company had verlooked Columbia's established olicy not to sell time for the dis-ussion of public issues but to allot uch time for speakers to discuss hese subjects in their own way."

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

Mercirex to Use Spots

MERCIREX Co., Milford, Del., (Germicidal Soap and Ointment), announces appointment of Geare-Marston Inc., Philadelphia and New York agency, as their advertising and merchandising counsel. Plans for 1936 advertising include spot broadcasting and newspapers.

Community Stations

(Continued from page 10)

working in collaboration with WPA on any such radio venture.

The Federal Research statement said that any proposed station must be built on public property, that the station must be designed to serve public need and benefit as distinct from private interests and that the stations, if not operated by the municipality, may be leased to private operators. Profits of the private concern, however, would be limited or some profit agreement reached whereby the city or town could share benefits.

Concerning the station applications, aside from the WPA and FHA advances, the news letter said:

"Broadcasting stations vary in size from giant 500,000 watt stations down to 50 and 100 watt stations serving single communities. Smaller stations may be obtained more readily than large ones due to quota restrictions and other technical requirements. Stations ranging up to 100 watts designed to serve single communities do not interfere with state quotas to any appreciable extent. Hence a community desiring a small station may secure one more readily than a city which seeks a more powerful transmission unit."

The FHA Viewpoint

AFTER receipt of the inquiry from BROADCASTING, FHA Deputy Administrator Gignilliat, made the following statement:

You ask concerning the activity of the Federal Housing Administration in assisting in the financing of new equipment for radio broadcasting stations. I regret that I cannot give you detailed information concerning how extensively the facilities offered by this Administration have been made use of by the radio stations.

Under Title I of the National Housing Act we are permitted to insure loans made for the purpose of installing equipment and machinery in various types of business and commercial properties. A radio station is classed as a business property and hence equipment and machinery which meet our standards of eligibility are eligible for this type of financing. These loans are all made by private financial institutions.

We do not require from the financial institution at the time the loan is made, a detailed description of the equipment or machinery which is to be installed or of the type of property on which the installation is to be made. This information is reported to us only in event that a claim for loss is submitted. We have had a few inquiries from radio stations as to just what type of equipment is eligible for financing. However, so far as we know, no loans for this purpose have been made, though, as I state above, this information would not ordinarily come to us unless a claim for loss were made.

I wish to emphasize the fact that all of these loans are private transactions as between a bank or other financial institution and the radio station. No Government money is loaned. The FHA, therefore, has nothing to say as to how the money is expended except only that it be for equipment or machinery included within the scope of the Act and regulations.

You brought to my attention the statement made in a recent form letter issued from Washington to the effect that the WPA is interested in the construction of municipally-owned radio stations as a Works Project. This is the first time that this information has come to my attention. I did not know that they were entering this field.

Complete Tidewater Coverage

WGH

NEWPORT NEWS — NORFOLK— PORTSMOUTH
Virginia

Affiliated with the Virginia Broadcasting System

THIS STATION--

Concentrates on

31,000

Homes in East Texas

With a Potential Audience of 226,000 Listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

Gadsden

. . ALABAMA'S 2nd Industrial City!

Gadsden, Alabama, is the 2nd Industrial city of Alabama and is the home of 59 industries, including the plants of

- **The Gulf States Steel Co.**
- **The Goodyear Tire & Rubber Co.**
- **Agricola Furnace Company.**
- **The Dwight Manufacturing Co.**

WJBY

Gives intensive coverage of this great industrial center and the prosperous farming area surrounding it.

Gadsden Broadcasting Co., Inc.
Gadsden, Alabama

B. H. Hopson, Pres.
J. W. Buttram, Mgr.

The Watts "Go 'Round and 'Round"



The Watts family of KFBB, Great Falls, Montana, are great visitors—always on the go—and always welcome.

They carry news, amusement, education and sponsors' messages to practically every home within 150 miles of Great Falls.

Let the Great Falls "Watts" take your story with them on their next visit.

You, too, will be surprised how they get around—and how the people of this area take their advice.

2500 Watts Day **KFBB** 1000 Watts Night

GREAT FALLS • MONTANA

Eastern Representative
JOSEPH McGILLVRA

Western Representative
WALTER BIDDICK

Cook Travel Series

THOMAS COOK & SON-WAGON-LITS Inc., New York (travel agency), will return to the air for the ninth year over an NBC-WJZ network Feb. 23, Sundays, 5:30-5:45 p. m., for 13 weeks. The network comprises WJZ, WBZ-WBZA, WMAL, WFIL, KDKA, WBAL, and a Chicago station. Every year prior to the summer tourist season the sponsor inaugurates a series of travel talks. Malcolm Le Prade will be the narrator, supported by incidental music. L. D. Wertheimer Adv. Co. Inc., New York, is the agency.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Business at A New High!

WWNC starts 1936 with the largest total of January business it has ever had! The reason: WWNC produced richly satisfying results for its advertisers in 1935.

Western North Carolina's Only Radio Station!

Merchandising Notes

How to Sell Pianos — Your Money Back, Twice — Warm Reception For Ice—Typewriter Prospects—Scoops

AS A DIRECT result of its first broadcast, Starck Piano Co., Boston, within eight hours of the program sold four pianos, totaling $1400, and received inquiries for several more. Frank Heneon, New England manager of the Starck Piano Co. said: "Nothing like this has ever happened to me before. The first purchaser of a piano bought it within ten minutes after the broadcast was over." The Starck Co. inaugurated the series of 100 15-minute piano recitals, featuring Donald Van Wart, staff pianist of the Yankee Network, on Jan. 31 and continues to Sept. 18.

* * *

THE double-your-money back offer is being utilized in marketing Colgate shaving cream on CBS. Over a year ago Colgate-Palmolive-Peet offered every customer who tried Colgate toothpaste and was not satisfied, the full purchase price plus postage. Only a very few listeners sent in their empty toothpaste tubes in accordance with the stipulations. In fact the number was so small that the sponsor did not hesitate in doubling the money back offer. The brushless shaving cream is a new product.

NATIONAL ICE ADVERTISERS Inc., Chicago (ice dealers) is using all the usual means of merchandising the new CBS network program which emanates from Mary Pickford's home, Pickfair, in Beverly Hills, Cal. But the manner in which this material will be obtained and how each ice dealer will use his material is somewhat new. Each dealer will finance his own merchandising campaign in his particular community in his own way and no national planning will be done. From the Ice Refrigerator Bureau in Detroit, each ice dealer taking part in the radio campaign can buy merchandising helps. This bureau is a cooperative buying office for the promotional material.

Spotlight ads which appear in local papers are paid for by the local ice dealer, but the copy or the matrixes are obtained from the central bureau. Other merchandising helps being distributed throughout the country are window displays, door hangers, and blotters.

In the national advertising in mass magazines a small box in the large ad will promote the radio program. The box will carry a picture of Mary Pickford and also Pickfair. The rest of the copy will tell when and where to tune in for the program. The sponsors do not contemplate use of free offers.

* * *

THE *Palmolive Beauty Box Theatre* program on CBS is offering a special Palmolive Complexion Brush in return for the black bands from three cakes of Palmolive Soap, plus 10 cents to cover mailing.

* * *

IN CLOSING the recent campaign Remington Rand Inc. has been promoting over the CBS *March of Time* program the sponsor invited interested listeners just before the deadline to telegraph the required data and Remington Rand would pay the charges. This suggestion was a part of a trade-in allowance on typewriters. The contest closed Jan. 31, at midnight and the last offer was broadcast at 10:30 p. m. that same evening, hence the invitation to use the wire services.

MORE than 200,000 girls and boys had joined the Scoop Ward Press Club as of Feb. 4, seven weeks after the program made its debut on CBS, sponsored by Ward Baking Co., New York. Entries are coming at the rate of 8,500 per day. Most of the youthful reporters are boys between the ages of 11-12. The girls average about a year younger. Every reporter receives a bronze reporter badge which qualifies the recipient to submit stories to the radio program, titled *News of Youth*. Fletcher & Ellis Inc., New York, is the agency.

In step with the phenomenal results obtained from the above contest, the sponsor on Feb. 18 will add nine stations to the CBS network, making a total of 28 carrying the program three times a week.

* * *

FOR six weeks prior to the Feb. 6-14 Cleveland Food Show WGAR interviewed sales managers and brokers of participating firms. The final interview outlined comprehensively the complete plans for the event, with Walter Knight, secretary of the retail grocers being interviewed.

* * *

CAPITALIZING on the interest that listeners have shown in *The Story of Mary Marlin* and on the natural desire of every woman to tell some other woman how to live her life, the sponsor of this program is giving its audience a chance to solve Mary's problem and is offering $2,000 for the best letter. Mary herself made the first contest offer by stepping to the microphone on February 10 and asking for help. "I am confused," she told the audience, "and don't know what to do. Should I go back to Joe or should I give him up to Sally? I still love him, but is it right for me to take him back under the circumstances? Please help me make the right decision." Later on other characters in the serial will add their pleas to those of Mary Marlin.

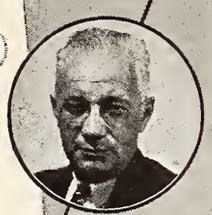
Each contest entry must be accompanied by a sales slip proving the purchase of a can of Quest, the sponsor making the most of the few remaining weeks before March 31, when, with the conclusion of the present contract, this deodorant will be forced off the air in compliance with the code of standards set up last year by CBS. It is expected, however, that the International Cellucotton Products Co., Chicago, which has been using the program to advertise both Quest and Kleenex (cleansing tissues), will continue to sponsor it in the interests of Kleenex alone. The program is placed through Lord & Thomas, Chicago.

* * *

A PROMOTION piece sent to 3000 agency and advertiser accounts by WOR, Newark, looked like swatches of spring suits. In fact, they really were swatches, but the spiral-bound promotion piece said: "Suit yourself with a WOR tailored program."

KMBC *is...*

"Reaching and Selling"



PRESBA, FELLERS & PRESBA
Incorporated Merchandising Advertising
360 NORTH MICHIGAN AVENUE
TELEPHONE CENTRAL 7603
CHICAGO, ILLINOIS

December 19, 1935

Mr. Arthur B. Church
President & General Manager
Radio Station KMBC
Kansas City, Mo.

Dear Mr. Church:

Just wanted to tell you how pleased we are with the campaign for our client, the Mantle Lamp Company of America this season.

From the reports which we have had from dealers as well as sales representatives, we have every reason to believe it is by far the greatest merchandising campaign that these dealers have had.

KMBC is doing an excellent job of reaching the audience we went and selling them Aladdin lamps.

We want to tell you at this time that we appreciate the cooperation of your entire staff who have gone a long way in their efforts to make this program and campaign outstanding.

Yours very truly,

PRESBA, FELLERS & PRESBA

E A Fellers

Vice President

Seven Successful Seasons

This is the seventh consecutive Winter Aladdin has successfully used KMBC to consistently increase its sales.

Many letters such as this evidence the accomplishment of KMBC's first purpose: to make all clients' advertising REACH and SELL people in the KMBC-Area!

5000 Watts Day — **KMBC** — 1000 Watts Night

KANSAS CITY

Free & Sleininger, Inc., National Representatives

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

The ONLY station heard Daytimes in MISSOULA, MONTANA

KGVO

1000 Watts 1260 KC

UNDER the direction of Leo F. Cole, merchandising head, WMT, Cedar Rapids-Waterloo, Iowa, has introduced a number of innovations in its merchandising service department. Regular contact with local and national advertisers as to the success of advertising projects is constantly maintained. Surveys are made of all merchants within the WMT coverage area as to their success with products handled by the station. A mail check on every account is handled daily with quarterly mail response maps prepared by the merchandising department. One announcement for a national account recently brought over 2500 requests for booklets. Letters telling of the airing of *Belle & Martha*, sponsored by the bakers of Peter Pan bread, were sent to retail outlets within the area effectively reached by WMT, the advertising going into every village and city in Northeast Iowa and Northwest Illinois.

* * *

HAVING set aside 5-7 p. m. as *KNX's Kids Hour*, the Hollywood station promoted the period by giving away seven puppies for letters explaining why they liked each of the seven programs. Some 3,000 letters were received in two weeks. Hand bills were distributed, display cards placed in windows on busy streets and publicity stories released to fan publications. Besides building an additional audience for each of its seven child programs, KNX points out that establishment of the 5-7 period as the *Kids Hour* enables it to provide a ready-built audience if new programs are scheduled.

WINS, New York, inaugurated a half-hour sustaining program in cooperation with *Drug World* and the drug trade, broadcast thrice weekly, 10-10:30 a. m. The program is under the direction of Ed Flynn, publisher of *Drug World*, who discusses subjects of interest to the drug trade and also includes bits of information about methods of the industry and the medical profession. Each program Mr. Flynn introduces a guest speaker well known to members of the drug trade.

* * *

WHEN the amateur contest sponsored by Mantle Lamp Co. of America, Chicago (Aladdin lamps), over KMBC, Kansas City, came to an end Jan. 19, after 78 broadcasts of 15 minutes each, 21,950 votes had been received from listeners who had heard the single announcement asking them to help select the winner. The $50 first prize was awarded to Wellsley Ogan, a hill billy singer. Contest was placed by Presba, Fellers & Presba Inc., Chicago.

* * *

AMERICAN HOME PRODUCTS Corp., New York, is offering a money-back guarantee for Anacin, promoted thrice-weekly on an NBC-WJZ network. Blackett-Sample-Hummert Inc., New York, is the agency.

* * *

EVERY purchaser of a large size tube of Phillips Milk of Magnesia toothpaste is being offered a general utility knife, only one knife to a customer. The premium is offered on the sponsor's CBS program.

DANGER OF WAR!
Disc Pulls Boner on "Marching Through Georgia"

ANOTHER "war between the States" was almost precipitated this month when one of the leading transcription companies sent out a sustaining continuity with its discs reading as follows:

"While we're in the Southland, let's have one of those brief and popular marching tunes of the olden days of this our United States, a song of the Confederates, *Marching Through Georgia*."

"If that isn't a honey," writes Dorian St. George, of WLVA, Lynchburg, Va., "I don't know what is. Of course, the makers of the transcription who supply the continuity were notified of their mistake and told that such a thing if broadcast over a Southern station might have the South mobilizing again for another war between the States.

"We didn't believe that anyone was ignorant of the knowledge that any mention of Sherman's march to the sea through Georgia is anathema in the South. Heaven help any announcer who happened to hit that continuity cold without previous rehearsal and read it to a Southern radio audience."

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), has a thrice-weekly spot program over WRC, Washington, for 13 weeks, using Tito Guizar, guitarist. J. Walter Thompson Co., New York, is the agency.

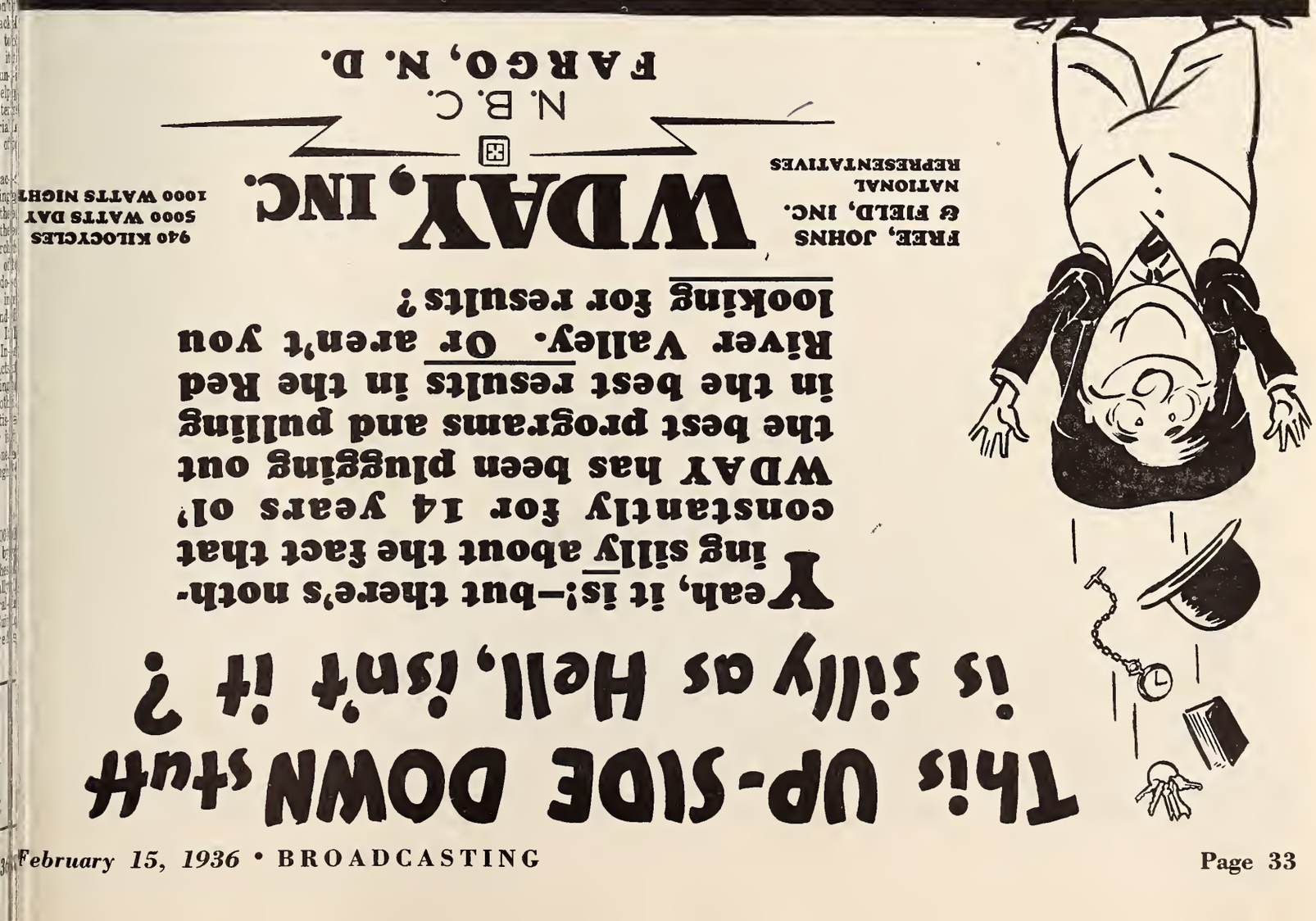
PROGRAM EXCHANGE SERVICE STARTED

PLANS for a new type of transcribed program service, utilizing stations themselves as the producers of programs to be broadcast by other stations, were disclosed Feb. 10 with the organization of National Program Exchange with temporary offices at 815 Fifteenth St., N. W., Washington, D. C. The company is headed by R. C. Powell, former consulting radio engineer and equipment manufacturer.

"The basis of the idea," Mr. Powell stated, "is the fact that practically all stations have at least one or two programs weekly of sufficiently good quality to be welcomed as program material by others. The development of an inexpensive method of recording such programs locally has made it possible to produce and distribute them at a cost within the means of the small station.

"Approximately 50 stations throughout the country, each having an hour or more of local programs of outstanding entertainment value, will be supplied with recording equipment and will act as program producers. The producing stations will be paid for their programs to compensate their artists and bear other production expenses, the amounts being based on the number of stations using the programs regularly."

KUNSKY-TRENDLE Broadcasting Co., Detroit, operator of WXYZ and WOOD-WASH, and WBBM, Chicago, has been elected a member of the Proprietary Association.



The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Hartz Mountain Products Co., New York, 2 *sp*, thru Ernest Davids Inc., N. Y.
Bernard Perfumers, St. Louis, 14 *sp*, 26 *sp*, thru Hilmer V. Swenson Co., St. Louis.
M. J. Breitenbach Co., New York (Gudes Pepto-Mangan), 54 *ta*, thru Brooke, Smith & French Inc., N. Y.
Alaska Pacific Salmon Corp., Seattle, 26 *sp*, thru J. William Sheets, Seattle.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 27 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Lancaster Seed Co., Paradise, Pa., 2 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
Milton Bradley Co., Springfield, Mass. (games), 21 *sa*, direct.
Freedom Oil Works, Freedom, Pa., 78 *t*, 48 *sp*, 48 *sa*, 15 *sa*, thru Albert P. Hill Co., Pittsburgh.
Acme White Lead & Color Works, Detroit, 26 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Easy Washing Machine Corp., Syracuse, 39 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
N. Y. Diesel Institute, Albany, 78 *sa*, thru DeRouville Adv. Agency, Albany.

WOR, Newark

Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Pure Oil Co., Chicago (gasoline), 5 weekly *t*, thru Freitag Adv. Agency, Chicago.
Dodge Bros. Corp., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Prido), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Mennen Co., Newark (cosmetics), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Richfield Oil Corp. of N. Y., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Paas Dye Co., Newark (egg coloring), 3 weekly *sp*, thru Charles Dallas Reach Co., N. Y.

KFI, Los Angeles

Crowell Pub. Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
E. Fougera & Co. Inc., New York (Vapex), 5 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Chrysler Corp., Detroit (Plymouth autos), 3 weekly *t*, thru J. Stirling Getchell Inc., N. Y.

WMAQ, Chicago

Armand Co., Des Moines (cosmetics), 130 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bernard Perfumers, St. Louis, 1 *sa*, thru Homer V. Swenson Co., St. Louis.
New England Mutual Life Insurance Co., Chicago branch, 26 *ta*, thru Atherton & Currier Inc., N. Y.

WHK, Cleveland

Chrysler Corp., New York (autos), 52 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Justrite Co., Minneapolis (bird seed), 6 *sp*, direct.
Acme Pie Co., Detroit, 2 weekly *sp*, thru Stockwell & Marcuse, Detroit.
General Baking Co., New York (Bond bread), 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Climax Cleaner Mfg. Co., Cleveland (wall paper cleaner), 3 daily *sa*, thru Krichbaum Co., Cleveland.
Chef Boiardi Food Products Co., Cleveland (spaghetti), 300 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WNAX, Yankton, S. D.

Hamm Brewing Co., St. Paul, 26 *ta*, thru McCord Co., Minneapolis.
Figaro Co., Dallas (meat cure), 13 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
Horse & Mule Assn. of America, Dallas, 13 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
McConnon & Co., Winona, Minn. (remedies), 9 *sa*, thru McCord Co., Minneapolis.
Olson Rug Co., Chicago (rebuilt rugs), 4 daily *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Household Magazine, Topeka, 6 *sa*, thru Presba, Fellers & Presba Inc., Chicago.

KGO, San Francisco

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 2 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
M. J. Breitenbach Co., New York City (Gude's Pepto Mangan), 3 weekly *sa*, thru Brooke, Smith & French Inc., N. Y.
Hoyt Heater Co. Ltd., Oakland, Cal. (water heaters), 2 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.
Saylor's Chocolates Inc., Alameda, Cal. (candy), 5 weekly *sp*, thru Doremus & Co., San Francisco.

KJBS, San Francisco

C. S. Welch Co., New York (Bathasweet), 6 weekly *ta*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Earle C. Anthony Inc., San Francisco (autos), 4 weekly *sa*, thru Olympic Adv. Agency, Los Angeles.

KNX, Hollywood

Northrup, King & Co., Minneapolis (seeds), 3 daily *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Fels & Co., Philadelphia (Fels-Naptha soap), 4 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Mennen Co., Newark (cosmetics), 2 weekly *t*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Midwest Radio Corp., Cincinnati (radio sets), weekly *sp*, *sa*, thru Key Adv. Co., Cincinnati.
Knox Co., Los Angeles (Cystex), 2 weekly *t*, thru Allen C. Smith Adv. Agency, Kansas City.

WMEX, Boston

New England Telephone & Telegraph Co., Boston, 26 *sa*, thru Broadcast Adv. Inc., Boston.
Boston Globe, Boston (newspaper), 3 daily *sa*, thru Harry M. Frost Adv. Agency, Boston.
Empire Furniture Mfg. Co., Somerville, Mass., 78 *sa*, 150-word announcements, thru Alfred Wasser, Boston.

WBBM, Chicago

Glessner Co., Findlay, Ohio (Turpo), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Sawyer Biscuit Co., Chicago (cookies and crackers), 3 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Plymouth Motor Corp., Detroit, 3 weekly *t*, thru J. Sterling Getchell Inc., Detroit.

KSFO, San Francisco

American Pop Corn Co., Sioux City, Ia. (Jolly Time pop corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Pinex Co., Fort Wayne, Ind. (cold remedy), 5 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
McCloskey Varnish Co., Los Angeles (Kwik-on Varnish), 5 weekly *sa*, thru Bert Butterworth, Los Angeles.

KLX, Oakland, Cal.

Associated Oil Co., San Francisco (motor fuel), weekly *sp*, direct.
O. M. Laboratories, Pasadena, Cal. (health tablets), 5 weekly *sp*, thru Frank E. Cox Radio Adv., Oakland, Cal.

WFBL, Syracuse

Consolidated By-Products Co., Philadelphia (Marco pet food), weekly *t*, thru McLain Organization, Philadelphia.



From the New Yorker

"Mr. Williams, the sponsor—he wants to know if he can play the drums."

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Household Magazine, Topeka, 6 *sp* thru Presba, Fellers & Presba Inc., Chicago.
James Mfg. Co., Fort Atkinson, Wis. (barn and poultry equipment), 7 *sa*, thru Wade Adv. Agency, Chicago.
Northrup-King & Co., St. Paul (garden seeds), 108 *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Corn Belt Hatcheries, Gibson City, Ill., 78 *sa*, thru Campbell-Sanford Advertising Co., Cleveland.
Horse & Mule Assn. of America, Dallas, 12 *sa*, thru Rogers & Smith Adv. Agency, Dallas.
Pinex Co., Fort Wayne, Ind. (cold remedy), 120 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Oshkosh Overall Co., Oshkosh, Wis. 102 *sp*, thru Batten, Barton, Durstine & Osborn, N. Y.
Japan Crab Meat Association, New York, 6 *sa*, thru Maxon Inc., N. Y.
McConnon & Co., Winona, Minn. (remedies), 6 weekly *sa*, thru McCord Co. Inc., Minneapolis.
Grove Laboratories Inc., St. Louis (proprietaries), 110 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Figaro Co., Dallas (smoked salt), 1 *sa*, thru Rogers & Smith Adv. Agency, Dallas.

WGN, Chicago

Forty-Second Street Sales Co., Chicago (cosmetics), 13 *sp*, thru Beaumont & Hohman Inc., Chicago.
Public Service Co. of Northern Illinois, Chicago (electrical appliances), 52 *sp*, thru Lord & Thomas Chicago.

KFRC, San Francisco

Crowell Publishing Co., New York (Woman's Home Companion) weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Fels & Co., Philadelphia (Fels Naptha soap), weekly *t*, thru Young & Rubicam Inc., N. Y.

WMFF, Plattsburg, N. Y.

Benjamin Moore Paint Co., Philadelphia, weekly *sp*, direct.
Richfield Oil Co. of N. Y., New York (oil, gasoline), 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.

WLW, Cincinnati

Crown Overall Co., Cincinnati, weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Lavena Corp., Chicago (cosmetics), 3 weekly *sp*, thru Lord & Thomas Chicago.

KGGC, San Francisco

Stewart Warner Radio & Refrigeration Distr., San Francisco (radio receivers), 6 weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

WENR, Chicago

M. J. Breitenbach Co., New York (Gude's Pepto-Mangen), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.

KQW, San Jose, Cal.

Old Age Revolving Pension Ltd., San Francisco (political), weekly *t* thru Frank E. Cox Radio Adv. Oakland, Cal.

KTRB, Modesto, Cal.

Mountain Copper Co., San Francisco (Super-Sulphur soil treatment), weekly *sa*, thru Kelso Norman Organization, San Francisco.

WMCA, New York

A. H. Lewis Medicine Co., Chicago (proprietary), 20 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc. Chicago.

WNBH, New Bedford, Mass.

Chevrolet Motor Co., Detroit (autos) 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

AMERICAN HOME PRODUCTS Inc., New York (Outdoor Girl cosmetics, Kissproof cosmetics) on Feb. 17 starts *Rich Man's Darling* on 23 CBS stations, Mon. thru Fri., 11:45-12 noon. Agency: Blackett-Sample-Hummert Inc., N. Y.

PLYMOUTH MOTOR Corp., Detroit (autos) on Feb. 13 starts *Ed Wynn* on 82 CBS stations, Thursdays, 9:30-10 p. m. Agency: J. Stirling Getchell Inc., N. Y.

THOMAS COOK & SON, WAGON-LITS Inc., New York (travel bureau) on Feb. 23 starts *The Man From Cooks* on 8 NBC-WJZ stations, Sundays, 5:45-6 p. m. Agency: L. D. Wertheimer Co. Inc., N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) on Feb. 9 started *Weekend News Review* on 18 NBC-WJZ stations, Sundays, 5:45-6 p. m. Agency: Marschalk & Pratt Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles, (motor fuel), on Feb. 6, started for 52 weeks *Calling All Cars* on Western Network (KNX and KFSO) Thursdays, 8-8:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

SWIFT & Co., Chicago (Sunbrite Cleanser) on Feb. 17 starts *Junior Nurse Corps* on Midwest CBS network, Mon., Wed., Fri., 5:15-5:30 p. m. (CST). Agency: Stack-Goble Adv. Agency, Chicago.

Renewal Contracts

GENERAL FOODS Corp., New York (Jell-O) on March 1 renews for 52 weeks *Jack Benny* on 59 NBC-WJZ stations, Sundays, 7-7:30 p. m., with rebroadcast at 11 p. m. Agency: J. Walter Thompson Co., N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) on Feb. 9, renewed *Gabriel Heatter* for six weeks on 24 NBC-WJZ, stations, Sat., Sun., 5:45-6 p. m. Agency: Marschalk & Pratt Inc., N. Y.

CITIES SERVICE Co., New York (gasoline) on Feb. 7 renewed *Cities Service Concert* on 37 NBC-WEAF stations, Fridays, 8-9 p. m. Agency: Lord & Thomas, N. Y.

J. W. MARROW MFG. Co., Chicago (Mar-O-Oil) on Feb. 19 renews *Mar-O-Oil Musical Revue* on 21 NBC-WEAF stations, Wed., Fri., 2:45-3 p. m. Agency: Heath-Seehof Inc., Chicago.

CRUSADERS, New York (political) on Feb. 10 renews *The Crusaders* on 3 MBS stations, Mondays, 8:15-8:30 p. m., WOR 9:15-9:30 p. m. Agency: Marschalk & Pratt Inc., N. Y.

SPERRY FLOUR Co., San Francisco (Wheat Hearts) on Feb. 5 renewed *The Special* on 6 NBC-KPO stations, Wed., Fri., 2:30-2:45 p. m. Agency: Westco Adv. Agency, San Francisco.

GEBHARDT CHILI POWDER Co., San Antonio, on Feb. 27 renews in *Woman's Magazine of the Air*, Thursdays, 3:45-4 p. m. (PST). Agency: Tracy-Locke-Dawson Inc., Dallas.

SPERRY FLOUR Co. (Division of General Mills Inc.) San Francisco, (Drifted Flour & Wheathearts), on Feb. 9 renewed for 52 weeks in *Sperry Sunday Special* on 6 NBC-KPO stations, Sundays, 1-1:30 p. m. (PST). Agency: Westco Advt. Agency, San Francisco.

STERLING PRODUCTS Inc., New York (Phillips dental magnesia) on Feb. 23 renews *Melodiana* on 26 CBS stations, Sundays, 5-5:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL MILLS Inc., Minneapolis, on Jan. 1 renewed *Betty & Bob* on 23 NBC-WJZ stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

Cook County Advertising At $20,000 Cost Brings $10,000,000 Back Taxes

USING radio, billboards and newspapers in a campaign to collect delinquent taxes, Joseph L. Gill, treasurer of Cook County, Illinois, spent $20,000 in two weeks and collected $10,000,000 in the same period. The idea that it is less costly for a government to collect taxes through advertising than to borrow money was sold to Treasurer Gill by Milton Alexander, Detroit advertising man.

Spot announcements urging the payment of back taxes before Feb. 1, after which date penalties would be applied, were broadcast every day of the campaign by every station in the county, and every evening by all stations that permit the broadcasting of announcements during the evening hours, Mr. Alexander told BROADCASTING.

"Treasurer Gill has been criticized for spending county funds for advertising," Mr. Alexander stated, "when newspapers and radio stations would donate space and time willingly. Our feeling, however, is that it is not fair to ask for free advertising from broadcasters and publishers when other county supplies, such as light, heat, paper and pencils and all the thousands of items purchased by the county, are paid for. Furthermore, when we ask for free publicity we must take what we can get, while we can put over our sales talk in our own way when we pay for the time and space at regular rates. And I believe that a $10,000,000 return on a $20,000 investment needs no further justification."

One-Man Control In Canada Studied

ONE-MAN control of broadcasting in Canada, replacing the present Canadian Radio Commission, is under consideration by the Mackenzie King administration, according to reports from Ottawa, which state that the subject will come before Parliament, which opened Feb. 6. The Canadian Commission's tenure, several times extended, is due to expire March 31.

The government, Ottawa press reports state, is likely to go back to the plan proposed by the Aird Commission some years ago, repealing the present law or declining to renew it and abolishing the Commission.

Under the Aird report, in lieu of a Commission there would be a manager of broadcasting similar to Sir John Reith's position as director-general of the British Broadcasting Corp. One of Sir John's right hand men, Gladstone Murray, Canadian-born former journalist now with BBC, has often been mentioned for the post. The single chieftan would work with an honorary board of seven directors, five representative of the various areas —Maritime, Quebec, Ontario, the Prairies and Pacific—and the other two appointed generally.

The projected authority would attend to the general supervision of radio and broadcasting, with the Department of Marine continuing to handle communications. It is presumed that the government would not relinquish its present ownership of a half dozen stations.

LOCAL BOYS MAKE GOOD

. . . with WKY Advertising!

● Local retailers can ill afford to spray money into thin air and wait for sales to trickle in. Their broadcast advertising must ring the register promptly and plenty.

Among Oklahoma City retailers there is no doubt as to which station is most prompt and dependable at the payoff. More of them by far, including practically every retail classification, use WKY than use any other local station.

The formula by which the local boys make good in Oklahoma City works equally successfully for national advertisers . . . and they also place more business with WKY than with any other station in the state.

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

WKY

Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

Unusual

?

SURE!

"Thank You!" Some would have you believe that it's a bit old-fashioned and that the dizzy whirl of modernity has tagged it a has-been.

But let's see if such claims are true!

Who says "thank you" today? Well, 658 WWVA listeners took time out to write a personal letter of thanks to our Managing Director for making it possible for Hugh Cross and His Boys to continue to bring them their daily programs of wholesome fun and pleasing melodies. Yes, and these 658 letters followed right "on the heels" of a testimonial demonstration wherein our listeners mailed in 15,676 trademarks addressed to Hugh and the boys within four days.

Unusual? SURE!! But that's exactly what WWVA listeners are—unusual—unusual in their loyalty and devotion to entertainers and the products they represent. That's why WWVA campaigns click!

Don't miss this outstanding radio service to Eastern Ohio, Western Pennsylvania and Northern West Virginia.

THANK YOU!

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York

JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

WJAY

THIS STORY MIGHT BE ABOUT YOU!

FIVE vacuum cleaners sold by ONE advertiser in ONE day last week following ONE ad on WJAY, no other advertising medium used.

TELL THE SAME STORY THEY'RE TELLING—"No one ever produced such results before".

USE THE SAME MEDIUM THEY'RE USING—

WJAY

The Cleveland station that gets results!

NEW RATE CARD JUST OUT

EDYTHE F. MELROSE
Manager

AGENCIES AND REPRESENTATIVES

ELLIS W. GLADWIN Jr., has joined Donahue & Coe Inc., New York, as account executive. He was formerly director of radio and account executive of Riegel & Leffingwell Inc., New York.

CARLSON ADV. AGENCY has been formed in Pittsburgh by A. G. Carlson, succeeding Carlson & Symons. Offices are in the Investment Bldg., with A. G. Carlson heading the radio division.

WILLIAM RICHMAN & Associates, Los Angeles station representative, is offering a combination rate for five stations: KWJJ, Portland, Ore.; KGGC, San Francisco; KXA, Seattle; KMPC, Beverly Hills, Cal., and XEMO, Tiajuana, Mex.

Dr. W. H. VOELLER, vice president of Conquest Alliance Co., New York, was in Los Angeles and San Francisco early in February on a transcription buying trip.

LUTHER WEAVER, head of Luther Weaver & Associates, St. Paul agency, is inaugurating a new weekly course in radio script writing at the University of Minnesota, teaching an extension division class meeting two hours weekly for 17 weeks.

VAN C. NEWKIRK, of Newkirk & Lawrence, Los Angeles agency, has received a second state fire marshal award for his Fire Prevention Week program on KNX, Hollywood.

HENRY T. STANTON, vice-president of J. Walter Thompson Co., Chicago, was in San Francisco early this month conferring with R. Lynn Baker, Pacific Coast manager, on various national accounts.

ELSIE HARVEY, radio and uewspaper space buyer for the Detroit headquarters of Maxon Inc., was married recently to Ralph Bateman, Detroit manager of E. Katz Special Adv. Agency. She will leave Maxon March 1, to be succeeded by P. C. Beatty, at present space buyer of Lee Anderson Adv. Co., who in turn will be replaced by Fred Barrett, formerly of C. C. Winningham Inc.

WCAO, Baltimore, has appointed E. Katz Special Adv. Agency to represent it nationally.

WALTER A. BURKE, in charge of Pacific Coast radio for McCann-Erickson Inc., San Francisco, and regional executive of the American Association of Advertising Agencies, has been appointed a director of the San Francisco Advertising Club.

FRED H. McCREA, supervisor of the California Packing Corp. account, (Del Monte canned food), and Robbins Milbank, account executive in charge of the S. O. S. Co., account, (cleanser), for McCann-Erickson Inc., have returned to San Francisco after attending the Chicago Jobber's convention.

GEORGE FRANCIS ISAAC, former radio director of Lord & Thomas, Chicago, who is joining John Blair & Co., station representatives, in that city, vacationed in California early this month.

HENRY A. HOHMAN, president, Beaumont & Hohman Inc., Chicago, was on the Pacific Coast in January making a business survey for his organization, and conferred with Herbert D. Cayford, San Francisco office manager, on radio activities for Greyhound Lines Inc.

HOWARD RAY, formerly of KTSM, El Paso, and KOB, Albuquerque, New Mexico, has joined Tom Wallace Adv. Agency, Los Angeles, and is in charge of West Coast programs for the Townsend Plan, which account is being handled by Wallace from Los Angeles and New York offices.

H. H. DOBBERTEEN, formerly with Brooke, Smith & French Inc., Detroit, has joined the media department of Benton & Bowles Inc., New York, taking the position left vacant by Richard C. Dunkel's transfer to the General Foods cereal accounts. Mr. Dunkel will assist Robert Luska Jr., in servicing these accounts. Another addition to the media department of this agency was M. L. Keibler who will handle outdoor media. Mr. Keibler prior to this appointment was with Campbell-Ewald Co. Inc., Detroit.

WADE THOMPSON, formerly of KOMO, Seattle, and prior to that with KFAB and KOIL, Nebraska, has been named head of the radio department of Strang & Prosser Adv. Agency, Seattle.

TRANSCRIPTIONS

CENTRAL SHOE Co., St. Louis, on March 1 starts a new radio campaign using 15-minute transcriptions titled *The Old Scoutmaster*. Discs were produced and recorded by Dalzell Sound Recording Studio, St. Louis. The studio has recently completed disc announcements for Blue Ribbon Shoe Co., Brown Shoe Co. and A. E. Staley Syrup Co.

C. C. McINTOSH, operating as the Transcriptiou Service Bureau in Hollywood to produce transcribed productions, has discontinued that firm and joined his brother's organization, R. U. McIntosh & Associates, as office manager. The firm will handle sales of the programs already produced by the defunct Bureau including a contract bridge series and a newer one called *Yesterday Brings You Tomorrow*, five-minute spots adapted to insurance sponsorship.

A QUARTER-HOUR news commentatory series, featuring John Nesbitt, former KFRC, San Francisco, an nouncer, is being cut by MacGregor & Sollie Inc., that city, for Duart Mfg. Co., Inc., (permanent wave machinery and face cream). The series will be placed on Western stations through Howard E. Williams Adv. Agency, San Francisco. The transcription concern is also cutting a musical puppet show for the George H. Eberhard Co., San Francisco, (Pacific Coast distributors for Grunow Refrigerators), for reproduction on Pacific Coast stations. MacGregor & Sollie has sold 120 episodes of *Cub Reporter*, the Richard Holman newspaper serial, to 3DB, Melbourne, Australia, for sponsorship over that station.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, announce that KGMB, Honolulu, and KALE, Portland, Ore., have subscribed to its musical library service.

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, has signed Paul Pendarvis, Pacific Coast orchestra director, and is cutting a dance series for their musical library service.

PARAMOUNT SOUND STUDIOS, Hollywood, early in February retired from the field. It will continue, however, to record song productions and will use the sound studios of Otto K. Olesen.

STANDARD RADIO Inc., Chicago, announces new subscribers to the Standard Program Library as follows: WMCA, KFBB, WMFR, WLBF. Standard announces sale of *Sons of the Pioneers* to WTRC, WBNY, WMT and *The Last Nighter* to KDYL, KTAR, KFBB.

WMAZ, Macon, Ga., has added NBC Thesaurus. It also has the WBS library service.

Frykman - Allen Form Rep

NORT FRYKMAN and Edward Allen have left the WJJD - WIND sales force to open their own office as radio station representatives at 520 N. Michigan Ave., Chicago. Mr. Frykman was formerly in the production and merchandising departments of Lord & Thomas, and Mr. Allen was associated with William G. Rambeau, before which he was engaged in the field of newspaper representation with the Devine-Wallace Co.

WLS Appoints Blair

WITH the appointment of John Blair & Co. to represent WLS, Chicago, effective Feb. 1, that station announced the relinquishing of its affiliation with Graham Robertson, for the last two years Eastern manager for WLS with headquarters at 250 Park Ave., New York. The Blair organization will represent WLS nationally. Mr. Robertson will maintain his New York offices, going into the representative field for other stations.

Announcing!!

R. U. McIntosh & Associates offer two new feature transcriptions that are ringing the bell for sponsors.

CULBERTSON SYSTEM OF CONTRACT BRIDGE

78 fifteen-minute fascinating programs with a top-notch merchandising plan, a real commercial "hook"—and plenty of supplementary sales material. When you send for samples, we will include a past performance record that will satisfy any sponsor.

YESTERDAY BRINGS YOU TOMORROW

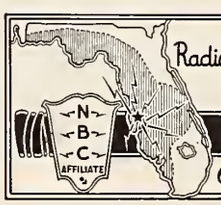
A 5 minute newsreel that constructs tomorrow out of the memorable events that have happened on that same day in the years gone by. More timely than the latest edition of the newspapers. Especially prepared for Insurance, Investment, Bank or Service Company sponsorship. Will click for any client who likes a timely news broadcast.

THE REPORTER OF ODD FACTS

Here's the most interesting 5 minute program on the air. Strange Facts, Unusual Incidents, Unbelievable Happenings, dramatized in fascinating style by a top-notch Hollywood cast. THIS IS THE NEW SHOW THAT IS SETTING THE PACE IN RADIO PROGRAMS. You can't miss with it.

WRITE OR WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT. WE WILL SEND INFORMATION ON 15 OTHER OUTSTANDING PROGRAMS.

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.



Radio Station WFLA-WSUN

STUDIOS
TAMPA • •
CLEARWATER •
ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

RADIO ADVERTISERS

CLEAR-AGAIN Inc., Chicago (cold remedy), planning to use radio and other media, has placed its account with Schwimmer & Scott, Chicago.

CRANBERRY CANNERS Inc., South Hanson, Mass., has transferred its advertising to Gotham Adv. Co., New York.

CHARLES MARCHAND Co., New York (Golden shampoo) has placed its advertising with Biow Co. Inc., New York.

C. H. CAMPBELL, formerly advertising and sales promotion manager of Rex Cole Inc., has been named sales manager of the newly-created retail agents department of Remington portable typewriter division of Remington Rand Inc., with headquarters in New York. The division is using prospect lists secured from promotion on the *March of Time* program on CBS.

THE First National Bank and Trust Co., Macon, Ga., has renewed for 52 weeks its twice-weekly quarter-hour musical program on WMAZ. In its 4 months on the air the bank has found that radio is effective in selling its facilities. Especially good results have been achieved for the small-loan department handling automobile financing and personal loans.

JOS. SCHLITZ BREWING Co., Milwaukee, has appointed McJunkin Adv. Co., Chicago, to handle a forthcoming Schlitz campaign.

SUPERBO MFG. Co., Los Angeles, makers and distributors of hot water heaters in the 11 Western states, started its first radio campaign Feb. 1 through Newkirk-Lawrence Agency, Los Angeles, using KECA for 52 weeks with three 15-minute evening recorded programs. Other West Coast stations may later be used.

GILVIE SISTERS LABS Inc., New York (hair tonic) has placed its account with Kelly, Nason & Roosevelt Inc., New York.

E. P. HARTER, general manager, Sego Milk Products Co., and Pet Milk Sales Corp., Salt Lake City, was in San Francisco early in February to conduct sales meetings. He also conferred with Stanley Swanberg, manager, Botsford, Constantine and Gardner on radio activities for the Sego Milk account.

NELSON BROS. FURNITURE & WAREHOUSE Corp., Chicago, sponsors of the *Man in the Street* broadcasts daily except Friday and Sunday over WBBM, Chicago, at 1 p. m., have added two more of these interviews with passersby each week, broadcast Tuesday and Thursday mornings at 9:30, and a Sunday morning hour of recorded music, 8 to 9, to their WBBM schedule.

NESSNER Co., Findlay, O., has named Benson & Dall Inc., Chicago, to handle its Turpo cold remedy account and not Keen shaving cream, the agency has informed BROADCASTING.

NOOS BROS., Los Angeles cafeteria operator, is using time signals on Don Lee outlets in Southern California and orchestra programs on KHJ, Los Angeles. W. Austin Campbell Co., Los Angeles, has the account.

AUSTIN-HAYNES & Co. Inc., New York (Aspirub) has named Redfield-Johnstone Inc., New York, to service its account.

A CHICAGO section of the American Marketing Society was officially established at a meeting there Feb. 3, with President Frank R. Coutant appointing the following to carry on until regular officers can be elected: L. Edward Scriven, B. B. D. & O.; C. C. Chappelle, H. W. Kastor & Sons Adv. Co.; Stanley P. Farwell, Business Research Corp.

A. NASH Co., Cincinnati (men's clothes) has named Merrill Adv. Co., Cincinnati, to handle its advertising.

DELCO-FRIGIDAIRE Conditioning Corp., Dayton, a division of General Motors, has appointed Lord & Thomas, Chicago to handle its advertising.

Library Programs

(*Continued from page 13*)

the day of the broadcast with a telephone call. Most of the credit for each broadcast is given to the host of the evening. This one angle has helped the Cold Spring salesmen to sell more new accounts within the past month than the brewery has added at any time since it has been in the territory.

"The record of this account is more significant when you consider that the sale of brewed beverages in New Hampshire is surrounded by rigid regulations. Cash on delivery must be paid for orders delivered to the restaurants; absolutely no price concessions are permitted; no distributor or brewer may contribute anything to the operator of a restaurant serving brewed beverages; even the dimensions of advertising signs for window display are regulated. Nothing in the way of equipment may be contributed by brewer or distributor.

"We are rather proud of the record of this account in view particularly of the fact that this is considered to be the 'off season' for beer and ale. We feel that *Thesaurus* deserves the credit, for without a single exception the programs have gone over. The quality of entertainment has pleased even those who are total abstainers, and the result has been tremendous good will for our clients, above and beyond the stimulation of direct sales.

"We are marketing our programs rather carefully, for the reason that we want every account using *Thesaurus* to show good results. With reasonable cooperation on the part of our clients we know that *Thesaurus* can do the job."

Elgin Watch Plans

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches), is planning to return to the air in March, but to date NBC has not cleared a time satisfactory to the client. J. Walter Thompson Co., Chicago, is handling the account.

WASEY PRODUCTS Inc. (Musterole, Zemo), has signed for the twice-weekly *Carson Robison* series over KYW, Philadelphia. Account is being handled by Erwin-Wasey & Co., New York.

NBC Thesaurus Service Is Enlarged and Revised

CHANGES in the continuity of its transcription library service, based on six months of experience and various suggestions from subscribers, are announced by NBC Transcription Service effective beginning Feb. 10. The changes in Thesaurus continuity, it was said, are designed to arouse fresh advertiser and audience reactions.

New continuity will cover 17¼ hours a week, an increase of 3¼ hours. The more desirable series, like *Musical Clock, Dinner Hour, Radio Night Club,* will be increased in length or frequency or both, while less popular series will be dropped. Amount of talk will be reduced and physical appearance improved.

Viva Candy Expands

EDGAR P. LEWIS Co., Malden, Mass. (Viva candy bars) is using spot programs in addition to the two quarter-hour and participation programs that have been on the Yankee network since last fall. Over WCOP, Boston, twice weekly, 15-minute programs and a similar schedule over WDEV, Waterbury, Vt., are broadcast. One-minute announcements five days a week are being broadcast over WTIC, Hartford; WNBX, Springfield, Vt.; and WLNH, Laconia, N. H. These additional spot programs began during the last week in January and the first week in February. E. W. Hellwig Co., New York, is the agency.



NO, A CLOCK ISN'T WORTH MUCH WITHOUT HANDS . . . NOR IS YOUR RADIO PROGRAM WORTH MUCH IN WESTERN MONTANA IF YOU AREN'T USING

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA NEW YORK · CHICAGO • WALTER BIDDICK, CO. PACIFIC COAST

"POWER ENOUGH"

to pay back handsome profits

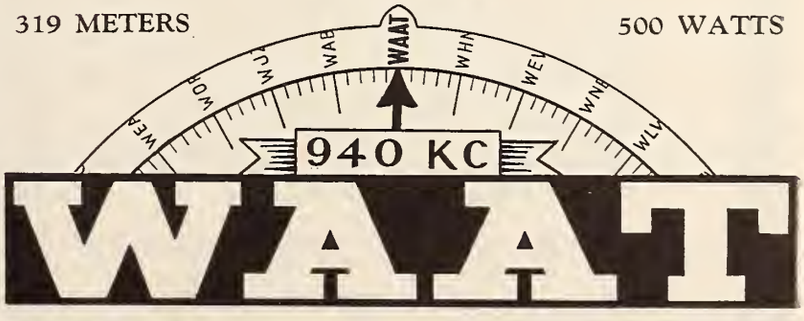
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



WAAT

JERSEY CITY ★ AND SUBURBS

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

1000 WATTS **KOMO** 920 Kilocycles (about) NBC-Red

5000 WATTS **KJR** 970 Kilocycles NBC-Blue

(Feb. 15, 1936) *National Representatives* — EDWARD PETRY & CO.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

PROGRAM NOTES

A SATURDAY night barn dance that "uses everything" and in which participating spots are sold for 15 to 30 minutes, has been started by WBT Charlotte, 9:45-10:45 o'clock, under the direction of Holly Smith.

A NEW weekly series on WLS, Chicago, *Midwest on Parade*, was started Feb. 4, with Springfield, Ill., as the first city honored.

A NEW series of programs, marking the birthdays of noted persons and the anniversaries of important events has been started by KTUL, Tulsa. Short programs during February were on Horace Greely, the journalist; Buffalo Bill, invention of the telephone, and other topics.

DR. OLIVER JUSTIN LEE, director of Dearborn Observatory on Northwestern University campus in Evanston, Ill., is giving a series of talks on astronomy over WGN, Chicago. The programs are broadcast every other Saturday by the University Broadcasting Council.

STAN THOMPSON, announcer of WBBM, Chicago, was master of ceremonies at the special stage program put on by radio stars from WBBM and CBS in Chicago for the Edward Hines Hospital veterans. The entertainment was arranged by the Hospital Hostess Department of the Chicago Chapter of the American Red Cross, and was produced by Harold Isbell, of the Chicago CBS staff.

WGAR, Cleveland, has obtained police cards for its announcers, admitting them to all public events.

EMPLOYES of W9XBY, Kansas City, lost to local newspapermen 2-0 in a hockey game. The contest will be replayed because the newspapermen allegedly used employes of the ice rink in their lineup.

For KNX Announcers

KNX, Hollywood, has started a contest among its announcers to determine who is best adapted for master of ceremonies of variety shows. Each announcer will be responsible for one half-hour program a week using the same talent. No announcer may copy another's style. Prizes will be awarded each week, the winner of three prizes to be given the show to produce and announce for 13 weeks.

SIX sponsors are participating in the *Grand Ole Opry*, popular Saturday night feature on WSM, Nashville, which now runs from 8 to midnight. They are American Book Mart, Kester Solder Co., Boys School Journal, Chicago School of Music, Strikalite and American Pop Corn Co. Periods preceding the *Opry* are also highly in demand, sponsors now including Alka-Seltzer, Household Magazine, Gardner Nurseries, Olson Rug Co., Morton Salt Co., Akron Lamp Co., and O'Bryan Co.

A DRAMATIZED series titled *Treasure Trails* based on national parks will start Feb. 15 on an NBC-WEAF network, Saturdays 5:45-6 p. m. The 13 programs will deal with adventures of a family touring the parks.

WILLIAM DUGAN, stage and screen writer, is writing continuity for *Death Rides the Highway*, new NBC serial produced at the Hollywood studios under sponsorship of Western Auto Supply Co. Value of the safe driving campaign serial was editorially lauded in the *San Francisco Call-Bulletin* Feb. 5.

WCAU, Philadelphia, has restricted use of "Music Goes Round & Round" and no requests for its performance have been received. The station is starting a series of crime prevention programs in cooperation with Franklin Institute, with state and local police assisting.

THE *Atlanta Journal's Editorial Hour* of WSB, that city, is arousing wide interest, although only a few weeks old. The local police situation was discussed in the second program of the series.

WHEN the "Williamsporter", crack Philadelphia & Reading Railroad train left the tracks shortly before midnight Jan. 30, as it approached a bridge at Sunbury, Pa., it crashed over a 20-foot embankment, killing the engineer, fireman and one passenger and sending 32 other passengers to the Sunbury Hospital, Glenn Williams, WKOK news and sports announcer, interviewed one of the passengers about the fatal accident.

WNOX, Knoxville, has started a business boosting campaign with spot announcements advising listeners not to put off their purchases. Each announcement mentions some commodity and recommends purchase at "your favorite store." Four hundred merchants were sent letters asking their cooperation to increase business in East Tennessee. WNOX is using frequent announcements on Friday and Saturday urging listeners to go to church. A weekly half-hour religious program conducted by city ministers will be broadcast Saturday afternoons.

THE "official burial" of "The Music Goes Round and Round" was given elaborate ceremony at WFBL, Syracuse. Used as a novelty during the *Roy's Gang* revue program, a skit was written dramatizing the tune's "murder", funeral and visit with St. Peter. Parodies were sung by a quartet in dirge style and an eulogy read by Ned Lynch, actor. Parodies also described the ascent to the Pearly Gates. When St. Peter refused him admittance, "Round and Round", impersonated by Red Thomas, scat singer, threatened to haunt the peoples of the world forevermore.

TO PROMOTE traffic safety, WTAR, Norfolk, Va., has resumed broadcasting traffic court proceedings between the *Ford Presents Personality* and *Ford Revue* programs, all three being sponsored by local Ford dealers.

AFTER more than 5,700 aspiring amateur singers had been auditioned in the preliminaries of the WBBM *Twin-Winner Contest*, 400 were called back for the semi-finals, which started Feb. 10. The final winners, one man and one woman, will each receive a 13-week contract to sing over WBBM at $100 per week.

Staff Personnel Named To Direct Government's Radio Workshop Project

PERSONNEL of the Educational Radio Project, being conducted by the U. S. Office of Education with relief funds of $75,000, was announced Feb. 6 by Dr. J. W. Studebaker, U. S. Commissioner of Education. The effort is one of several educational relief efforts, and has as its objective production of a series of educational programs made possible by the grant from Emergency Relief Funds.

Maurice Lowell, on leave of absence as production director of the Chicago Division of NBC, will head the technical staff, working directly under William Dow Boutwell, editor of *School Life*, official monthly publication of the Office of Education.

Rudolf Schramm, Washington orchestra leader, has been named musical director of the project. James D. Strong, camp educational adviser for the CCC in New York State and later district educational advisor at Fort Ontario, has taken a leave of absence to become project manager, in charge of the radio workshop.

Other officers are B. P. Brodinsky, on leave of absence as associate editor of the United States Society, Washington, and formerly a CCC educational advisor, as station and listener relations director, and Philip H. Cohen, former CCC camp educational advisor, as personnel director.

KFPY
Subscribes to the
COMPLETE
Day and Evening Services of the
United Press

In Addition **KFPY maintains its own reportorial and editorial staff—men of proven ability.**

KFPY Has **the most complete News Service of any news medium in the Inland Empire — which covers Eastern and Central Washington, Northern and Central Idaho, Western Montana.**

KFPY SPOKANE WASH.

Pioneer Broadcasting Station of Spokane and the Inland Empire $300,000,000 Trading Area.

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

BorrowedProgram Criticized by FCC

Unfair Use of Baseball Series Is Held Deceptive to Public

BROADCASTING an account of n event by using the program of nother station as a basis of information is not a technical violation of the Communications Act ut is dishonest in nature and an nfair utilization of the results of nother's labor, the FCC Broadcast Division ruled Jan. 28 in a statement explaining its decision renewing the license of WOCL, Jamestown, N. Y.

In the statement the FCC reviewed facts in the application of . E. Newton, WOCL licensee, for enewal of his license to operate on 210 kilocycles with 50 watts. The pplication, filed Sept. 26, 1934, was set for hearing which was held Oct. 23, 1935, to determine the haracter of WOCL programs and o determine if the station had violated Section 325 of the Communications Act which prohibits roadcasts without authority of the riginating station.

Baseball Program

HE Broadcast Division found that VOCL in 1934 had broadcast a report of a world series baseball ame, the announcer getting his nformation from a headset receiving signals from WGR, Buffalo. A unning account of the game was iven WOCL listeners, it is stated, n the basis of the WGR broadcast s well as other programs and a coreboard. No transmission of ignals of another station was hown. WOCL, it is added, made o announcement as to the origin f the program.

The statement of facts concludes: There appears to have been no ourt ruling on the matter involved, ut a decision of the Federal Radio ommission, with which this Comission is in accord, dealt with isues which appear to be quite similar o the facts involved here, in ruling n the application of Radio Station COL, to which reference is made n the Secoud Annual Report of the ederal Radio Commission, at Page 53. The conclusion of that Commison, in that case, on the construcion of Section 28 of the Radio Act f Feb. 27, 1927, which carries the ame language as Section 325 of the ommunications Act of 1934, was hat rebroadcasting meant that the tation engaged therein actually reroduced the signal of another station echanically or by some other means, uch as feeding the program received irectly into a microphone. From a strict standpoint, the receiving of a program of another station over an ordinary receiving set and then restating the information thus received over the microphone does not constitute a violation of Section 325 of the Communications Act.

However, it is not inappropriate to observe that the production of programs by a radio station calls for the exercise of creative faculties and the outlay of funds for the employment of talent,—the preparation and planning of the broadcast and the employment of persons trained and qualified for their particular duties. When, therefore, a station engages in the practice here involved, its conduct is inconsistent with fair dealing, is dishonest in nature, and amounts to an unfair utilization of the results of another's labor. Moreover, the practice is deceptive to the public upon the whole, and contrary to the interests thereof.

While the Commission has experienced difficulty in reaching a determinatiou in this case, it concluded, upon consideration of the entire record, the general qualifications shown and the apparent fact that the practice engaged in is not shown to have occurred more than the instance referred to, that public interest, convenience and necessity will be served by the granting of a renewal of the license, and accordingly so entered its order, to be effective at 3 a. m., Jan. 21, 1936.

Western Farm Hour

THE *Western Farm and Home Hour*, which began its sixth year on Jan. 1, has been extended to a full hour. It is also being broadcast at a new time, Mondays to Fridays, 12:00-1 noon (PST) over KGO and the NBC Pacific Coast network, under supervision of Jennings Pierce, NBC western division director of agriculture. The *Western Farm and Home Hour* now parallels the *National Farm and Home Hour*, after which it has been patterned. Programs each day are divided into three 20-minute periods, the first and third being presented by NBC and the second period — 12:20 to 12:40 — by the U. S. Department of Agriculture under supervision of Wallace Kadderly, its western radio program director.

THE FIRST preparatory meeting for the International Radio Consulting Committee meeting to be held in Bucharest in Feb. 1937, was called Feb. 14 by the FCC. Gerald C. Gross, FCC chief of international communications, called the committee meeting to dispose of preparatory work, which includes technical questions relating to broadcast allocations.

WBS Increases Library By 50% and Uses More Public Domain Numbers

WORLD BROADCASTING SYSTEM will increase by 50% the number of monthly units supplied to stations through its transcription library, World Program Service, effective March 1, it was announced Feb. 11 by Percy L. Deutsch, president. That date also marks the second anniversary of the first recorded library. Two years ago, in March, 1934, WBS inaugurated the service, the forerunner of several similar efforts. Now the WBS library music is heard on 144 stations and comprises over 1200 separate units.

Under the new plan, musical selections will be supplied the stations at the rate of 48 a month—24 on the 1st and 15th of each month. A good portion of the additional units will be devoted to music in the public domain. World Program Service now releases 63 continuities under 21 titles providing 18½ hours of playing time a week. Included in these are four *Red Star Advertising Programs* especially designed for specific classifications. These are *Fashions*, *Jewel Box*, *Sports Facts* and *Your Home*. Many stations have placed the Red Star programs with local merchants.

On March 1 production will begin in new WBS quarters at 711 Fifth Ave., New York, former NBC headquarters. Larger studios and the latest developments in processing plants will result in making that address the headquarters of the electrical transcription business, according to Mr. Deutsch.

Democratic Party Pays Obligations to Networks

THE DEMOCRATIC National Committee has paid off its indebtedness of $47,000 due to CBS from the presidential 1932 campaign, it was learned Feb. 12 at the Democratic National Committee. A balance of $54,000 due NBC probably will be paid off within the next fortnight, it was indicated.

The Democratic Committee spent approximately $500,000 for radio during the last campaign. The Republican National Committee, which paid off its obligation to both parties several months ago, expended nearly $100,000 more.

ACTION!

ONE announcement on WTMJ at 9:00 A. M. requesting program opinions brought a baking company 1140 letters postmarked the same day, plus many telephone calls. If you want listener-action, try—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

The MUSIC SITUATION . . .

The current radio situation has created little or no confusion among the stations subscribing to transcription productions of the Radio Transcription Company of America.

The reason is simple. Over a long period of years TRANSCO has used much original music for themes, interludes and most of its various recorded series. The numbers were composed and arranged specifically for productions of this organization and for radio performance.

In its Hollywood headquarters the Radio Transcription Company has hundreds of programs, covering a wide variety of content and artists, with music that is unrestricted for broadcast purposes.

Stations interested in programs with musical numbers that are not subject to restrictions and performance fees can write to TRANSCO and ask to have one of its traveling representatives call at the earliest possible moment. He will audition programs, advise you how to sell them to a local sponsor, and tell you the price.

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.
HOLLYWOOD OFFICE 1509 N. Vine Street ● ● CHICAGO OFFICE 666 Lake Shore Drive

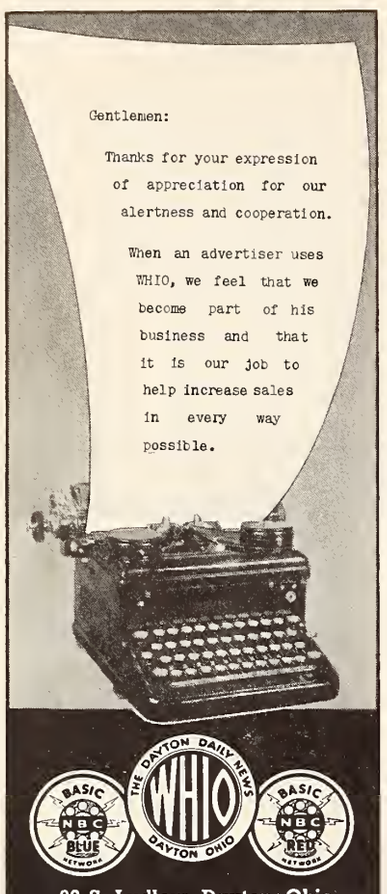


KVI guarantees

. . . The most complete coverage of any station, regardless of power, in the Pacific Northwest.

1000 watts 570 kc.

Pioneer CBS Station in the Pacific Northwest



39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

A Survey of Surveys

By STATION BREAK

"PERHAPS through your column I can secure the answer to a question which has been bothering me for some time," the executive of a leading station pays us the compliment of writing, and then proceeds to outline the following problem.

* * *

"LIKE many other broadcasters, I have been giving considerable thought to the prospective establishment of an ABC for radio and trying to hit upon the ideal survey method which will satisfy everyone concerned with station coverage and 'circulation'.

"Naturally, the starting point for any such development, is the methods which have been utilized in the past. And what I want to find out is how the *agency* men view the NBC, CBS, and WOR methods . . . To which do they attach the greatest significance, and why?"

* * *

FOLLOWING this our correspondent propounds another question, closely related to the foregoing one. "Incidentally, while on the subject of surveys, what do you think of (! ** !) telephone surveys? One that has just come to my desk set my blood boiling. It contained beautiful tables of percentages to 'prove' that the station over whose signature it appeared had most of the audience most of the time, but nowhere in the brochure did it state the *number* of telephone calls made as the basis of the percentage tables, because 'so much data of this type is being put out as a regular service, it needs no elaboration'."

We hope the agency executives will answer the first question themselves. We'll guarantee to print whatever they have to say.

* * *

IN THE MEANTIME we'll venture a guess as to advertising agency opinion. It probably goes something like this: "All of these studies are interesting and undoubtedly valuable. Each one has its strong points, and each its shortcomings. The main trouble is that they're different, and therefore not comparable." . . . All of which points to the crying need of an ABC for radio.

* * *

WE OFTEN wonder how many persons really appreciate the problems involved in the creation of an ABC for broadcasting. Too many, perhaps, are looking for the "ideal survey" which will provide all of the information desired.

* * *

FRANKLY we doubt that such a method exists. Most of the numerous methods applied in the field possess merit when applied for the purpose of securing specific types of information to whose collection they are suited. But, in STATION BREAK'S opinion, there is no single method which will adequately reveal all of the varied information which advertisers and agencies demand, rightly or wrongly, from the broadcasters.

* * *

THERE is only one procedure to follow in the creation of an ABC for broadcasting. The advertisers, agencies and broadcasters first must decide what information is most important to them. In this respect, STATION BREAK humbly suggests up-to-date figures on the number and distribution of radio sets, and information as to basic listening habits, as a highly suitable starting point.

* * *

ONCE a starting point has been determined, the next logical step would seem to be the establishment of the proposed cooperative bureau. It would seem as if a great deal of additional testing and experimentation may be required before a final and comprehensive measure of station circulation is developed . . . that is, if STATION BREAK has correctly analyzed the tenor of the discussions which he has heard among agency executives, research experts and broadcasters. STATION BREAK makes no pretension as a research expert . . . he merely expresses the inquiring lay view.

* * *

STATION BREAK feels fairly certain that the development of an ultimate common circulation standard for broadcasting will require the same kind of painstaking fundamental analysis which preceded the establishment of the Traffic Audit Bureau for the outdoor advertising industry . . . this experimentation to be conducted cooperatively by persons thoroughly versed in both broadcast advertising and research.

* * *

ONE final thought is worth remembering regarding this audit bureau question. Any standard of circulation which you develop necessarily must be an arbitrary one. Even the A. B. C. in the periodical field has had to have recourse to arbitrary standards in the measurement of average circulation. The important thing, therefore, is for the interested groups to decide upon a standard of circulation . . . a definition of circulation. If this is accomplished a lot of waste motion in method analysis might be saved . . . But here again we're treading on dangerous ground. Like everyone else who knows a little about a subject, we think we could write a book about it. Cheer up! We're not going to.

* * *

WE'RE tempted to agree with our correspondent on what he thinks of (1) telephone surveys and (2) surveys which don't tell how they are made . . . especially after viewing some of the glowing examples which come to this office.

* * *

NEARLY 22,000,000 radio homes as against half as many residence telephones tell their own story . . . and the thousands of calls made in a "round-the-clock" survey melt materially when you realize that seldom are more than fifty of them completed in any one quarter hour program period.

* * *

WE'RE even wilder about the failure of surveys to state *specifically* how they were made. There is nothing which makes it more impossible to judge the significance of a survey, or to make possible one's having confidence in it, than to find it impossible to determine how it was made, by whom, and exactly how it was put together. As far as we can determine, the difference between good and bad research is not so much the method as to how carefully and painstakingly it was applied. You can't tell that, if the research doesn't let you in on the secret.

Business in NEBRASKA is Swell, Thank You!

We farmers out here in Nebraska sure have the jack this year — by heck!

According to Old Man Babson, himself — Nebraska shows a gain of 88% in Crop Value over last year — THIRD LARGEST INCREASE among all the states! Nebraska is now FIRST in Farm Income, per capita! And you'll have to admit — that's SOMETHING!

Be Sure Nebraska is on Your SPOT RADIO SCHEDULES

Get your message over to Nebraska folks via Spot Radio Advertising — and CASH IN! Checking records of many national advertisers show Nebraska is tops for results — and low cost.

We would really like the opportunity of telling you our Nebraska Spot Radio Advertising story. It's good! Just drop a line to the association office—or any individual station shown below. Thanks.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL, Omaha, Nebr. and Co. Bluffs, Ia.
KFAB, Omaha, Nebr. and Lincoln, Nebr.
KFOR, Lincoln, Nebr.
WOW, Omaha, Nebr.
WJAG, Norfolk, Nebr.
KGBZ, York, Nebr.
KMMJ, Clay Center, Nebr
KGFW, Kearney, Nebr.
KGNF, North Platte, Nebr.

7 out of 10
Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

NOW
A Special Rate On
INTERNATIONAL NEWS
Sponsorship
WLBC - - Muncie

RADIO STORM AIDS
WFBR Serves as Link During Isolation of Islands

WFBR, Baltimore, served as the official link with the outside world for 1500 persons on Smith and Tangier islands in Chesapeake Bay when the islands were isolated by storms and ice early in February. The islanders were informed when arrangements had been made to send food, medicine and doctors by plane and blimp.

Messages flown from the island and phoned to WFBR served to give relatives and friends messages from the inhabitants. Tangier Island merchants were told that a Coast Guard boat was on its way with food.

During a subzero blizzard Feb. 9, WOOD-WASH, Grand Rapids, Mich., kept in constant touch with utilities, transportation companies, school and city officials and food suppliers. Frequent bulletins were broadcast and special telephones were installed to handle a flood of calls. A summons for WPA crews to aid railroads brought out more men than could be used.

WHO, Des Moines, started a campaign to obtain funds to aid wild life, deprived of normal food by one of the worst storms in Iowa history. The campaign was directed by H. R. Gross, WHO news editor. Several thousand dollars in contributions were raised.

CBS Nears Its Record

OFF to a flying start for 1936, CBS came within striking distance of its all-time network revenue record during January when it grossed $1,901,023. This was 7.5% ahead of January, 1935, but it fell slightly under the CBS total for October, 1935, which was $1,930,512 and which stands as the record month in network radio. NBC figures for January were unreported as BROADCASTING went to press, but MBS reported a January gross of $157,720.

MBS Show Till 4 a. m.

STARTING Feb. 22, Mutual Broadcasting System is planning a Saturday night series of dance band programs lasting until 4 a. m. Success of all-night programs in other cities, notably in New York and Chicago, has led the MBS directors to attempt the experiment on a weekly basis for an indefinite period, and bands are now being lined up. It is not announced whether MBS will offer the programs to other stations than those in its basic four-station hookup, but it is expected the programs will be made available for sponsorship.

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
3910 Carnegie Ave., Cleveland, Ohio

Fire and Sponsor

WHEN fire broke out in the United Bldg., New Britain, Conn., WNBC obtained sponsorship of its two-hour description from a local insurance company. WELI, New Haven, picked up part of the account.

NBC Recording Discounts

QUANTITY discounts, effecting reductions up to 25%, have been established by NBC for "reference recordings", it was announced Feb. 12. These instantaneous acetate recordings of NBC network or audition programs by direct wire range from $10 for one to 12 recordings of five minutes each to $22.50 for 52 to 103 of the full-hour recordings. RCA Victor recordings of 15 minutes or less are $45 with an additional $45 for each master recording off wire lines.

Won't Pay Admissions

NEW YORK did not take well to the paid admission idea undertaken by WOR last month in staging its *Opry House* in the 80-seat Mutual Playhouse atop the Amsterdam Theater Bldg., charging 85 cents. The show was discontinued after two performances, at the first of which only half the house was full and an even smaller number at the second. The idea has been promoted with success by WLS, in Chicago, but was not popular in New York, possibly because of the 15-cent movies nearby and because of the fact that George White's Scandals was playing in the theatre on the ground floor. The late hour, 9:15 p. m., may also have been a factor.

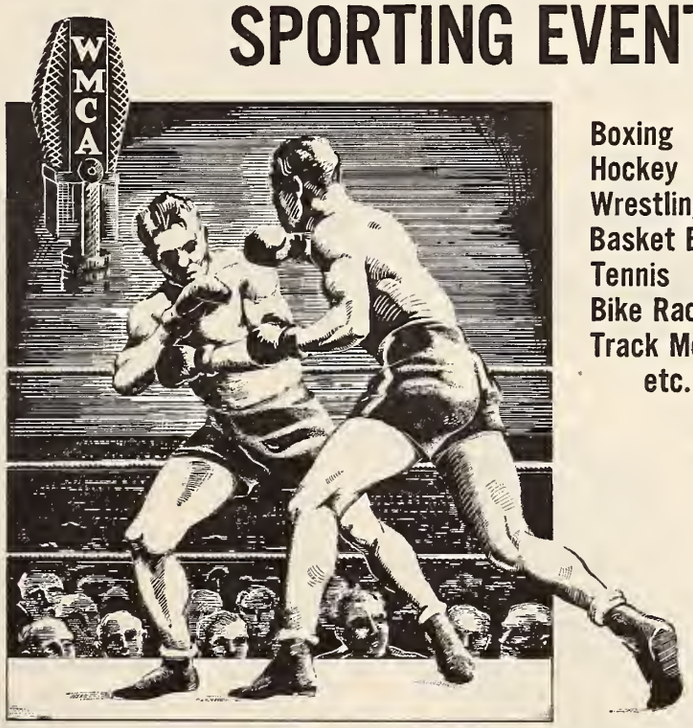
PERCY L. DEUTSCH, World Broadcasting System president, left New York Feb. 14 for a month's sojourn in Hollywood, during which time he will bolster Pacific Coast activities of his company, particularly on the program recording end. Pat Campbell, Pacific Coast vice president of WBS will confer with Mr. Deutsch in connection with the projected expansion.

NBC Will Rebroadcast Arlington Time Signals

TIME SIGNALS from the U. S. Naval Observatory in Washington, already being picked up on short waves from Arlington and rebroadcast locally by many stations, will be carried on the combined NBC networks as a regular feature starting Feb. 17. They will be heard by NBC listeners for 30 seconds from 11:58 a. m. daily, being picked up by NBC from one of the six frequencies broadcasting them simultaneously—64, 113, 690, 8150, 12225 and 16300 kc. The times are sent out by automatic transmitters from the Naval Observatory and are based on astronomical calculations that give EST accurately to within one-thousandth of a second. Complete schedules of time signals, frequencies and hours of transmission are available from the Observatory at Washington.

NEW YORK University on Feb. 7 started an advanced course in radio writing under the direction of Bernard Platt.

MADISON SQUARE GARDEN SPORTING EVENTS



Boxing
Hockey
Wrestling
Basket Ball
Tennis
Bike Races
Track Meets
etc.

AN EXCLUSIVE WMCA FEATURE!

• Action broadcasts direct from ringside at Madison Square Garden is but one of the reasons why WMCA is so popular with sports-loving New Yorkers. Several of these outstanding features are available for sponsorship! Phone or wire for price details.

KNICKERBOCKER BROADCASTING COMPANY, INC.
WMCA BLDG. 1697 BROADWAY AT 53RD STREET NEW YORK
CHICAGO OFFICE: 360 North Michigan Avenue Ray Linton, Manager

Rio Grande Expands

RIO GRANDE OIL Co., Los Angeles, on Feb. 6 added KNX, Hollywood, and KSFO, San Francisco (Western Network) to its *Calling All Cars* series broadcast on eight Don Lee - CBS stations and on 13 Southwest stations by transcriptions. The new program will be keyed from KNX, using live talent on different nights from the Don Lee programs. Dramatizations will continue on the Don Lee-CBS stations with former outstanding programs being repeated for Western Network, which has a one - year contract. Hixson - O'Donnell Inc., Los Angeles, is the agency.

ACCURACY

FREQUENCY CHECKS

"A Man Is Known by the Company He Keeps"

We are proud to keep company with such representative stations as: WKY, WNAX, KLZ, KGNC, KVOD, KMMJ, KSCJ, WSUI and MANY others.

Single Measurements ------$1.75 Each

Weekly Measurements ----$5.00 per Mo.

COMMERCIAL RADIO EQUIPMENT COMPANY
7905 BALTIMORE • KANSAS CITY, MO.

Warner Houses Sue for Millions

(Continued from page 7)

the infringement occurred on Jan. 1 and 2 in broadcasts originating over WMAQ, Chicago.

Among other recent suits was one filed Feb. 7 by Remick against WMCA for allegedly using the tunes *Chinatown My Chinatown*, on Jan. 6; *Cryin' for the Carolines* on Jan. 27; *Nagaski* on Jan. 1; and *I Wanna Bounce Around With You*, on Jan. 2. A total of $20,000 was asked or at the usual maximum of $5,000 per infringement.

Witmark filed suit against WNEW, New York, Feb. 7, seeking $5,000 for alleged infringement of *I Like Mountain Music.*

The court has granted most of the New York stations extensions of time in filing their answers. CBS, NBC and WHN have procured extensions until March 2 on the earliest of the suits filed against them.

The view that the Warner effort is to bedazzle stations with the enormity of the suits is being expressed in network quarters. CBS, for example, on Feb. 10 notified its stations that its investigation thus far indicate that Warner's has been "mistaken" in the alleged infringements specified in notices sent to CBS affiliated stations.

Whether the networks will defend their affiliates in such actions has been a question raised during the present situation. Network contracts, it is understood, do not cover such protection at this time.

Previously, suits had been filed against NBC, a half-dozen independent New York stations, and stations in Philadelphia. In two cases both advertisers and agencies were joined in the proceedings.

On behalf of the networks it is stated that ASCAP, under its contract, will defend the infringement suits. ASCAP has maintained that, because of its contracts with composer members of the Warner group, it is still privileged to license small performing rights covering radio and that the clearing of these will be adjudicated. It is estimated that perhaps two years will elapse before the first of these infringement claims can be adjudicated.

Serious question also arises over the Warner subsidiaries' right to sue stations on the networks for infringements, and particularly at the maximum possible claim of $5,000. An innocent infringement, if proved, automatically carries a $250 damage award under the present law.

Some 240 stations have contracts with Warner to perform their catalog, representing, it is understood, between 25 and 40% of all of the former ASCAP catalog. These contracts, under which average stations pay four times their highest quarter-hour rate per month, terminate March 31. These contracts, however, carry provisions that steps will be taken prior to that time to work out some permanent form of contract, looking toward a "per piece" method of compensation.

Warner has sent to all licensed stations, it is reported, catalogs of their compositions to which they claim clear title. The Warner houses withdrew from ASCAP because they felt they were not receiving a sufficiently large slice of the ASCAP intake, getting about $340,000 last year, for themselves, while their composer members received a corresponding amount.

Reported repercussions in Tin Pan Alley, which admittedly is suffering unprecedented agonies, are that the Warner executives are showing deep concern over the loss of popularity of their music and the lack of publicity they are receiving over the air because of the networks' failure to perform Warner show music, along with a sizable group of stations. In one quarter it was said that since Dec. 31, when the networks ceased performing Warner music, not a single Warner number has been among the "hit" tunes. All of this is thought by observers to give credence to the persistent reports that the Warner houses will eventually return to the ASCAP fold.

Resentment Appears

THAT the Warner infringement suits, even against stations which have its license but which happen to be on the unlicensed networks, is arousing feeling in those quarters has been clearly indicated. E. E. Hill, director of WORC, Worcester, Mass., on Feb. 3, called Warner to task on this after having been notified that as a member of CBS, it had infringed a Warner number fed from some other station. He wrote:

As you well know, we cannot control the selection of compositions sent to us over a network, nor have we any intention of trying to do so. We are paying you a sizeable monthly fee for the right to broadcast the music of your subsidiaries and we, therefore, assume that we have that right.

If, however, we are to be sent an infringement notice every time we innocently broadcast a composition from a source over which we have no control, we fail to see the worth of your licensing agreement. It is, to say the least, questionable practice to bother those who are doing business with and paying tribute to you. It is entirely up to you to arrange licensing agreements with the networks. If you are unable to do so, then why irritate those with whom you have such agreement?

We ask you to bear in mind these four things:

1. Broadcasting your music is of greater advantage to the publishers than to the broadcasting stations.

2. We are not only paying you well for the privilege of using your music, but in addition, are put to the considerable inconvenience and expense of compiling and sending to you a complete list of our programs and musical selections played, even though you have no control whatever over the majority of them.

3. Our records show that we are paying you over two dollars for each selection played which your subsidiaries control or claim to control.

4. You "demand" that we refrain from further violation of the rights of your subsidiaries. Therefore, we *demand* that you rearrange the terms of your license so that it may be of some practical value and protection to the licensee.

MRS. FRANK HAWKS, wife of the flier, was one of the first prize winners in the *Eno Effervescent Salts-Crime* clues contest on the sponsor's NBC-WJZ program.

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE



LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

NAB Board Acts on Copyright

(*Continued from page 8*)

diminution of its repertoire consequent on the withdrawal of the Warner Brothers group be declared to be "arbitrary and unjust".

The last recommendation adopted was that the officers and directors be authorized and instructed to take any and all necessary and proper steps to put the foregoing policies into effect."

Protracted and heated debate preceded the votes on the recommendations rejected. First came one reading as follows:

"That those provisions in network-affiliate contracts requiring affiliate stations to have ASCAP or other licenses be declared to constitute an undue burden on affiliate stations, a serious obstacle to successful negotiations both in behalf of affiliate stations and of all other independent stations, and an unfair weapon in the hands of ASCAP and the networks, and such provision should be eliminated from said contracts".

Network Affiliates

THIS reopened the old controversy about NAB participation in matters concerning contractual relations between networks and their affiliates. Mr. Baldwin stated officially that the recommendation was rejected in part because some of the directors construe the network-affiliate contracts to be outside the NAB scope, and in part because other directors believe the same point was covered in the adoption of the recommendation making it the sense of the board that in the case of network programs copyright clearances be at the source.

The next recommendation rejected was that the "Tentative program of activity in behalf of the NAB", submitted by Mr. Baldwin on Jan. 13 and proposing "per piece" as the ultimate solution "be approved as a correct statement of the policies to be followed in negotiating license arrangements with ASCAP and other licensing pools." Mr. Baldwin said this was rejected on the ground that it had already been covered in the adoption of the first recommendation approving and ratifying actions since the last board meeting of the managing director and his advisory committee.

A recommendation in effect endorsing the Warner withdrawal from ASCAP as "wholesome and in the interest of the broadcasting industry" was rejected by a 7 to 6 vote, after there had been a tie vote on it and President Leo J. Fitzpatrick had voted to throw it out.

This proposed recommendation read:

"That the possibility of competition and of a sound basis for compensation offered by the withdrawal of the Warner Brothers group from ASCAP be declared, in the present state of the law and in view of the arbitrary power exercised by ASCAP, to be wholesome and in the interest of the broadcasting industry; that broadcasters be urged to do everything in their power to prevent a forcing of the Warner Bros. group to return to ASCAP, and that any attempt to refuse to deal with the Warner Brothers group for such purpose be condemned."

The recommendation that precipitated the greatest amount of debate before being rejected by an overwhelming vote of 13 to 1 related to the Department of Justice suit again ASCAP and in effect urged its amendment to encompass events since the suit was instituted in the fall of 1934. It was viewed as an unwarranted condemnation of the networks and was rejected because "some of the directors considered it to be too severe an indictment against the network companies and others believed its purpose was served by the adoption of recommendation No. 1 (authorizing Mr. Baldwin to print and distribute the report)."

The recommendation read:

"That the Managing Director be instructed to bring the contents of this report, together with any other facts pertinent thereto, to the attention of the Attorney General; to urge upon the Attorney General the imperative necessity for an immediate study of the Government suit against ASCAP and for a determination whether amendments or new or additional proceedings are necessary or advisable to attain the objectives sought to be accomplished by that suit; and to urge upon the Attorney General the imperative necessity for an early resumption of the prosecution of that suit either in its original or in amended or modified form."

Three other recommendations relating to other phases of copyright were adopted. One instructed him to bend every effort to bring about enactment of the Duffy copyright bill now stymied before the House Patents Committee by its Chairman, Rep. Sirovich (D. New York), who has shown little disposition to push it, despite its passage last session by the Senate. It also instructed him to oppose any attempt to restore the minimum statutory damages for infringement in the bill which takes away from ASCAP and other pools their biggest clubs.

Another recommendation adopted related to the International Broadcasting Union meeting which begins in Paris Feb. 27 and the agenda of which includes copyright. Mr. Baldwin was instructed to take "any steps that may be necessary to protect the interests of American broadcasters in the questions to be discussed and decided" at that session and at the radio conference in Brussels in September.

The board also extended the authority given Mr. Baldwin at the December board meeting to select an advisory committee on copyright.

BULLETIN

DRASTIC parliamentary procedure to force House consideration of the Duffy bill (S.-3047), which passed the Senate last session and which is regarded as the legislative salvation of all copyright users, was launched Feb. 12 by Rep. Zioncheck (D, Seattle). Asserting that Patents Committee Chairman Sirovich was antagonistic to the bill he introduced a petition to have the committee discharged from its consideration, using the procedure seldom resorted to of asking such action after measures have been dormant before a committee for 30 days.

Assailing Sirovich, Rep. Zioncheck asked that House members sign the petition. When 218 signatures are procured the bill automatically comes before the House. If passed by the House it would go to the President for signature. It was likely that victims of copyright tyranny, including broadcasters, motion picture exhibitors and hotels, would immediately throw force beyond Zioncheck's move and seek the necessary signatures to his petition. ASCAP, MPPA and other music pools have been lobbying vigorously against it.

Zioncheck's action followed a telegram from the Washington State Broadcasters Association urging "blasting" of the bill from committee because of the chairman's "unfriendly" attitude. Users of music, said the telegram, have been "victimized for years by music racketeers", whereas the Duffy Bill was said to afford equitable relief. "This is a life and death battle for us," the telegram said.



UNIVERSAL
A. C. Humless
Power Supply

This absolutely silent power unit supplies perfect, pure direct current at 200 v. and 20 mils. *direct* from any 110 v. 50-60 socket — for use with condenser microphones, photo-electric cell amplifiers, etc. Will also supply both A and B-D.C. current to amplifiers of condenser or other type microphones using No. 230 tubes.

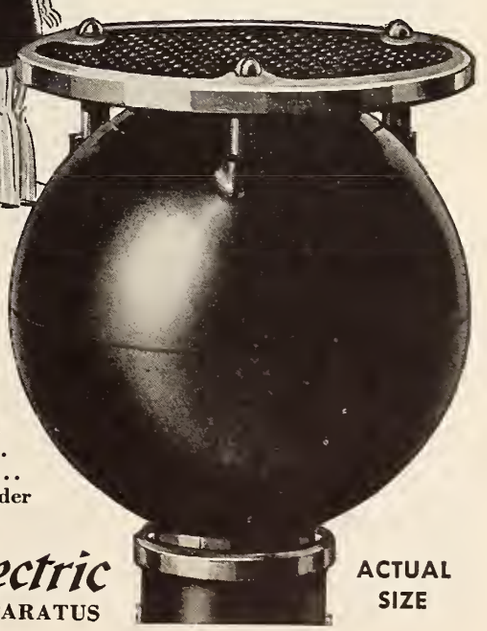
Dealer's Net Cash $23.52

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood Calif., U. S. A.

Western Electric's NEW
NON-DIRECTIONAL MIKE



...lets them really gather 'round and sing



$70
(including cord and jack)

Dynamic type... picks up equally well from all directions. Developed by Bell Telephone Laboratories... made by Western Electric... distributed by Graybar. Order yours today.

Western Electric
BROADCASTING APPARATUS

ACTUAL SIZE

SUPREME
DISC NEEDLES
100% Shadowgraphed Inspected

Manufactured especially for use in broadcasting electrical transcriptions and phonograph records.

Nine different specifications from which your engineer can select the most efficient for your particular requirements.

Prices, discounts, and free samples sent upon request.

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JANUARY 31 TO FEBRUARY 13, INCLUSIVE

Decisions . . .

(No meeting was held Feb. 4.)

FEBRUARY 8

APPLICATIONS GRANTED:

KWJJ, Portland, Ore.—CP new antenna, move trans., studio locally.

WIS, Columbia, S. C.; KOMO, Seattle—Modif. CP extend completion.

WSAY, Rochester, N. Y.—Modif. CP change equip., move trans., studio locally, extend commencement.

WIL, St. Louis; WSYR, Syracuse—License for CP new equip.

KIEV, Glendale, Cal.—License for CP new equip., increase to 250 w D.

KMLB, Monroe, La.—License CP change equip.

WPFB, Hattiesburg, Miss.—License CP new equip., change hours to unltd., move trans. locally.

KHJ, Los Angeles—License for CP new equip., aux trans.

KPRC, Houston — License CP move trans. to Deepwater, new equip., increase to 5 kw D.

KGMB, Honolulu — License CP move trans. studio locally, new equip., increase to 1 kw.

KNET, Palestine, Tex.—License CP new station 1420 kc 100 w D.

KRLH, Midland, Tex.—License CP new station 1420 kc 100 w D.

Standard Radio Inc., Hollywood—Auth. transmit transcriptions abroad.

KDYL, Salt Lake City—Amended CP move trans., new equip., increase from 1 to 5 kw D.

WLBC, Muncie, Ind.—CP change equip., increase to 100 w N 250 w D.

SPECIAL AUTHORIZATIONS: WMFJ, Daytona Beach, Fla., granted auth. use RCA Victor 100-E trans. 30 days; KFSG, Los Angeles, granted extension temp. auth. use trans. of KRKD; WJJD, Chicago, granted temp. auth. use aux. trans of WBBM as main trans. pending removal to Des Plaines; WRAW, Reading, granted temp. auth. 40 w pending repairs; WWRL, Woodside, N. Y., granted temp. auth. spec. hours.

ACTION ON EXAMINERS REPORTS:

WKZO, Kalamazoo—Granted CP move trans., change equip., increase from 1 kw D to 250 N 1 kw D unltd., sustaining Examiner Hill.

NEW, Helena Brdcstg. Co., Helena, Mont.—Denied CP 1420 kc 100 w unltd., reversing Examiner Dalberg.

NEW, Montana Brdcstg. Co., Helena—Denied CP 1420 kc 100 w spec., sustaining Examiner Dalberg.

NEW, E. B. Craney, Helena—Denied CP 1420 kc 100 w unltd., sustaining Examiner Dalberg.

KPPC, Pasadena, Cal.—Granted modif. license from 50 to 100 w Sh.-KFXM, denied CP 250 w D, sustaining Examiner Seward.

KGBU, Ketchikan, Ala.—Granted CP change equip., increase from 500 w to 1 kw N 5 kw D 900 kc unltd., sustaining Examiner Dalberg.

NEW, Eastern Utah Brdcstg. Co., Price, Utah—Granted CP 1420 kc 100 w unltd., sustaining Examiner Seward.

NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis.—Denied CP 1310 kc 100 w N 250 w D unltd., sustaining Examiner Bramhall.

NEW, Edward Hoffman, St. Paul—Reaffirmed grant CP 1370 kc 100 w unltd., sustaining Examiner Dalberg.

ACTION ON CASES HEARD BEFORE BROADCAST DIVISION:

KFYR, Bismarck, N. D.—Granted renewal.

NEW, Ward Walker, Seattle—Denied CP 760 kc 250 w N 500 w D unltd.

NEW, Symons Investment Co., Seattle—Denied CP 760 kc 250 w N 500 w D ltd.

KXA, Seattle—Granted renewal.

MISCELLANEOUS—W C F L, Chicago, granted renewal; KOB, Albuquerque, N. M., granted continuance hearing on renewal applic. to 3-25-36; C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C., granted request take depositions; WDOD, Chattanooga, granted petition intervene applic. new station station; Wyoming Tribune Leader & Eagle, Cheyenne, Wyo., denied petition intervene applic. for Cheyenne; WHO, Des Moines, KMMJ, Clay Center, Neb., WLS, Chicago WWVA, Wheeling, granted renewals regular period.

ORAL ARGUMENTS POSTPONED—NEW, 4 applic. Big Springs, Tex., changed to 3-12-36.

SET FOR HEARING: NEW, Emilio Defillo Ramirez, Mayaguez, P. R.; NEW, A. W. Mills, Gallup, N. M.; NEW, Berks Brdcstg. Co., Pottsville, Pa.; NEW, Charles E. Wilkinson, Mason City, Ia.; NEW, Alex F. Suss, Sacramento; WPRO, Profidence, applic. CP new equip., increase power, directional N; WTJS, Jackson, Tenn., applic. CP move trans.; KFBI, Abilene, Kan.; WEST, Easton, Pa.; WIL, St. Louis; KIUN, Pecos, Tex.; WRAX, Philadelphia; WPEN, Philadelphia; NEW, Albert E. Davis, Brownwood, Tex.; Herbert Hollister, Emporia, Kan.; NEW, General Broadcasters, Rossville, Ga.; NEW, Same, Johnson City, Tenn.; NEW, Struble, Strong & Fagan, The Dalles, Ore.; NEW, C. A. Rowley, Ashtabula, O.; NEW, Magnolia Brdcstg. Co., Jackson, Miss.

APPLICATION DENIED—WEDC, Chicago, request temp. auth. spec. hours.

RATIFICATIONS:

KWKC, Kansas City—Granted temp. auth. to Tom Cleveland to operate pending action on vol. assign. license or until executor named Wilson Duncan estate (1-30).

WKBV, Richmond, Ind.—Extension test period (1-27).

WOKO, Albany, N. Y.—Extension test period (1-31).

WJR, Detroit—Reconsidered 3-month extension license and granted regular renewal (1-29).

FEBRUARY 11

APPLICATIONS GRANTED:

WJBC, Bloomington, Ill. — Consent vol. assign. license to Arthur Malcolm McGregor and Dorothy Charlotte McGregor.

WFBC, Greenville, S. C. — Modif. CP change equip.

KMLB, Monroe, La.—Move locally, install new antenna.

WIBA, Madison, Wis.—Extension temp. auth. 500 w N non-directional.

NEW, G. D. Goff, Tampa, Fla.—Reconsidered action denying applic. and granted rehearing.

SET FOR HEARING — NEW, Press Democrat Pub. Co., Santa Rosa, Cal.

APPLICATIONS DENIED:

KARK, Little Rock, Ark.—Auth. operate 500 w N 1 kw D with present antenna pending new antenna.

NEW, Northern Commercial Co., Fairbanks, Ala. — CP 550 kc 250 w unltd. for failure to file appearance.

Examiners' Reports . . .

NEW, North Side Brdcstg. Co., New Albany, Ind.—Examiner Hill recommended (I-188) that applic. CP 1370 kc 100 w 250 w LS unltd. be granted in part, authorizing operation daytime only; request for night operation denied.

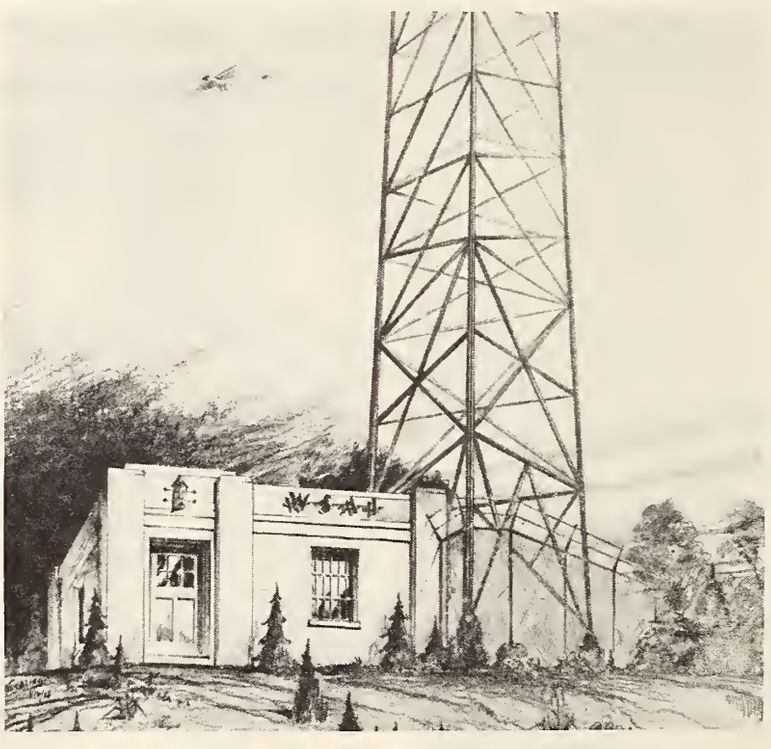
NEW, Golden Empire Brdcstg. Co., Sacramento, Cal.; Royal Miller, Sacramento—Examiner Arnold recommended (I-189) that applic. Golden Empire Brdcstg. Co. for CP 1310 kc 100 w unltd. be denied; that applic. Royal Miller for CP 1210 kc 100 w D be granted.

WJAS, Pittsburgh — Examiner Walker recommended (I-190) that applic. CP increase to 5 kw LS be treated as modif. license and granted.

NEW, F. W. Atkinson, Watsonville, Cal. — Examiner Bramhall recommended (I-191) that applic. CP 1310 kc 250 w D be denied.

KRSC, Seattle—Examiner Seward recommended (I-192) that applic. increase from 100 w D to 250 w unltd. be granted.

NEW, E. F. & S. F. Sapp, Waycross, Ga.—Examiner Hyde recommended (I-193) that applic. CP 1200 kc 100 w unltd. be granted.



WSAI Transmitter Site to Be City Showplace

THIS is what the new transmitter of WSAI, Cincinnati, will look like when it is completed. Construction was started by Crosley Radio Corp., following FCC approval of the transfer from Mason, O., to Clifton Heights, Cincinnati. New equipment will be installed throughout and the site will be turned into a park.

The Western Electric transmitter will be capable of 5 kilowatts, and is expected to eliminate audible background noises and distortion. A single vertical radiator is planned, of three-cornered type, 230 feet high. It will be located on a high bluff overlooking the downtown section.

"Our policy will be to make WSAI a truly community station, something impossible with our super-powered 500 kilowatt WLW because of the latter's nationwide coverage," said Powel Crosley Jr., president. The plant is being erected under the direction of Joseph A. Chambers, WLW-WSAI technical supervisor, and will be finished in another six weeks.

NEW, Carter & Wolfe, Mansfield, O.—Examiner Walker recommended (I-194) that applic. CP 1370 kc 50 w N 100 w LS be denied.

WTFI, Athens, Ga. — Examiner Walker recommended (I-195) that applic. CP 1450 kc 500 w unltd. and move to Atlanta be granted.

NEW, V. H. Lake, H. E. Stanford, Atlanta—Examiner Hyde recommended (I-196) that applic. CP 1210 kc 100 w D be denied.

Applications . . .

JANUARY 31

WIEK, New York—CP replace trans., increase to 100 w.

WAWZ, Zerepath, N. J.—Modif. license from 500 w 1 kw D to 1 kw N & D.

W8XWJ, Evening News Assn., portable—License for CP gen. exp.

NEW, WSIC Inc., portable — CP gen. exp. 7 w.

KGFG, Oklahoma City — Auth. transfer control to Harold V. Hough.

KGEK, Sterling, Col.—Modif. license re spec. hours.

APPLICATIONS RETURNED — KLZ, Denver.

FEBRUARY 3

W1XAV, Quincy, Mass. — License gen. exp. 100 w.

W3XEY, Baltimore — Modif. CP trans. site.

WIBM, Jackson, Mich. — CP change equip., vertical antenna.

KFYO, Dubbock, Tex.—Vol. assignment license to Plains Radio Brdcstg. Co.

WIOD-WMBF, Miami—CP change equip., move trans. amended to ask temporary basis pending action on applic. 970 kc.

WJBO, Baton Rouge — CP new equip., change from 100 w 1420 kc unltd. to 500 w 1120 kc spec., facilities WGCM.

NEW, Constitution Pub. Co., Atlanta—CP gen. exp. 100 w.

WRDW, Augusta, Ga.—CP change equip. etc., amended to omit directional antenna change from 250 w 1 kw D to 250 w N 500 w D.

NEW, C. W. Snider, Wichita Falls, Tex.—CP 1500 kc 100 w unltd. D, amended to unltd.

KMBC, Kansas City—License aux. trans.

KWKC, Kansas City — Vol. assignment license to Tom Cleveland.

NEW, Black Hawk Brdcstg. Co., Emmons L. Abeles, Sec., Waterloo, Ia. — CP 1370 kc 100 w unltd.

KHJ, Los Angeles—Modif. license from 1 kw to 5 kw D & N.

APPLICATIONS RETURNED — NEW, Fennyvessy Radio Inc., Rochester, N. Y.

FEBRUARY 4

WFBR, Baltimore — Modif. license use present licensed trans. as aux., and aux. as main.; license for CP change aux. equip.

APPLICATIONS RETURNED — NEW, O'Dea Temple of Music, Paterson, N. J.; NEW, Lexington Herald Co., Lexington, Ken.; NEW, Harry G. Green & Vincent Hoffman, Chicago; WCFL, Chicago; WEW, St. Louis.

FEBRUARY 6

NEW, Van Luke Walling, Huntsville, Ala.—CP 1210 kc 100 w unltd.

NEW, Earl Weir, St. Petersburg, Fla.—CP 1370 kc 100 w unltd.

NEW, Voice of Longview, Tex., portable—CP exp. 40 w.

KLZ, Denver—Modif. license to KLZ Brdcstg. Co.

APPLICATIONS RETURNED — NEW, Voice of Corsicana, Corsicana, Tex.; NEW, Walter A. Sommers, Prophetstown, Ia.; NEW, WDAY Inc., portable.

FEBRUARY 8

WLBZ, Bangor, Me.—Modif. license from 620 to 970 kc, unltd. to LS Chicago, contingent grant of new station at Portland.

NEW, Main Brdcstg. Co., Portland, Me.—CP 620 kc 500 w 1 kw D unltd.

WHBC, Canton, O.—Vol. assignment license & CP to Ohio Brdcstg. Co.

WGL, Fort Wayne, Ind.—Vol. assignment license to Westinghouse Elec. & Mfg. Co.

WOWO, Fort Wayne, Ind. — Consent transfer control to Westinghouse Elec. & Mfg. Co. 800 shares common.

APPLICATIONS RETURNED—WCAL, Northfield, Minn.; WRMD, Frederick, Md.

FEBRUARY 10

WHDL, Olean, N. Y.—CP new equip., change 1260 to 1400 kc, move trans. to Allegany, N. Y., amended re equip., increase to 500 w.

W1XER, Quincy, Mass.—License for CP en. exp.

WIOD-WMBF, Miami — CP change 1300 o 970 kc, new equip., amended to 5 kw N & D.

NEW, Winona Radio Service, Winona, Minn.—CP 1200 kc 100 w unltd.

KGHL, Billings, Mont.—CP new equip., change from 950 to 780 kc, from 1 kw 2½ kw D to 1 kw 5 kw D.

NEW, News Press Pub. Co., Santa Barbara, Cal.—CP 1450 kc 500 w unltd.

FEBRUARY 13

NEW, Voice of Corsicana, Corsicana, Tex.—CP 1200 kc 100 w unltd., amended to D.

NEW, Jack E. Brantley, Savannah, Ga.—CP 1310 kc 100 w unltd.

WQAM, Miami—CP new equip.

NEW, Midway Broadcast Co., Eau Claire, Wis.—CP 1310 kc 100 w unltd. amended to 1210 kc 100 w D.

NEW, St. Cloud Brdcstg. Co., St. Cloud, Minn.—CP 1200 kc 100 w unltd., amended to 1310 kc 50 w N 100 w D.

J. LESLIE FOX, director of sales for KMBC, Kansas City, announces the addition of two new members of the sales force. James L. Thompson, formerly with General Outdoor in New York and Chicago, is now in the retail sales department. Wallace J. Stenhouse, formerly advertising manager for Calumet Baking Powder Co. and later with *American Weekly* and Barron Collier, has entered the regional sales department.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK



MR. E. H. RIETZKE — PRESIDENT OF CREI

Operators

. . . who want to become ENGINEERS

Today the fate of a broadcast program depends upon the skill of the control operator . . . BUT, circuits and equipment that will automatically monitor transmitter programs are already practical, and the control operator is destined to lose his importance . . . unless he prepares himself with TECHNICAL TRAINING to step into an engineering capacity. Let us tell you how.

Executives

. . . who want well-trained ENGINEERS

CREI graduates will soon be available to particular executives who require highly trained engineers. These men have the necessary training and background to fill your most exacting requirements. You are invited to write for detailed descriptions of these men.

Free Catalog on Request

CAPITOL RADIO ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-2
WASHINGTON, D. C.

Writes Winchell:

CARL HOFF, the NBC *Hit Parade* maestro, relayed this one last night. The prison warden, surrounded by the chaplain and two solemn-faced guards, stopped in front of the condemned man's cell.

"The governor has turned down your plea for a reprieve; there's no more hope," the warden intoned.

"Well," sighed the prisoner, "I guess all that is left for me to do is to sing 'Hallelujah'."

"You can't even do that!" shouted another condemned man (a song-plugger) in the next cell "that's a restricted Warner tune!"

Regular Renewals Given Five Stations Which Used Insurance Concern Spots

REVERSING original recommendations of its law department, the FCC Broadcast Division on Feb. 8 set aside its action of the preceding meeting day under which five stations had been given temporary license renewals because of an insurance company program.

The stations thus given regular renewals are WHO, Des Moines; WLS, Chicago; KMMJ, Clay Center, Neb., and WWVA, Wheeling, W. Va., all of which had been given 90-day licenses in lieu of the regular six-month renewals on Jan. 28. WJR, Detroit, also had been given a temporary renewal at that time, but this action was rescinded the following day upon petition of the station, which showed the program had not been broadcast during the previous license period.

The temporary licenses in these cases had been ordered because the stations had broadcast the spot programs of the Sterling Casualty Insurance Co., of Chicago. However, there was no citation of any character against the company, and this fact was brought to the Division's attention by counsel of certain of the stations. It was ascertained that the company was being "investigated" by the Postoffice Department, evidently upon a complaint filed with it.

The Department, at that time, however, stated that its inquiry had not been completed and that it could make no statement in connection with it. No estimate was given as to when the inquiry might be completed.

While no official statement was made, the FCC reversal evidently was based upon the theory that there was not adequate evidence upon which to warrant issuance of temporary licenses to the stations.

REMOVAL of WTFI, 500 watt full-time regional, from Athens to Atlanta, Ga., was recommended to the FCC Broadcast Division Feb. 13 by Examiner Ralph L. Walker.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

TAX IN HAWAII
Some 3,000 Set Owners Pay the New Levy on Radios

IN HAWAII listeners are voluntarily paying 50 cents a year tax for the pleasure of listening to programs and to clear up interference. Hawaii's new radio tax bill fixed a rate of 50 cents per set per year, but failed to include an appropriation to carry out the law. Tax collectors felt the law would be disregarded since they could not enforce it.

Instead, during the first 12 days of January, more than 3,000 set owners voluntarily walked into the tax office and paid—many of them for two years in advance. Hawaii has two stations, KGMB, on the CBS network and KGU, on NBC, both being in Honolulu. Late this month, KHBC, a 100-watter, will begin operation on Hilo, 200 miles from Honolulu, and will be linked by telephone line with KGMB.

A. T. & T. Rate Case

A HEARING on the protest on telephone line rates for broadcast purposes appeared certain before the FCC Telephone Division as a result of an answer filed by the A. T. & T. Feb. 12 to the complaint of WCOA, Pensacola, Fla., alleging rates are unreasonable. A. T. & T. denied the charge made by WCOA through its counsel, former Senator C. C. Dill, confining its statements wholly to rates it charged CBS for lines and which it is alleged CBS passed along to its affiliated stations.

BRAZIL



THE best Quartz Crystal comes from Brazil . . . and that's the kind we use in making our Piezo Electric Crystals. Accuracy guaranteed to BETTER than .01%.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals---$90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-262

Antenna Measurements



The General Radio Type 516-C Radio-Frequency Bridge supplies the radio station engineer with an exceedingly simple and accurate means of obtaining all of the important characteristics of the antenna. In addition this bridge is useful in a number of other measurements around the station, such as the determination of inductance and choke coil frequency characteristics, and the inductance and power factor of all classes of radio-frequency impedances.

The Type 516-C Radio-Frequency Bridge is priced at $225.00.

Write for Circular 72-B for complete details

GENERAL RADIO COMPANY
30 State Street Cambridge, Mass.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

G. BENNETT LARSON, formerly radio director of Joseph Katz Co., New York, has joined the radio department of J. Stirling Getchell Inc., New York, and will be a member of the production staff of the new CBS Ed Wynn show sponsored by Plymouth Motor Corp.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Disappointed

To the Editor of BROADCASTING:

I was very much disappointed on reading your feature story regarding the clarification of rule 176, to note that you had said very little about the efforts made by the Independent Broadcasters.

As you may remember, at the hearing on June 20 I appeared with counsel (George O. Sutton) representing 40 odd independent stations and petitioned the Commission to clarify and modify the ruling on both transcriptions and phonograph records. We even offered in writing a suggested ruling which was favorably received by the commissioners.

Because the new 176 ruling follows our suggestions almost en toto the Independent Broadcasters feel that the greatest credit for the victory is ours and not the World Broadcasting System.

Again, 40 odd Independent Broadcasters contributed financial aid toward that hearing and I feel that we should have been given a more prominent place in the story.

Please do not misunderstand me, neither George Sutton nor myself are hunting publicity, but because of the above facts, I think it is only fair to my organization that our efforts in this case be properly publicized, and I believe I can depend upon you to give us proper credit in your next publication.

E. A. ALLEN,
President, National Independent Broadcasters, Inc.
Feb. 8, 1936.

Takes Issue

To the Editor of BROADCASTING:

I desire to take issue with you in your editorial of Feb. 1 entitled "Unshackling Spot" as to "whether the FCC acted wisely by including phonograph records for announcements at 15-minute intervals." You state that phonograph records are not made for broadcasting purposes exclusively, but you are no doubt cognizant at the same time that phonograph records are being used on 50 kilowatt stations down to the 100 watt stations.

In my opinion the Federal Communications Commission did the best thing they could do when they liberalized Rule 176. This new ruling is fair to all classes of stations and should be a boon to the radio broadcasting industry.

JAMES R. CURTIS, *President*,
KFRO, Longview, Tex.
Feb. 5. 1936

The March of Time

REMINGTON RAND Inc., Buffalo (typewriters) is renewing the *March of Time* series on CBS, Mondays through Fridays, 10:30-10:45 p. m., on a week-to-week basis. Since last December Remington Rand has been carrying the full cost of the program. Prior to that date Time Inc., was a co-sponsor. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

New C. P. Policy

ANNOUNCEMENT was made Feb. 4 by the FCC that the Broadcast Division on Jan. 21 adopted a policy relating to applications for construction permits under which it will require selection of a definite site and full details on applications specifying a directional antenna installation. The new policy reads: "No application for a construction permit specifying a directional antenna will be accepted by the Commission unless a definite site and full details of the directional antenna are given with the application. Any application not complete in these details will be returned to the applicant as 'incomplete' under Rule 104.1 and 103.9."

Two Test Campaigns

TWO new spot programs which may go network have been booked on key network stations in New York. Sterling Products Inc., New York (Calirad wafer) starts a dramatic series on WABC Feb. 17, five days a week, thru Blackett-Sample-Hummert Inc. Thomas J. Lipton Inc., New York (tea) on Feb. 16 starts Ralph Kirbery, singer, on WJZ, three times weekly, thru Frank Presbrey Co. Inc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Is your station profitable? I produce profits—fully qualified promotion, production—best references, employed network—prefer East. Box 442, BROADCASTING.

Licensed Technical Director and Operator for small station. Married: age thirty-three; reliable; efficient with executive experience. With last employer over five years as technical director. Twelve years' broadcast experience. Box 443, BROADCASTING.

Operator, graduate of R. C. A. Institutes; now employed as engineer of small station. Young, ambitious, conscientious; good references and willing to start for small salary. Box 446, BROADCASTING.

Engineer and control operator, now employed. Seeking opportunities with progressive station. High and technical school graduate. Nearly five years at present position. Married, twenty-nine years old. First class radiotelephone - radiotelegraph license. Good background of design construction, repair, correction for high fidelity, etc. Owns necessary equipment to run fidelity curves. Excellent references. Box 444, BROADCASTING.

For Sale

Western Electric modified 100 - 250 and 500 watt transmitter automatic crystal control. Passes all requirements of F. C. C. Pictures and engineering data on request. Will sacrifice. Cash or terms. Station WIL, St. Louis, Mo.

Wanted To Buy—Equipment

UZ-4210 R. C. A. transcription turntable. Address Box 445, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Wanted To Buy—Station

Wish to purchase part or whole interest in station now in operation. Box 440, BROADCASTING.



An EMPIRE within an Empire . . .

The Domain of WGY



WGY

50,000 WATTS

SCHENECTADY

In the heart of the Empire State, station WGY dominates not only the rich central and eastern New York areas but also western New England. Its empire is the Great Northeast, a particularly fertile group of markets including Schenectady, Albany, Utica, Troy. Without major competition, WGY is a sales "must" if you would sell this great territory.

WGY is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WMAQ, WENR,** Chicago • **WTAM,** Cleveland • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh **WRC, WMAL,** Washington • **KOA,** Denver • **KPO, KGO,** San Francisco

FOUR YEARS AHEAD!



UNDER THE COPYRIGHTED NAME

"VICTROLAC"

RCA VICTOR

has been using

"VINYLITE"

since 1931!

● More than four years ago RCA Victor recognized the superiority of "Vinylite" as a base material for making low-surface transcription records—and accordingly, by arrangement with Carbide and Carbon Chemicals Corp., a unit of Union Carbide and Carbon Corp., manufactured the first Vinylite-base records under the copyrighted name "Victrolac."

● For more than four years the many clients of Victor have praised and profited by the exceptional qualities of Vinylite-base records (it is the quietest, smoothest, most durable substance practically available for the purpose), but if impartial testimony to its excellence be needed, that also is forthcoming —others in the industry are now for the first time adopting Vinylite as a transcription record base.

● Once again Victor's wide margin of leadership is convincingly proven, its claim of "first in the field" emphatically demonstrated. What is true of record substances is true of other recording features. You, too, can be years ahead of the field—by sticking with Victor!

RCA VICTOR ELECTRICAL TRANSCRIPTIONS

New York: 153 E. 24th St. . . Chicago: Merchandise Mart . . Hollywood: 1016 N. Sycamore Ave.

RCA MANUFACTURING CO., INC., Camden, N. J., a Subsidiary of the

RADIO CORPORATION OF AMERICA

PRINTED IN U.S.A.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 5

WASHINGTON, D. C.
MARCH 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



MY, *what a figure we've got*

WOR's time sales for the year '35 showed a neat increase of 49.5% • This figure emerges as a really formidable fact when we find that the whole industry increase was only 20.8% • Giving WOR more than double the increase in gross • Our statisticians, being altruistic souls, demand that we be more specific • Specifically, then . . . though National Networks set a new high in their field during the past year, their total increase in time sales was only 17.4%, and Spot Broadcasting rose no higher than 26% • Proving beyond question that, when these figures are compared with WOR's increase, ours is the door they're beating a path to.

WOR

More Great Stars Become THESAURUS Artists

ADELYNE HOOD





SIGMUND SPAETH, THE TUNE DETECTIVE



RUDOLPH FRIML, JR.

Sigmund Spaeth, The Tune Detective...Rudolph Friml, Jr...John Seagle ...and Adelyne Hood...offer their talents in THESAURUS programs

Four more popular radio stars join the roster of NBC THESAURUS artists. Their names are famous from coast to coast.

We present Rudolph Friml, Jr., son of the celebrated composer, and his excellent orchestra . . . John Seagle, baritone of the famous Cavaliers quartet . . . Sigmund Spaeth, whom millions know as "The Tune Detective"... and Adelyne Hood, vocalist, and star of concert, vaudeville and radio.

By continually adding more name talent, NBC THESAURUS greatly increases its value as an effective spot broadcasting service.



JOHN SEAGLE



HOLLYWOOD HOROSCOPE
New additional continuity service. Interesting continuity on movie stars and new pictures.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO

INDISPUTABLE PROOF of WNAC Audience Leadership

Complete Figures of Metered Survey

Here are the final results of a ten weeks' survey of Boston stations—the first scientifically accurate survey ever made by mechanically recording the stations dialed and the exact listening time for each program. The survey was made from Sunday, November 3, 1935, through Saturday, January 11, 1936. The results are the actual listening record of 1000 families to 101,004 quarter-hour periods. The final figures prove conclusively that WNAC is the dominant station in the Greater Boston area.

Boston Station Popularity Percentages Down by Hour Periods

	WNAC	WAAB	1st N. B. C. OUTLET	2nd N. B. C. OUTLET	1st LOCAL STATION	2nd LOCAL STATION	3rd LOCAL STATION	4th LOCAL STATION	OUTSIDE STATIONS	TOTAL
7 — 8 A.M.	34.8%	4.5%	29.3%	21.4%	5.2%	*	4.0%	*	.8%	100%
8 — 9 A.M.	27.4%	14.2%	24.5%	18.0%	5.4%	3.7%	5.8%	.1%	.9%	100%
9 — 10 A.M.	24.2%	9.2%	33.1%	12.7%	8.8%	3.2%	7.0%	.9%	.9%	100%
10 — 11 A.M.	25.6%	12.0%	29.2%	11.3%	7.6%	4.6%	7.3%	1.1%	1.3%	100%
11 — 12 Noon	25.4%	12.2%	24.2%	12.2%	8.7%	5.6%	8.4%	2.3%	1.0%	100%
12 — 1 P. M.	27.2%	10.3%	18.5%	15.5%	14.0%	3.6%	7.2%	1.9%	1.8%	100%
1 — 2 P. M.	31.3%	13.2%	13.1%	11.3%	16.0%	4.7%	6.7%	2.1%	1.6%	100%
2 — 3 P. M.	23.6%	13.0%	16.1%	17.3%	15.3%	4.9%	7.1%	1.2%	1.5%	100%
3 — 4 P. M.	22.8%	16.9%	15.3%	20.9%	10.1%	5.2%	5.4%	1.9%	1.5%	100%
4 — 5 P. M.	30.9%	16.7%	18.4%	15.4%	10.1%	4.3%	1.8%	.8%	1.6%	100%
5 — 6 P. M.	31.6%	15.5%	17.9%	16.0%	12.3%	4.1%	*	*	2.6%	100%
6 — 7 P. M.	30.3%	15.5%	26.7%	14.2%	6.7%	3.7%	*	*	2.9%	100%
7 — 8 P. M.	32.7%	9.7%	30.4%	20.4%	*	2.0%	*	*	4.8%	100%
8 — 9 P. M.	26.3%	6.7%	34.5%	25.6%	*	2.0%	*	*	4.9%	100%
9 — 10 P. M.	28.0%	7.5%	25.9%	32.4%	*	1.8%	*	*	4.4%	100%
10 — 11 P. M.	30.6%	12.4%	17.9%	30.2%	*	2.9%	*	*	6.0%	100%
11 — 12 Mid.	31.3%	17.4%	18.6%	20.7%	*	2.8%	*	*	9.2%	100%
12 — 1 A.M.	55.4%	**2.5%	16.9%	9.8%	*	*	*	*	15.4%	100%
ALL DAY AVERAGE	29.0%	11.7%	23.8%	20.2%	5.7%	3.3%	2.3%	.5%	3.5%	100%

*Station not on the air. **Station only on the air at this time during part of survey.

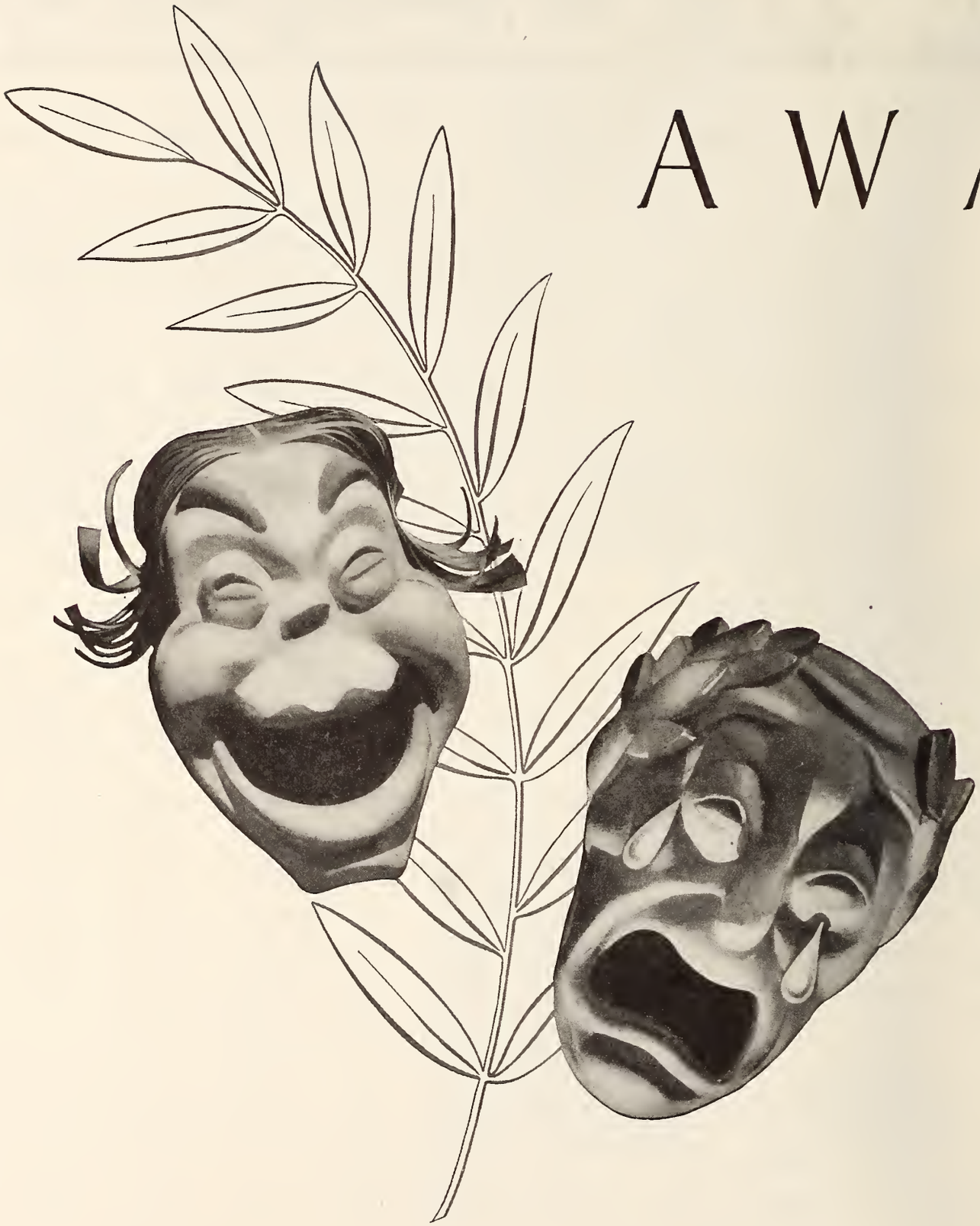
Write for booklet containing complete explanation of survey method. Every agency and advertiser will find this booklet a valuable guide in buying coverage accurately, whether for Greater Boston or for the nation.

THE YANKEE NETWORK, INC.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

AWA



RDS

May we (in this season of advertising prizes) publish the awards of the two shrewd juries who sit in judgment of radio? One is the audience in more than 22,000,000 American homes. The other is an unsentimental panel of business men, the advertisers on the air. These, as juries go, are large. But they haven't (we note in passing) much difficulty in coming to their swift decisions. Their awards? From the audience "To the Columbia Broadcasting System: THE FRIENDSHIP OF A NATION." And from advertisers "To the Columbia Broadcasting System: A GREATER GAIN IN BUSINESS IN 1935 THAN FOR ANY OTHER ADVERTISING MEDIUM." Such awards, we know, are something more than prizes. Obviously they carry with them the *obligation* to continue the very activities they so generously recognize. Or so it seems to us.



THE COLUMBIA BROADCASTING SYSTEM



"Oh, chains do not a prison make!"

CHAINS (networks to you) are swell in their place, but under many circumstances they're too restrictive and inflexible.

Whereas, with spots, you can get exactly "what you want when you want it"—without ifs, ands or buts!

With spots you can take your sales-map and hit one spot or a hundred without any regard to geography, station affiliations or *anything* except your own sales job . . . You can put on the kind of program that will pull properly in each territory . . . You can poke fun at California when you're broadcasting in Florida!

So . . . chains need not a prison make, for *you*. How about calling us in to talk spots?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO . . . (NBC) . . Des Moines	KFAB . (CBS) . Lincoln-Omaha	KSD . (NBC) . . . . St. Loui
WGR-WKBW (CBS) . . . Buffalo	WAVE . (NBC) . . . Louisville	KFWB . . . . . Los Angele
WIND-Gary — WJJD-Chicago	WTCN . . . Minneapolis-St. Paul	KOIN . (CBS) . . . . Portlan
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOL . (CBS) . . . . Seattl
KMBC . . (CBS) . Kansas City		KVI . (CBS) . . . . Tacom

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 5 WASHINGTON, D. C., MARCH 1, 1936 $3.00 A YEAR — 15c A COPY

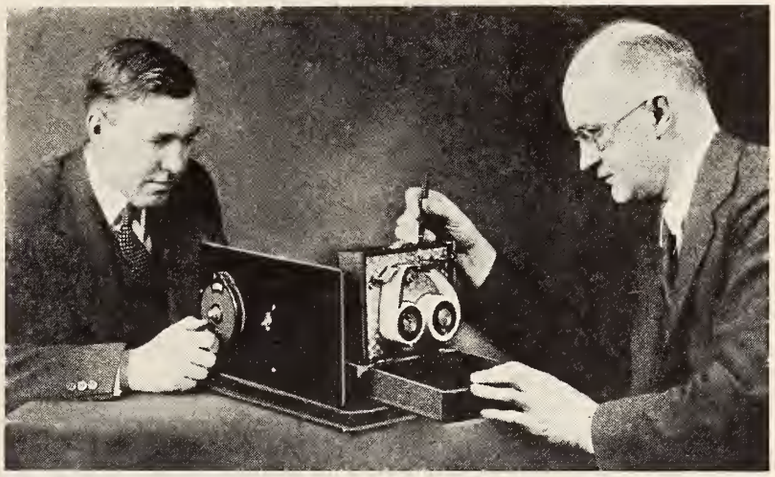
And Now Science Meters the Radio Audience

By PROF. ROBERT F. ELDER

The Audimeter Takes Its Place in the Survey Spectrum; Its Advantages and Limitations for the Advertiser

BROADCASTING has already described the "Audimeter", an instrument which, when attached to a radio set, makes a continuous record of the times when the set is turned on, and of the stations to which it is tuned. [See issue of Dec. 1, 1935]. It has also revealed [Jan. 15, 1936] certain preliminary results of the first Audimeter survey, conducted in Boston for John Shepard 3d and his Yankee Network. Now that this survey has been completed and the results tabulated, it is time to examine the method to determine what, if anything, it adds toward the solution of the problems facing broadcasters, advertisers, and advertising agencies.

Before discussing the specific findings of the survey, it is necessary to define the particular type of measurement afforded by the method. There are five points at which measurements of radio may be made. Different methods are indicated for each. What is not commonly recognized when attempts are made to compare results of surveys made by different methods is that the same type of measurement is usually not made. A brief discussion of the possible points of measurement will illustrate this point.



RADIO RECORDER—Here is the Audimeter, mechanical survey instrument designed by Prof. Robert F. Elder (left) and Prof. L. F. Woodruff, both of Massachusetts Institute of Technology. The former is well known as a pioneer in radio research and is in charge of the actual surveys conducted with the instrument. Dr. Woodruff handles technical phases.

Listening Habits

1. THE first and simplest type of measurement simply determines how many *sets* are tuned to each station during each program period around the clock. This is the Audimeter's point of measurement. For studies of audience listening habits and of station popularity, it appears to be the best method available, because it covers hours when methods requiring contact with listeners during the program period are not available. At other periods it must justify itself on the basis of lower cost. This type of measurement yields no information as to how many listeners there are, nor as to how deeply the program being received has stamped itself on their consciousness.

2. From the standpoint of the advertiser who seeks a check on the size of the audience reached by his program, it is often desirable to find out how many people are listening to a given program as it is received over each set. Is there a single listener or a whole family group? In this respect, determining the number of *people* listening, rather than the number of *sets* receiving the program, the coincidental telephone survey has been particularly effective. The Audimeter, used alone, cannot furnish an answer to this question.

3. Another type of measurement involves a determination of how many listeners are conscious of the identity of the sponsor of the program as it is being heard. Here again the coincidental method seems to be ahead of others, although there are serious questions as to the absolute validity of this measurement. The person answering the telephone may not realize who is the sponsor while some other listening member of the family may know, or vice versa. Some of the calls may be made before the person answering has had a chance to hear the commercial announcement. Nevertheless, the measurement unquestionably has significance, although not always correctly interpreted.

4. Still another measurement involves finding out how many people *heard* a program and *remembered* it after the lapse of an appreciable period of time. This is the type of measurement afforded by the C. A. B. method. One could hardly expect that it would coincide with the results of coincidental telephone or Audimeter surveys. It is, however, a significant measurement, although just how it is to the interpreted depends upon how far the effectiveness of advertising is based on conscious and how far on subconscious influence.

5. From the standpoint of the advertiser, the ultimate measurement of radio advertising involves a determination of how many people are influenced by the program to buy the advertised product. As yet very little has been done with this type of measurement. It involves an amplification of some of the previously mentioned techniques. Some results from a combination of this type of measurement with that afforded by the Audimeter may be expected in the near future.

One of the most important advantages of the Audimeter method is the fact that, since installation of the recording instruments involves personal visits to the homes whose listening is studied, it is possible to study the listening habits of different groups of the population. The economic breakdown is probably the most significant. It appears, for instance, that the families with incomes in the $2,500 and over bracket do more listening on Sundays than do any of the other groups. On week days, however, the middle bracket ($1,200 to $2,500) leads in amount of listening. The distribution of the audience varies at different hours. This may be due to differences in living habits or to differences in the nature of programs available at different hours, and is probably a resultant of both of these factors. The accompanying chart shows how different are the proportions of homes in different economic groups listening at various hours on Sunday evening. Equally important differences are in evidence at other times.

Economic Groups

PROGRAMS differ widely in their popularity with different economic groups. While this has always been recognized in a general way, an accurate measurement of this factor should help advertisers to do a much more precise job of adapting their programs to the particular groups which they desire to cover. The following table shows the differences in the audiences reached by a few outstanding programs (proportion of homes in income groups):

	Program A	*Program B*	*Program C*
Over $2,500	36.2	38.8	24.2
$1,200-$2,500	42.9	33.6	30.6
Under $1,200	45.6	39.3	14.0
	Program D	*Program E*	*Program F*
Over $2.500	21.6	20.4	22.2
$1,200-$2,500	10.3	9.6	17.0
Under $1,200	7.5	1.9	5.0

There are over 21,000,000 radio-equipped homes and only 10,300,000 residence telephones. Few of the families with incomes under $1,200 have telephones, yet over half of them (in Boston at least) have radio sets. Only about half of the families in the $1,200-$2,500 bracket have telephones, yet most of them have radio sets. Only in the upper bracket do we find telephones and radios both in universal use. Program ratings based on telephone surveys, therefore, are fully dependable only for the advertiser whose message is directed to the higher income groups. For the advertiser who seeks to reach the masses, a low rating in telephone homes may not indicate a failure to reach the desired audience.

Many advertisers desire to know, not only how many people hear a single program, but how large a proportion of all radio homes is reached over a period of time. Consider, for instance, a program which is received on the average

(*Continued on page 58*)

Kendall, Lafount Mentioned for FCC To Replace Payne

FRIENDS of Judge John C. Kendall, attorney of Portland, Ore., who has appeared frequently in radio cases, are urging his appointment to the FCC as a successor to George H. Payne, of New York, member of the Telegraph Division, whose two-year term expires next July 1. Western Senators have had Judge Kendall's name placed before them and it is understood that he will have strong support for the Republican minority vacancy. If appointed, Judge Kendall probably would merely replace Payne on the telegraph division since it is regarded as unlikely that there will be any changes in the Broadcast Division.

At the same time it was learned by BROADCASTING that there is strong support also for the appointment of Harold A. Lafount, of Utah, former Republican member of the Federal Radio Commission, who has been residing in Washington since he failed to get an appointment to the FCC when it was formed in the summer of 1934.

A Westerner Wanted

THE FACT that Senator Wheeler (D.-Mont.), chairman of the Senate Interstate Commerce Committee, which has charge of radio regulation, has expressed dissatisfaction with the failure of the Roosevelt administration to select a far Westerner to the FCC, and the fact that Mr. Payne has been the center of dispute within FCC ranks, at odds particularly with Chairman Prall, who holds a seven-year term, lends force to the belief that Mr. Payne will not be reappointed and that a Western Republican acceptable to the New Deal and to Western Senators will be named.

Mr. Prall and Mr. Payne both hail from New York State, and the far Western states were left unrepresented when President Roosefelt appointed the new seven-man Commission to succeed the Radio Commission. It was learned upon reliable authority that President Roosevelt has indicated the appointment can be recommended by Senator Wheeler and that Senator Wheeler has indicated he has no candidate from Montana but is inclined to go along with the recommendations of his Democrats colleagues from Washington, Senators Bone and Schwellenbach. Senators McNary and Steiwer, Republicans, of Oregon, are known to be favorable to Judge Kendall if he is willing to be named.

Judge Kendall, 50, a native of Bemidji, Minn, and a 1909 graduate of the University of Minnesota, first became interested in radio about five years ago when he represented the Portland Better Business Bureau in its drive against Robert Gordon Duncan, known as the "Oregon Wildcat," who operated a small local station later ordered off the air. Since then he has represented various Northwest stations before the Commissions, including KGW and KEX of the *Portland Oregonian* and KVI, Tacoma. He has also been a member of the American Bar Association's radio committee. He was a circuit judge in Coos Bay, Ore. for seven years until 1928 when he went into private practice in Portland.

Many of Mr. Lafount's friends, including several Senators, are known to be fostering his appointment to the FCC because of his long service on the predecessor Commission. Mr. Lafount became a Radio Commission member only a few months after it was created in 1927, succeeding the late Col. John Dillon. His name was on the original Roosevelt slate for the FCC in 1934 but was dropped at the eleventh hour to make way for another Republican appointment.

Hearst Acquires Two Southwest Outlets; Roosevelt Seeks Others

KTSA and KNOW Sold to Publisher for $225,000; President's Son Options WACO, KTAT and KOMA



Mr. Roosevelt

SALE of KTSA, San Antonio, and KNOW, Austin, Tex., both units of the Southwest Broadcasting System, to Hearst Radio, subsidiary of the William Randolph Hearst newspapers, for $225,000, was reported to have been consummated Feb. 26.

Neither Southwest Broadcasting System nor Hearst Radio made any formal announcement at the time. It is understood the arrangement was made subject to FCC approval.

Simultaneously it was learned that Elliott Roosevelt, son of the president, who has served as vice president and sales promotion manager of Southwest since last September, has acquired options in his own right covering the proposed purchase of the remaining three Southwest stations—WACO, Waco, Tex.; KTAT, Fort Worth, and KOMA, Oklahoma City. So far as could be learned the options are for an undetermined period, and the amount was undisclosed.

In another quarter it was reported that young Roosevelt had made the purchase arrangement for all five stations, but with KTSA and KNOW "earmarked" for Hearst. There was mention in this connection of a $50,000 option payment by Mr. Roosevelt. The latter was to be in New York during early March in connection with the negotiations, and it was hinted that Arde Bulova, watch manufacturer - broadcaster, was financially involved.

The negotiations were conducted with A. P. Barrett, of Fort Worth, principal owner of Southwest, and Lee Armer, Southwest president.

Employes Given Notice

SOUTHWEST, it was reported, had given notice to employes that ownership would change hands March 1. The inference was that all employes on the San Antonio and Austin stations, as of that date, will be under personnel management of Hearst. In San Antonio, the Hearst newspaper is *The Light*. There is no Hearst newspaper in Austin.

In the Feb. 15 issue of BROADCASTING it was reported that negotiations were understood to be in progress for the sale of the five Southwest - owned stations. The price was stated to be in the neighborhood of $750,000. Mr. Armer, however, stated that reports of consummation of any sale at that time were unfounded.

Stations now owned by Hearst are WCAE, Pittsburgh; WBAL, Baltimore; WINS, New York; KYA, San Francisco; WISN, Milwaukee and KEHE, Los Angeles. In addition there is now involved in litigation a purchase arrangement under which Hearst seeks to acquire WMAL, Washington, now operated under lease by NBC.

The Southwest system of seven stations constitutes the Southwest arm of CBS. In addition to the five-owned stations involved in the Hearst sale and the Roosevelt option, other stations are KRLD, Dallas, and KTRH, Houston, both Southwest outlets but under other ownership.

KTSA operates on the 550 kc. channel with 5,000 watts day and 1,000 watts night. It is now managed by L. L. (Jake) Jacquier. KNOW is a 100 - watter on 1500 kc., managed by James W. Hagood.

The stations on which Mr. Roosevelt has acquired options and their assignments are: WACO, 1420 kc., 100 watts, managed by J. W. Pate; KTAT, 1240 kc., 1,000 watts, managed by Sam H. Bennett, and KOMA, 1480 kc., 5,000 watts, managed by Neal Barrett.

Mr. Roosevelt became Southwest vice president last September when he resigned his post as an executive of the Aeronautical Chamber of Commerce. He is in his 28th year, and has resided in Fort Worth for about a year. His wife is the daughter of a prominent Texas oil operator.

San Felice Is Buying

DEISEL - WEMMER - GILBERT Co., Detroit (San Felice cigars) has completed the purchase of six and seven running news and sports broadcasts weekly on various Midwest stations, and is now working on placements on other stations in Nebraska, Illinois, Kansas, Michigan, Pennsylvania and New York. Stations already contracted are WADC, Akron; WHBC, Canton. KFRC, Cincinnati; WHK, Cleveland; WBNS, Columbus; WHIO, Dayton; WSPD, Toledo; WKBN, Youngstown; WOWO, Fort Wayne; WFBM, Indianapolis; WOC, Davenport; WHO and KRNT, Des Moines; WMT, Cedar Rapids; KSCJ, Sioux City; WOW, Omaha. San Felice also has a joint deal with United Cigar Stores and its agency, Young & Rubicam, for spots in that sponsor's MBS program. The San Felice account is being handled by S. M. Epstein Co., Detroit agency.

APPLICATIONS of publishers of the *Bismarck* (N. D.) *Tribune* and the *Grand Forks* (N. D.) *Herald* for new stations on those communities have been dismissed by the FCC at the request of applicants.

Corn Belt Network Uses Rebroadcasts

Eight Stations Join Group to Pick Up Programs From WHO



Mr. Maland

A UNIQUE new network, keyed from the 50,000-watt WHO at Des Moines and feeding commercial as well as sustaining programs to its member stations, gets under way March 9, linking eight Middle Western stations without the medium of telephone lines. It will be called the Corn Belt Wireless Network, and will comprise, in addition to WHO, whose programs will be picked up, the following stations: WOC, Davenport; KOIL, Omaha; KFAB, Lincoln; KMBC, Kansas City; KMA, Shenandoah, Ia.; WNAX, Yankton, S. D.; KFJB, Marshalltown, Ia.

The network, according to an announcement by J. O. Maland, vice president of Central Broadcasting Co. and manager of WHO, is an outgrowth of successful pick-ups and rebroadcasts of WHO's signals by various stations with which WHO has been cooperating. The setup starts with four of the stations fed a daily morning commercial which has been on WHO for the last five months. The sponsor is seeking to widen his daytime coverage using talent successful on WHO. Other sponsors are reported to be considering the full string of stations.

Aids Smaller Stations

THE "wireless web" is regarded by its promoters as a new development in commercial radio. The programs are to be picked up with special receivers in the participating stations and rebroadcast, all programs to originate in WHO studios.

Authority for the network operations without connecting telephone lines comes under FCC ruling number 177, which says: "Licensee of any broadcasting station may, without authority of the commission, rebroadcast a program of another broadcasting station, upon authority of the licensee of the station that originates the program."

Success of the venture, it is believed by its originator, Mr. Maland, will lead to a new field of commercials for smaller stations not now affiliated with major stations. It will make available for them talent which they could not obtain for their own studios.

Chrysler CBS Series

CHRYSLER Corp., New York (Chrysler autos) returns to the air March 12 on 49 CBS stations, Thursdays, 8-8:30 p. m., with Mark Warnow and Chrysler Imperial Orchestra, Alexander Gray, baritone, mixed choir of 14 and Charles Hanson Towne. Title of the program, booked for 52 weeks, is *Chrysler Air Show—Performance by Chrysler*. The mixed choir will be broken into the Chrysler Six (male) and the Chrysler Eight (female). Direction and production will be in charge of the CBS production department. Lee Anderson Inc., Detroit, is the agency.

Copyright Threatens to Split Industry

Baldwin Is Center of Opposition in Network Circles; Independent Radio Music Plan in Formative Stage

COMPLICATIONS over music copyrights have created a schism within the broadcasting industry that threatens the NAB, with the showdown to come at the next trade association convention tentatively scheduled for July in Chicago.

With no generally acceptable solution of the copyright issue yet in sight, developments since the crisis that arose with the new year have tended to aggravate rather than quiet feeling among factions within the industry. The major networks, NBC and CBS, have seriously considered withdrawal from the NAB but evidently have decided to await the convention and battle it out on the floor.

There is no longer any quibbling over terms. The networks seem to be outspoken in the view that James W. Baldwin, NAB managing director, has not acted in the best interests of the industry. They lay at his doorstep blame for the present condition that threatens destruction of a unified industry.

Mr. Baldwin, on the other hand, has openly charged the networks with "selling out" the independent stations in copyright royalties, and charges them also with operating hand-in-hand with ASCAP. His feeling, clearly expressed in the 21,000 word memorandum on copyright submitted to the last NAB board meeting on Feb. 3, was that the interests of the networks and of independent stations are incompatible. Apparently, he would weep no tears over network withdrawal from the NAB.

Attitude of Networks

THE NETWORK viewpoint is that unity in the industry should not be sacrificed because of a single issue such as copyright or because of the actions of the directing head of the trade association. They are planning to go into the convention, it is asserted, with the hope of keeping the industry unified, but with the avowed purpose of securing the removal of Mr. Baldwin as its head. Should the membership majority support Baldwin, then there is no question, at this time in any event, of the intention of both networks to withdraw from the NAB, judging from the outspoken assertions of their officials.

The network view is that they pay into the NAB a substantial sum of money, and have repeatedly paid "extra assessments", only to have the organization combat it on copyright. Greatest resentment on the part of the networks grew out of certain of Mr. Baldwin's recommendations to the last board meeting which were not adopted but which were publicized just the same.

The networks objected mainly to the recommendation which, if adopted, would have implicated them in the government suit against ASCAP, according to network spokesmen. They also resented insinuations that the networks aided ASCAP in "forcing" the five-year extensions of ASCAP contracts in January under which they paid old rates for that catalog minus Warner Bros. music, which totaled between 25 and 40% of the ASCAP repertory.

Meanwhile, there was under consideration by a group of prominent individual station operators a plan for independent dealing with the copyright problem. Details as BROADCASTING went to press were not divulged and apparently the project had not crystallized. In this, however, was seen a possible movement, already said to be under way, for another industry trade association, with copyright negotiations as its primary purpose.

Other developments during the last fortnight on the copyright front were not particularly sensational. The high spot was the opening of hearings before the House Patents Committee on the Duffy Bill and on two other measures introduced in obvious efforts to scuttle the former measures, favored by copyright users generally. First on the stand Feb. 25, 26 and 27 were ASCAP representatives, headed by President Gene Buck, who led the usual procession of flag-waving and protection of the down-trodden composer and author (see story of hearings on this page).

Mr. Baldwin, meanwhile, was whipping into shape his plan for an independent corporation to control music for radio, broadly along the line of the Radio Program Foundation of several years ago, which failed hopelessly in its mission. He told the board on Feb. 3 that this foundation failed because of inadequate financing, apathy by the NAB, and insufficient experienced personnel.

The board authorized him to draft his plan and present it to another board session. Mr. Baldwin estimated it would take him a month to finish the work, but because of the current hearings on the Duffy Bill it is more than likely that the board session will be deferred probably until April.

Warner Contracts

THE three-month temporary contracts signed by upwards of 25 stations with Warner Bros. houses expire on March 31. According to Mr. Baldwin the matter of extension or of working out of a new basis has not yet been considered along any definite lines. The contracts themselves, under which full-time stations pay as royalties to Warner the equivalent of four times their highest quarter-hour rate monthly for the three-month period, specify that negotiations for a "per-piece" method of payment be worked out as soon as possible.

Whether all of the stations intend to renew or extend or alter Warner contracts on March 31, at this time is highly problematical. The networks contend that they are getting along nicely without the Warner music. They haven't lost any accounts because of the unavailability of Warner music, and they say they are not disturbed over the $3,000,000 in infringement suits, more or less, that the Warner houses have filed.

Warner big-wigs, it is reported, are chafing over the loss of popularity of their music because of its non-performance over the networks and over many stations. Moreover, the Songwriters Protective Association, of which Sigmund Romberg is president, has broken into open conflict with Warners on the question of collection of license fees for radio, claiming that Warners does not have that right. Practically all of the Warner songwriters, it is reported, are author members of ASCAP, which pays them royalties.

In connection with the infringe-

(*Continued on page 53*)

Tin Pan Alley's Lobby Scores in Duffy Bill Show . . .

HOPE for enactment of remedial copyright legislation at this session of Congress in the form of the Duffy Bill, which would take away from ASCAP its gun and horse, has all but vanished. This was apparent with the opening of hearings before the House Patents Committee Feb. 25—hearings which have been spread over a four-week period until March 19 and which have been complicated by the introduction of two ASCAP-inspired bills designed to befuddle the real issue and block enactment of the Duffy bill.

As was expected, ASCAP immediately upon the opening of the hearings, paraded its usual imposing troupe of top-flight Tin-Pan-Alleyites before the committee, which acquired the commodious caucus room of the House Office Building for the hearing. Advance publicity had gone out that the Berlins, Gershwins, Vallees and other celebrities would be on hand, thus insuring a capacity house.

Gene Buck, ASCAP president, indulged in flag-waving at its best. He was aided by several members of the committee, with whom "conferences" obviously had been held in advance. He talked about how the "powerful" broadcasters and hotel people and others had "lobbied" Congress and were trying to break that great humanitarian organization—ASCAP. He said the Duffy bill was written for that purpose.

Buck's testimony, which consumed the entire session, Feb. 25, and the testimony of his troupe of tunesmith celebrities, in the aggregate means nothing. The whole show, from ASCAP's standpoint, is that of blocking the Duffy bill and of preventing elimination of the $250 innocent infringement provision from the present law, and of leaving amount of damages to the courts. That infringement provision is the club ASCAP has wielded so skillfully in forcing every type of music user into paying tribute.

The fact that the Duffy bill passed the Senate last session and has administration support through the State Department, meant nothing to ASCAP. The administration wants the measure because it would allow American entry into the international copyright union at Berne and because it would correct what the State Department has construed to be obvious defects in the present law and place necessary restrictions on the operations of such pools as ASCAP, with its stranglehold on music.

The hearings were called by Chairman Sirovich (D.-N. Y.), whose home district includes Tin Pan Alley, only after the Duffy bill was practically blasted out of a pigeonhole earlier in the month by drastic legislative action. Rep. Zioncheck (D.-Seattle) introduced a petition in the House to have the committee discharged from consideration of the bill. Nevertheless, the hearings were called.

As announced, the hearing schedule provided for sessions on Tuesdays, Wednesdays and Thursdays for four weeks. The dates were Feb. 25, 26 and 27 and March 3, 4, 5, 10, 11, 12, 17, 18 and 19. ASCAP's day was first, then the Authors League, dramatists and other writers, and finally the hotels, radio and movie interests.

When the hearings opened Dr. Sirovich, who has been openly hos-

(*Continued on page 62*)



GOOD PALS—It was an exceedingly friendly House Patents Committee that greeted ASCAP's Tin Pan Alley parade before it during the hearings starting Feb. 25 on the Duffy copyright bill. This picture shows, seated left to right, Rep. Sirovich, Irving Berlin and Rep. Lanham; standing, Rep. Perkins, George Gershwin and Rudy Vallee.

Neff, Rogow Form Own Rep Business

Resign From WOR to Start in New York; Plan to Expand

WALTER J. NEFF, sales manager of WOR, and William Rogow, ace salesman of that station, have resigned effective March 15 to form Neff-Rogow Inc., station representative and consultant bureau with headquarters in New York City. Mr. Neff's successor has not yet been decided upon, according to Theodore C. Streibert, assistant to President McCosker of the Bamberger Broadcasting Service Inc.

Mr. Neff and Mr. Rogow will



Mr. Neff



Mr. Rogow

establish headquarters in the RCA Bldg., New York, and will represent selected stations in the New York area, with plans also under way for branch offices in other cities. Both are among the best known radio salesmen in the field, Mr. Neff having been in radio for the last 12 years and Mr. Rogow having led the WOR sales force for the last six years. Together, according to an official announcement, they were instrumental in raising the sales income of WOR from less than $300,000 in 1928 to approximately $2,000,000 for the fiscal year ended Feb. 1, 1936.

Advisory Service

NEFF-ROGOW Inc., their statement said, will attempt to bring to their station clients a constructive sales service as well as advisory counsel on matters pertaining to station operation and organization. They will continue to develop "station-tested" programs, an innovation which they created at WOR in 1932 and which in recent years has gained wide acceptance with agencies and advertisers.

Mr. Neff is one of the best known figures on the commercial side of radio. A native of Detroit, he started in radio in 1922 as a singer with the pioneer WWJ, Detroit. In 1924 he joined WAHG (now WABC) in New York as broadcast director and in 1926, with the late Tex Rickard, he started WMSG as the official mouthpiece of Madison Square Garden. Before joining WOR in 1928 as an announcer, he was program director of WPCH and WMCA. He has been head of the sales department of WOR since 1934. An active clubman, he is chairman of the house committee of the Advertising Club of New York and a member of various other clubs and fraternities.

Mr. Rogow joined the WOR sales staff in 1929, coming from the sales managership of Martinson Coffee Co., with which he made his first contact with radio while sponsoring a participation in the *McCann Pure Food Hour*. He is a native of Brooklyn and a veteran of service with the Marines during the war. Within a year after joining WOR he started to lead its staff in sales results and has maintained first place every year since then, climaxing his record with sales exceeding the total of all the other six men in the WOR sales department for the six-month period ended Feb. 1, 1936.

Talk of Federal Station For Latin Contact Revived

REVIVAL of talk about establishment of a government-owned and operated shortwave broadcasting station in Washington, whose programs would be destined primarily to Latin American countries, has been noted since President Roosevelt's plan for calling a Pan American Conference was made known. Such a station was first broached at the Montivedeo conference of the nations of the American continents several years ago, and though the suggestion met Secretary Hull's approval nothing was ever done about it.

The renewed talk centers around the idea that WPA funds might be used to build the station and that the frequencies can be made available by executive order of the President. FCC circles disclaim knowledge of the project and it is regarded as unlikely that the government would undertake it as part of the recent PWA-CCC "radio workshop" plan for which the U. S. Office of Education obtained a $75,000 grant.

WOS, STATE OWNED, WILL GO OFF AIR

ANOTHER non-commercial broadcasting station voluntarily relinquishes its place in the broadcast band shortly when WOS, Jefferson City, Mo., state-owned station operated by the Missouri State Highway Patrol, goes off the air in favor of a police shortwave station for which the same licensee has secured a construction permit from the FCC. WOS now operates with 500 watts on 630 kc., sharing halftime with KFRU, Columbia, Mo., while WGBF, Evansville, Ind., utilizes the other half.

Under an FCC decision Feb. 21, KFRU will assume the time relinquished by WOS as soon as that station gives up the 630 kc. frequency and goes on the 1674 kc. police wave. KFRU will thus share time equally with WGBF, the two stations continuing to operate simultaneously daytime to give them full daylight hours. KFRU was recently sold by Nelson R. Darragh to Luther L. Hill, former Des Moines stockbroker and brother of Congressman Lister Hill (D.-Ala.).

In the meantime the FCC has set for hearing the application of R. C. Goshorn and Lester E. Cox, the latter operator of KGBX and KWTO, Springfield, Mo., for a new 500-watt daytime station on 920 kc. in Jefferson City. Another applicant for a new Jefferson City station is Pemberton Gordon, seeking 1310 kc. with 100 watts daytime.

Poultry Remedy Spots

WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy) is using one-minute WBS announcements on KDKA, Pittsburgh, WLS, Chicago, and WBT, Charlotte. Weston-Barnett Inc., Waterloo, places the account.

Announcers Demerits

TO PROMOTE a more cooperative spirit in the program department, WHIO, Dayton, has installed a system of demerits among its nine announcers, with a weekly cash prize as the goal. Missed station breaks, late for assignment, word fumbles, lazy reading on commercial announcements, or missed announcement debits the offending announcer with specified demerits. These are tallied at the end of the week, with the one having least number receiving $5. Program director, chief announcer, and commercial manager are the board of judges in case of disagreement.

Form Schenectady Agency

WINSLOW LEIGHTON and George R. Nelson, two executives of WGY, Schenectady, announce the formation of an advertising agency with headquarters in Schenectady. The company will be known as Leighton & Nelson and will conduct a general advertising business. Leighton has resigned as national sales representative of the NBC organization in charge of the New York State territory. Nelson resigned as commercial manager of WGY. Offices of the newly formed advertising agency will be located at 245 State St., Schenectady. Among the initial personnel of the new agency is Rosemary Cramb, who resigned as secretary of the WGY commercial department in charge of sales traffic. Walter Duncan has been transferred from the NBC sales staff in New York to succeed Leighton.

WNBR, Memphis, Bought By the Commercial Appeal

PURCHASE of WNBR, Memphis, by the *Memphis Commercial Appeal*, subject to FCC approval, was disclosed Feb. 27 in an application for voluntary assignment filed with the FCC. The purchase price of the station, which operates with 500 watts night and 1,000 days on 1430 kc., is understood to be $50,000. The station is now owned by Mallory Chamberlin, its manager; Francis S. Chamberlin, Ceylon B. Fraser and Charles W. Brunner.

The *Memphis Commercial Appeal* also owns WMC, an NBC outlet operating with 1,000 watts nights and 5,000 watts days on 780 kc., and several months ago filed an application for a new regional station in Mobile, Ala. If the FCC approves the WNBR transfer, it is understood plans include the possible addition of the station as a second NBC outlet in Memphis in view of NBC's recent expansions in Southern territory.

Ford Discs in Indiana

FORD MOTOR Co., Indianapolis (used cars) is using five-minute discs for 13 weeks on five Indiana stations. The transcriptions feature *Carson Robinson and His Buckaroos*. N. W. Ayer & Son Inc., New York, placed the account.

Sports Broadcasts Clarified in Ruling

A CASE which may lead to settlement of the periodic disputes over rights to broadcast football, baseball and other events without permission of the home clubs, was decided Feb. 21 by the Supreme Court of New York in the action of the New York Giants Base Ball Club against Teleflash Inc.

In dismissing the bill the court held the baseball club had no legal right which Teleflash, a wired-radio sports service in New York and other cities, had invaded. No property rights or unfair competition were involved, the court held.

National Exhibition Co., owning the Giants, had sought to enjoin Teleflash from broadcasting play-by-play reports of ball games taking place on the Giants home grounds. Teleflash had obtained the information from outside the ball park by locating a man and apparatus on adjoining property overlooking the fence surrounding the park.

Outside Observation

THE OPINION does not specifically cover unauthorized coverage of sports events within the ball park, but pertained only to such cases when the reports are broadcast by observations outside the confines of the stadium. The court specifically said that the opinion did not cover "rebroadcasts", but on this score the question is raised whether a station can pick up a play-by-play report of another non-competitor's station in a different city and broadcast it without authority.

The court's conclusions follow:

It is our opinion that the bill of complaint states no cause of action because the plaintiff has no legal right that the defendant has invaded. It has been pointed out: (1) that an exhibition of two contesting ball teams is news; (2) there is no property right in news; (3) this is not special information compiled at great expense or effort or by the special skill or ingenuity of the plaintiff, and (4) the defendant is not unfairly competing with the plaintiff because the essential element of unfair competition, i.e., competition, is lacking. The gist of the matter seems to be that, incidentally to the plaintiff's main business of exhibiting ball games, there has arisen value in the dissemination of news reports of the exhibition. It has value because the plaintiff has made the exhibition exclusive by placing four walls around the ball park and charging admission for any one to see it. Its value lies solely in the fact that it is exclusive. The mere fact that the plaintiff has something of value which the defendant might be lessening in the conduct of his own business, does not mean that any legal right of the plaintiff's has been invaded for which courts will give redress. * * * If the plaintiff wants to maintain this thing of value he can do so by making it more exclusive.

Based upon our belief that no property right exists in news when taken from its source, we believe a motion to dismiss the bill of complaint should be sustained. There are no reported cases which are analogous to the facts of this case, and it is entirely possible that the court would look for a way to sustain the bill on some theory that this is an unfair method of obtaining the news, regardless of the question of property. It must also be borne in mind that in this opinion we are passing only upon the facts of this case and that we are not passing upon a situation which would arise by obtaining the news from a competitor in a manner such as rebroadcasting.

For Retailers — A Gift on a Silver Platter

By EDWARD J. SAMUEL
Commercial Manager, WMAS, Springfield, Mass.

With Air Full of Network Programs That Sell and Sell, Stores Fail to Utilize These Donations From Advertisers

DOES THE retailer take advantage of the money spent by national advertisers for network programs? No, says the writer, and he bases his answer on experience. He is well qualified to discuss merchandising, for he produced the NBC network shows in 1934 for Pure Oil Co. and for Fisk Rubber. He once was sales promotion manager of Goodyear, British sales and advertising manager of the same company in London, and merchandising and advertising manager for Fisk in Chicopee Falls, Mass.



MR. SAMUEL

IN DISCUSSING merchandising and its relationship to radio, this vital basic question comes to mind: "Does the retailer of merchandise realize the sales value of network programs, and does the retailer take advantage of money spent by the national advertiser for network radio programs?"

The answer is not a difficult one when the entire country is taken into consideration. The majority of retailers do not take commercial advantage of network programs. One might find a retailer here and there who is alive to the situation, but a canvass in all lines of business throughout the country will prove my contention.

It was quite evident at a meeting I recently talked to in Springfield, Mass., with 250 retail grocers present. They represented a cross-section of the retailers in a city with a trading area of little less than 500,000 population. After an explanation of network programs and suggestions of definite merchandising tie-ups, it was apparent that not one man of the 250 had thought much farther than in the terms of a "good, bad, or indifferent" program. In other words, insofar as network radio programs were concerned, each was just an ordinary run-of-the-mill listener, sitting back in his easy chair after a good, hard day's work and accepting radio purely as entertainment, and not looking at it from the standpoint of something that had tangible commercial value in it for him.

On a Silver Platter

NOT ONE had allowed himself to think in terms of merchandising. It was definitely apparent that no connection had been made between the every-day task of selling merchandise to the consuming public and the advertising value of a network program coming over a local station.

Network programs, costing the advertiser plenty of money and advertising products handled by these self-same grocers, are continually being heard locally; yet the retailer who should recognize a situation of this nature does not at the moment see the good there is in it for him. Only a little effort is needed to connect himself with something that is offered to him on a silver platter. The advertising value is certainly not taken the fullest advantage of, and commercialism, as far as retailer cooperation is concerned, is just treated as so much entertainment. When asked point-blank if they had ever thought of connecting the goods on their shelves with network advertising, all grocers present shook their heads and said "No."

The thought can be applied equally to the retailer in any line of business — drugs, soap, coffee perfumes, foods, food beverages, automobiles, automobile tires, batteries, refrigerators, etc. etc.

It is interesting to note an article in BROADCASTING of Dec. 1, 1935 entitled "How Leading Industries Use Network," which states that $39,600,000 was spent by national advertisers for network programs. Such an expenditure calls for serious consideration of intensive work in the field to bring about the best result.

No matter how entertaining a program may be, and regardless of the merchandising features incorporated in the program itself at the originating point, the cycle is not complete without the cooperation of the retailer. Better still, make it a triangular affair—the manufacturer, retailer, and local radio station.—Even the successful *Jello* program with Jack Benny, together with its unusual commercial plugs, is not complete without an effort on the part of the retailer in pushing and taking an interest in the product.

Merchandising has crept into radio extensively in the last six months. Prior to that—and to the mind of a newcomer to the industry—a radio program did not seem to go much farther than to go on the air. Measuring the success of the program by its entertainment value alone, though very important, is incomplete when it comes to real, honest-to-goodness selling.

Radio has established itself in the advertising field. It has become a necessary part of the advertising plan of any company anxious to do a good job, and by degrees it is injecting itself into actual merchandising.

When I speak of "merchandising" I mean that the influence of radio is actually impregnating the distributing field of merchandise, and the appeal for box-tops and the like, while not really old-fashioned, is destined in a year or two to be at least augmented by more intensive work in the field and at the point of sale.

The Contact Point

IF THE retailer is important to the future success of radio advertising, whose function is it to carry on this process of education among these retailers?

This is not a debatable point. It is clearly defined.

The job of a manufacturer's local sales representative is divided into two parts:

(a) The loading of the retailer's shelf

(b) The unloading of the retailer's shelf

Radio network programs play a part in both. The influence and bearing of a good network program coming over a local station certainly helps the local sales representative to sell the dealer and *load* his shelf with that particular manufacturer's merchandise, but this perhaps, is the least important of the two tasks.

The unloading process is the more important. The more goods bought by the consumer from the shelf of the retailer, the better opportunity there is for the salesman on his weekly, monthly, or periodical visits, to get repeat orders. Is it not logical, therefore, to assume that the manufacturer's local sales representative is the contact point in carrying on this important task of bringing the retailer into the picture where a network radio program is involved?

Let us take the Campbell's tomato juice *Burns & Allen* program, for instance. This popular CBS program, on the air every Wednesday evening, is one of the outstanding radio programs of the current season and has a large listening audience.

Let us reduce this program to the local situation in Springfield, Mass. What happens?

We requested the manufacturer, through the agency, to have Mr.

(*Continued on page 64*)



MERCHANDISING DISPLAY—Here is what WMAS, Springfield, Mass., did with the Campbell Soup Co. network program to promote point-of-sale interest in products made by this big food concern.

It's Smooth Selling for Carborundum

Abrasive Maker Reaches Both Consumer and Industrial Markets by Consistent Use of Radio and Trade Media

By HOWARD J. LONDON



Mr. Bowman

SOME ten years ago The Carborundum Company, although not having a particular rough time of it in the abrasive field, decided this new-fangled radio business might polish off an occasional upside-down peak in the sales chart. So with the aid of a home-town band that now is famous and a few Indian legends, blended with considerable precision and good-will, the company went after the mass market through the air. Ask any average consumer about abrasives, and the answer probably will be "Carborundum". Ask The Carborundum Company about radio and the answer will be:

THERE'S an old axiom that any day during the summer on the streets of Niagara Falls may be found an automobile from every state. The axiom can be revised to read: Within every home and office in the United States are many products whose fine finish and craftsmanship are directly traceable to the Niagara Falls plant of The Carborundum Company, pioneers in the manufacture of abrasives since 1891.

"Carborundum" is used by every manufacturer in the country in addition to restaurants, hotels, barber shops, homes, shoe repair shops, by garage owners, to name only a few. From the time you arise in the morning until you retire at night there is before your eyes a product on which "Carborundum" was used. Craftsmanship in the automobile industry is said to be dependent upon the use of abrasives, this product alone making possible the utmost precision in cranks, camshafts, axles, ball-bearings, gears, and all other accurate grinding work that goes into the moving parts of an automobile.

And Then Came Radio

THE sponsor began to use radio ten years ago in Buffalo, alternating between WGR and a station no longer on the air, and then expanded to a three-station hook-up comprising WGR, WHAM, and WGY.

The latter chain was called the Western New York network. Results assured the sponsor that radio was the medium to be utilized as one of his major advertising efforts and from that day radio has been the top medium.

In 1928 The Carborundum Company signed with the newly-organized CBS for an eight-station network concentrating on the large Eastern industrial centers. Each successive year saw a steady and constant increase in the number of stations until in 1934 the Carborundum program was broadcast on a national hookup over 29 stations on Saturdays, 7:30-8 p. m. Note that the sponsor prefers and has for several years used the Saturday night spot, even after the rumor began to go the rounds of the advertising fraternity that radio was not a good medium on pay day because all the radio listeners were out to the movies, etc.

How that notion originated no one can ascertain, but that the experiences of The Carborundum Company helped to dissipate this idea is most certain. For today the Saturday night time on CBS is sold solid from 7-9:30 p. m., the time being signed for such well-known national advertisers, in addition to The Carborundum Company, as Colgate-Palmolive-Peet, Liggett & Myers Tobacco Co. (Chesterfield cigarettes) and Atlantic Refining Co.

With the inauguration of the recent series The Carborundum Company lengthened its radio season by seven weeks, making a 20-week stretch instead of the usual 13 and used the same talent that comprised the first experiments in radio advertising — the Carborundum Band under the direction of Edward D'Anna.

How the sponsor came to decide on this type of entertainment is interesting. Even before reserving time for the initial program it was decided that whatever talent was used, the program should originate from Niagara Falls, home of the manufacturer. Naturally, if the program was to emanate from the Falls it would be wise to look over the local field for radio talent. The musical organization which Mr. D'Anna has directed for many years was well known in the Cataract City and it was given the assignment.

An Indian Symbol

IN ADDITION to the musical portion of the program, Francis D. Bowman, advertising manager of The Carborundum Company who is also the narrator on the radio program, conceived the idea of relating Indian legends immediately after the opening theme. These legends are not to be had for the asking, and it was not until Mr. Bowman fell heir to some rare books on the subject that he had a reservoir of material. Later he was adopted into the Tuscarora tribe at Tuscarora reservation located a few miles from the Falls, which gave him an additional source of legends. Romeo Greene, a member of the Carborundum Band, was his sponsor and Mr. Bowman now has the name Yoh-Reh-Hoh-Ah-Weh which boils down to mean "He who gives the message to the air."

But why introduce Indian legends on a radio program that is designed to sell abrasives? It seems there is a definite connection between the two. For years The Carborundum Company has had a trade mark known to its thousands of users. That symbol of the company is the head of an Indian chief. Further, Niagara Falls itself was inhabited by members of the Six Nations which derived its name because of a confederacy formed by six Indian tribes living within the borders of New York State.

It was the intention of the sponsor to make the program educational besides promoting interest in products made by The Carborundum Company. After ten years the Indian legends are still an interesting part of the program judging from the comments from listeners. Each year only four legends are repeated; all other legends are new to the ears of the radio audience. Boy Scout and Girl Scout troops throughout the country write for copies of the legends as do thousands of other radio listeners. Members of high school bands frequently ask that special selections be played so they may listen and learn and letters show that they are regular listeners to the broadcasts.

Mr. Bowman explains that the radio expenditure of $100,000 a year does not reflect on any other advertising medium. The radio schedule is a separate and additional appropriation, the company continuing to use 21 industrial trade papers.

In telling why The Carborundum Company uses radio, Mr. Bowman said: "It was a case of using a mass circulation magazine or radio, and we selected radio because it gave us concentration on the markets we wished to reach with the minimum of advertising waste."

While the sponsor derives the majority of his business from the industrial field, he does not slight the retail consumer. Radio provides this coverage, reaching the manufacturer who must use abrasives and the retail consumer who needs many items of a similar nature.

Selling Abrasives

THAT the program is reaching the retail field is conclusive. Last season the sponsor's sales of one of these items showed an increase of 247%, while another product sold through the same outlets had an increase of 200%, for instance the "Carborundum" household knife sharpener and the aloxite safety blade razor or hone.

The sponsor also gave listeners a souvenir "Carborundum" sharpening stone. During the 13-week season The Carborundum Company received requests from 586,000 listeners, and the offer was announced over the air only seven times during the 13 weeks, an average of 84,000 letters for each announcement.

The lack of high-pressure salesmanship is typical of The Carborundum Company. The true roar (not a record) of Niagara Falls is broadcast to the radio audience four times during a broadcast season, yet the sponsor knows that this unique pick-up will increase his fan mail the following week. It has never failed to pull additional mail. This policy even applies to the commercial announcement. Mr. Bowman in his announcements never raises his voice, always liking to feel that he is a guest in the home of every radio listener.

Contrary to popular opinion The Carborundum Company does not enjoy a monopoly on the abrasive market but to the public this notion prevails. The consistent radio advertising is believed to be the basis of this attitude, the name "Carborundum" ringing true in the retail consumer's ear.

Mr. Bowman, besides being the advertising manager of the company and the narrator, is also responsible for the continuity and the planning of each program. He says he just sort of fell into the job. Recently, due to illness, he was taken to the mountains for a vacation and missed his first broadcast in more than ten years on the air, a record of which he has been justly proud.

Continental Baking Plans Tieups for CBS Program

CONTINENTAL BAKING Corp., New York (Wonder bread, Hostess cake) on March 3 starts on CBS a program titled *Renfrew of the Mounted*, aimed at a juvenile audience. For the first few weeks the program will be heard thrice weekly, later four times, and beginning April 13, Mondays to Fridays inclusive, 6:45-7 p. m. with repeat at 7:45 and prebroadcast at 5 p. m. for Detroit. As of April 13 the contract is for 52 weeks.

Child listeners will be invited to visit grocery stores selling Wonder bread and obtain a Renfrew badge and folder. Already a million of these buttons have been distributed. Proof of purchase is not necessary. Teaser advertising has started in 100 newspapers. The 200,000 or more Wonder bread dealers have been given counter cards showing a member of the Royal Mounted and window with the words "Who Is Renfrew?". Every loaf of bread will have an insert promoting the program. Other merchandising tieups are planned. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Chase & Sanborn Tests

STANDARD BRANDS Inc., New York (Chase & Sanborn Tenderleaf Tea), has started a thrice-weekly test program on WKRC, Cincinnati, featuring a series of quarter-hour travel talks by Annie Longworth Wallinford, society matron and sister of the late Speaker Nicholas Longworth. Betty Gardiner, of the New York office of J. Walter Thompson Co., is in Cincinnati supervising scripts and programs.

ANNOUNCING

★ the Corn Belt Wireless ★

—the network without lines

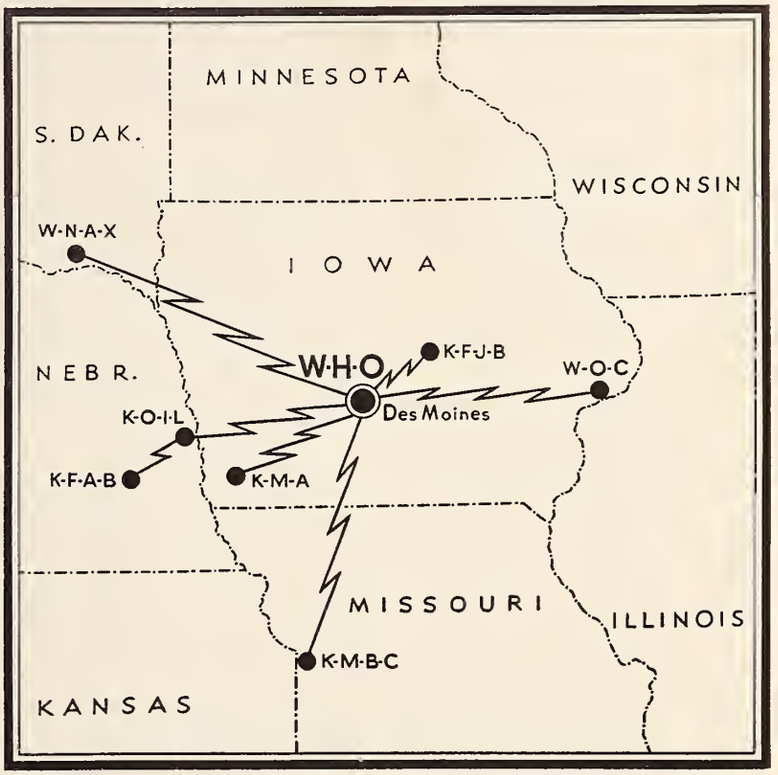
HERE is something *new* in commercial broadcasting — a group of midwest stations that broadcast the advertiser's program simultaneously, during daytime hours — without the use of lines. The broadcasts originate in the studios of WHO, Des Moines. The daytime signal from WHO's 50,000-watt transmitter is picked up by other midwest stations and rebroadcast from their own transmitters. WHO and WOC radio engineers have been experimenting for over a year with this truly "wireless" network, and tests have shown that it works.

Advantages — The advertiser using the Corn Belt Wireless Network has three important advantages:

1. He receives intensive coverage of one of the richest agricultural territories in the country, where buying habits of listeners and sales problems are similar.
2. Since there is only one talent cost, he is able to utilize better programs.
3. To the cost of station time, he does not have to add line charges.

Stations — The Corn Belt Wireless Network is flexible. Any or all of the following stations may be used in connection with WHO: KFAB, Lincoln — KOIL, Omaha — WOC, Davenport — KMBC, Kansas City — KMA, Shenandoah — KFJB, Marshalltown — WNAX, Yankton.

It is significant that WHO is able to deliver, to each of these cities at some distance from Des Moines, a signal sufficiently dependable and strong to assure good results in the rebroadcasting. This fact reemphasizes the importance of the reliable broadcast service which WHO gives to such an extensive area in the midwest.



The map above shows the location of the radio stations that form the Corn Belt Wireless Network.

How are your sales in this area? Would a broadcast including all or part of the Corn Belt Wireless Network stations be an important factor in helping you get additional business? Write, wire or phone for facts on cost and available time.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA

J. O. MALAND, Manager **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Washing Machines Promoted by Discs

Association Again on Air After Successful Drive in 1935

AMERICAN WASHING MACHINE MFRS. ASSN., Chicago, is sponsoring a series of 26 five-minute household hints programs, broadcast Tuesday and Friday mornings for 13 weeks beginning Feb. 18, over 24 stations across the country. The programs are talks by "Helpful Harry", transcribed by World Broadcasting System and placed through Meldrum & Fewsmith Inc., Cleveland.

Announcing the series and giving a schedule of programs, the Association said in a booklet sent 6 dealers:

"The first radio campaign of The American Washing Machine Mfrs. Assn. proved so sensational a success that the engaging personality of 'Helpful Harry' will go on the air again starting Feb. 18. On Tuesday and Friday mornings —for 13 weeks—right through the heart of your selling season—five-minute transcriptions will be broadcast over 24 powerful stations—stations that have a tremendous feminine listening audience over the length and breadth of the United States.

" 'Helpful Harry' is considerably more than just an entertainer. He is a masterful salesman who sells both washers and ironers in a big way. He talks about the economies in time, effort, money and clothes that women find in these two marvelous machines. And he talks so convincingly that womenfolk just naturally are impressed—the way you want them to be.

"Tune in on the station nearest you. See what The American Washing Machine Mfrs. Assn. is doing to stimulate your washer and ironer sales. Tie into the programs —mention them in your own advertising. Use the window stickers we are sending you. Remember, every new listener is a new prospect."

The list of stations follows: WBAL, WBZ, WGR, WLS, WLW, WTAM, WFAA, WOC, KOA, WHO, WWJ, WDAF, KFI, WISN, WCCO, WOR, WCAU, KDKA, KGW, KWK, KDYL, KFRC, WGY, KOL.

New Elgin Watch Series Will Go on Air March 17

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches) will present a new series of musical programs over an NBC-WEAF network beginning March 17, Tuesdays, 10-10:30 p. m., the period Swift and Co. has been utilizing for the Sigmund Romberg program. Beginning March 16, the Swift program will be heard in the time regularly used by Vick Chemical Co., for the Grace Moore program, Mondays, 9:30-10 p. m., spot, the Vick program going off the air for the season after the March 9 broadcast.

The new Elgin program will feature Eddie Dowling, Ray Dooley (Mrs. Dowling) and Benny Goodman's orchestra with Helen Ward, vocalist. The program will be entitled *Elgin's Revue*, originating in Chicago. J. Walter Thompson Co., Chicago, handles the Elgin and Swift accounts.

SAFE RADIO FOR KIDDIES

Mrs. Hummert Explains How Programs Are Checked by Psychologist Before Going on Air

WHEN Mrs. Anne Ashenhurst Hummert heard stories of children reduced to a state of nervous hysteria by the "blood and thunder" radio melodramas and heard mothers complaining that their small boys were glorifying and imitating the gangster heroes on the air and listened thoughtfully to maternal laments that children were adopting slang phrases used by radio characters, the pretty, dynamic young executive vice president of Blackett-Sample-Hummert Inc., decided that the situation, if true, should be remedied at once. Among the numerous radio shows she supervised for the agency were several children's programs, including *Skippy*.

"It occurred to me that only an expert in child psychology was qualified to judge what was harmful to children," she explains. "So I set out about three years ago to consult psychologists. I talked with at least 20 of them. I found they differed widely in their opinions. It seemed as though no two agreed. Practically no child psychologist at that time had made any detailed study of the influence of children's radio programs on children.

The Discovery

"FINALLY, I discovered the man I was looking for. He was Dr. Arthur T. Jersild, of Columbia University. Unlike the others, who were largely theorizing, he had actually experimented and made tests which definitely showed the children's reactions. I had him pass on the *Skippy* program before we put it on the air."

Mrs. Hummert, who was Mrs. Ashenhurst before her marriage to Frank Hummert last fall, is credited with having been the pioneer in employing psychologists to inspect radio programs for children.

She started the practice about three years ago when a group of mothers in Scarsdale, New York, were protesting against the majority of children's program then on the air. Interviewed in her charmingly decorated Park Avenue office, she declared:

"Of course, they were a fairly small group, but they received lots of publicity. Furthermore, the movement spread and women in other communities took it up. I wanted to find out whether they were wholly right or partially right.

"I learned some interesting and helpful facts from my work with Dr. Jersild. One point was that the hyper-nervous child can't be taken as a measure for all children. The mother herself, knowing her child's temperament must decide as an individual matter what entertainment excites him unduly, and should be excluded.

"The average child wants adventure. This can be given to him without glorifying crime or gangsters. He can have the enjoyment of adventure, while still being given to understand definitely that the law is on the right side. After all, as he grows up, he will have to realize that a certain amount of opposition to the law or right is part of the world he lives in. It is not teaching him life and giving him the best training to fit himself for it, to shield him from that knowledge.



MRS. HUMMERT

"Furthermore, I have always held that dramatic situations for children differ from those which appeal to adults. For instance, to a child the death of his dog is tremendously dramatic and vital. He can find as much drama in that situation as an adult might find in any amount of machine-gun shooting.

"We tried to keep drama and adventure in our programs while excluding the harmful elements. Whenever our child characters were in danger—whenever there was anxiety as to what might happen to them—we always had an adult beside them, to give our youthful listeners a feeling of security, even while they had the thrill of high adventure."

Mrs. Hummert, who has a nine-year-old son, has decided ideas about the use of slang by radio characters—one of the "evil influences" about which the Scarsdale mothers complained. "I am strongly opposed to having the characters talk like hoodlums," she confided. "Every mother knows how imitative children are. Certainly, she doesn't want her child to go around saying things like, 'Okiedoke', and 'Olive oil'. It's a reflection on her own character and ability to bring up her child properly.

"Of course, in our *Skippy* broadcasts, we had to include certain 'skippyisms' that were part and parcel of the personality created by the author of the newspaper strip, Percy Crosby. We did, however, avoid slang as much as possible.

"Whatever the plot of our drama might be, we stressed principles of character-building. The good qualities of honor, honesty, integrity, personal cleanliness and good manners were always emphasized. Children imitate good things as well as bad. Admiring the hero, they also admire the qualities he stands for."

Mrs. Hummert is in active charge of over 40 radio performances each week, including *Manhattan Merry-Go-Round, Hammerstein's Music Hall, Broadway Varieties* and an integral part of the popular Sunday evening feature, *American Album of Familiar Music.*

NBC NET ADDS TWO IN SOUTH CAROLINA

EXPANDING further toward its avowed objective of establishing two nation-wide networks which can be sold as complete units, NBC last month followed up its addition of KLO, Ogden, Utah, by announcing the signing of two South Carolina stations, WFBC, Greenville, and WCSC, Charleston, effective March 1. Both stations will operate as optional units in the NBC Southeastern Group, carrying programs of both the Red and Blue networks.

It is NBC's ultimate plan to have two national basics instead of offering its supplementaries to both the Red and Blue networks, although the present outlook is for the continuance of many stations on a supplementary basis. As of March 1 the NBC's Red, Blue and two Pacific Coast networks and their supplementaries link 96 stations.

WFBC started as a 100-watter in 1933 but recently secured a grant of 5,000 watts day and 1,000 night on 1300 kc. It has installed modern equipment throughout. It is operated by the *Greenville News-Piedmont*, published by Roger C. Peace, with B. H. Peace as station manager. WCSC began in 1930, and is owned by the same interests owning WIS, Columbia, S. C., also an NBC outlet, and operates with 1,000 watts day and 500 watts night on 1360 kc. G. Richard Shafto is in supervisory charge of the two stations, and last week announced the appointment of J. Dudley Saumenig, formerly manager of WNOX, Knoxville, as WCSC manager.

Both WFBC and WCSC will be listed on the NBC rate card at $120 an hour.

Shick on Four Stations

MAGAZINE REPEATING RAZOR Corp., New York (Shick razor) is using spot announcements of various lengths to promote special Shick razor sales in four key cities. The announcements are on a staggered schedule to run until September. Four stations — WXYZ, WJSV, WFBR and WSPD — are broadcasting the announcements with possibility that others will be added. J. M. Mathes Inc., New York, handles the account.

Book Mart Tests Radio

AMERICAN BOOK MART, Chicago, is trying out radio as a means of bringing to light first editions and other valuable old books which have been packed away in cellars and attics for years. This company is sponsoring test campaigns of 13 quarter-hour programs over WFAA, Dallas, WSM, Nashville, and WIBW, Topeka, using local live talent of the hillbilly variety. E. H. Brown Adv. Agency, Chicago, is in charge.

New York State on WGY

STATE OF NEW YORK PUBLICITY BUREAU, Albany (Saratoga Springs and other state parks) will launch a once weekly program on WGY, Schenectady, beginning March 23, Mondays, 7:45-8 p. m., for 13 weeks. Talent had not been decided upon as BROADCASTING went to press. The agency is Batten, Barton, Durstine & Osborn Inc., New York.

QUESTION: Mr. Rogers, is it true that KNX is the only *independent* 50,000 watt cleared channel station in America?

ANSWER: According to Commissioner Irwin Stewart's report to the Federal Communications Commission, it was so stated!

QUESTION: Now, Mr. Rogers, what does this mean to the "spot" broadcaster who wishes to use radio advertising to sell his products to the Far West?

ANSWER: KNX delivers the largest ***single station*** night time audience in Western America! (CBS audiences divided 14 ways —NBC "red" audience divided 7 ways).

QUESTION: You mean that KNX's ***TOTAL*** audience at a given time is larger than the audience of any ***individual*** chain station?

ANSWER: Exactly, and here's a new hat against a herring I can prove it.

(Reprint)

NEW BUSINESS

AS REPORTED BY **VARIETY** FEB. 5, 1936

LOS ANGELES

Western Auto Supply, 30-minute drama weekly, "Death Drives the Highways," for 13 weeks. Placed through Dan Miner agency. KFI.

Midwest Radio Corp., one participation in Hollywood Barn Dance weekly for two weeks, and spots. Placed through Key Advertising agency. KNX.

Chevrolet, three transcriptions weekly for 12 weeks. Placed through Campbell-Ewald Co. KNX.

Knox Co. (Cystex), two drama transcriptions, "True Confessions" and "Love Tales," weekly for six months. Placed through Allen C. Smith Advertising Agency. KNX.

Fels and Co. (soap), four "Hometown Sketches" weekly for nine months. Placed through Young and Rubicam. KNX.

Mennen Co. (toilet preparations), two drama transcriptions, "Famous Jury Trial," weekly for nine months. KNX.

Rio Grande Oil Co., one 30-minute drama, "Calling All Cars" weekly for one year. Placed through Hixon—O'Donnell, Inc. KNX.

Northrup, King (seeds), three time signals daily for six weeks. Placed through Olmsted-Hewitt, Inc. KNX.

Wilson and George Meyer (fertilizer), for spots weekly for four weeks. Placed through M. E. Harlan Advertising. KNX.

Helm's Bakeries, five participations in Housewives Protective League weekly for one month. Placed through Martin Allen Advertising. KNX.

McRoberts Co. (Gaselec Heaters), five participations weekly in Housewives' Protective League for one month. Placed through Glasser Advertising Agency. KNX.

Mountain View Mausoleum, music program once weekly for one month. Placed through Sam Miles. KNX.

Manhattan Soap, five participations weekly in Housewives' Protective League for one month. Placed through Hollywood Radio Attractions. KNX.

KNX THE VOICE OF HOLLYWOOD

Represented Nationally by JOHN BLAIR & COMPANY

A Survey of Station Programming Policies

By DR. J. M. HERRING
Assistant Professor, Wharton School of Finance and Commerce,
University of Pennsylvania

Rigid Editing, General Exclusion of Material Offensive To Good Taste Shown In Study Covering 210 Stations


Dr. Herring

WHAT standards do broadcasting stations follow with respect to commercial programs? The author, by questionnaire, set out to ascertain them, and he has returns from 210 stations or about 37% of all commercial stations. The results are enlightening. Practically all stations believe commercial announcements should be limited—averaging 10% for night programs and about 15% for day. By and large, they edit programs rigidly and exclude those offending good taste.

STANDARDS for commercial broadcasting programs may be considered from two quite different, though related viewpoints which for convenience may be designated positive and negative. The positive viewpoint is concerned with the improvement of programs primarily by directing attention to the entertainment or educational features of programs, both sponsored and unsponsored; the negative viewpoint, with the elimination of objectionable programs, especially commercial programs.

Some of the aspects of commercial programs which have received most listener criticism are: Length of commercial announcements, false and misleading claims in such announcements, advertising offensive to good taste, the use of radio by fakirs and charlatans, and "blood and thunder" episodes in children's programs. In order to obtain a cross section of station policies on these matters, the writer mailed a questionnaire to all stations in the United States, except to those recently established.

Station Policies

THE questionnaire read:

1—Do you limit the time which may be devoted to commercial announcements in commercial programs? If so, what limits do you prescribe?

2—How do you attempt to present the making of false, misleading or unwarranted claims in commercial announcements?

3—Have you ever consulted the Food & Drugs Administration, the Federal Trade Commission, the National Bureau of Standards, the American Medical Association, the Proprietary Association, or any other public or private agencies concerning the merits of products or advertising claims before accepting advertising accounts? Please indicate the agencies you have consulted and the types of products concerning which information was requested.

4—Do you prohibit the advertising over your station of certain types of products; such as, laxatives, deodorants, depilatories, medical "cure-alls", alcoholic beverages, cosmetics, or others? Please indicate those you prohibit.

5—Are there any types of persons to whom you refuse your facilities; such as, astrologers, fortune tellers, faith healers, medical charlatans, or others? Please indicate those to whom you refuse facilities.

6—Do you prohibit the presentation in children's programs of episodes or scenes involving kidnaping, murder, shooting, racketeering, blackmail, recklessness, or other such features? Please indicate those you prohibit.

In all 594 questionnaires were mailed, from which 245 replies were received. Of these, 210 replies were usable for purposes of compilation, which represents about 37% of all the commercial stations to which questionnaires were mailed. The group includes 28 clear-channel, 105 regional and 77 local stations. Of these 7 clear-channel, 32 regional and 4 local stations, a total of 43, are owned or operated by, or affiliated with, CBS; 12 clear-channel and 25 regional stations, a total of 37, are owned or operated by, or affiliated with NBC; a few are affiliated with other chains and the rest are unaffiliated stations. Since they represent the principal divisions of the industry, and every state, they may be said to be representative of the entire broadcasting industry.

In answering Question 1, 17 (61%) of the clear-channel stations, 77 (73%) of the regional stations, and 53 (69%) of the local stations stated that they not only limit the time which may be devoted to commercial announcements over their stations, but prescribe definite limits in terms of minutes. In addition, 3 clear-channel, 5 regional and 3 local stations limit the number of words permitted. These limits are not uniform, but vary widely on night programs; from 400 to 1,800 words on hour programs, 250 to 900 words on 30-minute programs, and 150 to 450 words on 15-minute programs.

On day programs the limits vary from 500 to 2,700 words on hour programs, 300 to 1,350 words on 30-minute programs, and 200 to 675 words on 15-minute programs. Five clear-channel, 11 regional, and 7 local stations stated that they definitely limit the time which may be devoted to commercial announcements but prescribe no fixed limits, leaving such matters to judgment and good taste. Three clear-channel, 12 regional and 14 local stations, about 14% of all the stations, stated that they do not limit commercial announcements. In most of these cases, the explanation was given that the stations felt that this problem could not be dealt with satisfactorily by prescribing fixed limits, owing to a multitude of variables.

Turning to the summary of time limitations prescribed, probably the best measure of central tendency is the mode, the most frequently occurring time limitation. The modal limitation for night hour programs is 6 minutes (10% of the total program period), with 3 clear-channel, 28 regional, and 14 local stations, a total of 45 stations, prescribing this limit. It is significant to note that the weighted mean for clear-channel stations is 6.6 minutes; for regional stations, 7.9 minutes, and for local stations, 7.7 minutes. If, however, the stations which prescribe limits of more than 10 minutes are excluded, the weighted means become 6.2 minutes for clear-channel stations, 7 minutes for regional stations, and 6.5 minutes for local stations.

Time Limitations

FOR 30-minute night programs, the modal limitation for all stations is 3 minutes (10% of the total program period), with 7 clear-channel, 28 regional and 20 local stations, a total of 55 stations, prescribing this limit, although the weighted means are 3.9 minutes for clear-channel stations, 4.7 minutes for regional stations, and 5.2 for local stations. For 15-minute night programs the modal limitation is 2 minutes (13⅓% of the total program period), with 9 clear-channel, 31 regional and 25 local stations, a total of 65 stations, prescribing this limitation. There is a secondary mode here of almost equal significance, however, 5 clear-channel, 32 regional and 18 local stations, a total of 55 stations, prescribing a limit of 3 minutes, or 20% of the total program period.

The modal limitation for day hour programs is also 6 minutes (10% of the total program period), with 3 clear-channel, 20 regional and 9 local stations, a total of 32 stations, prescribing this limit, but the weighted means are higher than for night hour programs, they being 8.8 minutes for clear-channel stations, 8.9 for regional stations, and 8.4 for local stations. If, however, the stations prescribing limits of more than 10 minutes are again excluded, the weighted means become 7.5 minutes for clear-channel stations, 7.4 minutes for regional stations, and 6.6 minutes for local stations.

For 30-minute day programs the modal limitation is 5 minutes (16⅔% of the total program period), with 5 clear-channel stations, 26 regional stations and 12 local stations, a total of 43 stations, prescribing this limit. In this case the weighted means closely approximate the mode, being 5.1 minutes for both clear-channel and regional stations, and 5 minutes for local stations. For 15-minute day programs the mode is 3 minutes (20% of the total program period), 6 clear-channel, 30 regional and 26 local stations, a total of 62 stations, prescribing this limit. Again, however, there is a secondary mode of almost equal significance, 6 clear-channel, 25 regional and 18 local stations, a total of 49 stations, prescribing a limit of 2 minutes, or 13⅓% of the total program period.

Program Interruptions

IN ADDITION to limitations on the total amount of program time which may be devoted to commercial announcements, some stations limit the number of times any program may be interrupted for commercial announcements. In many cases, however, the limitation is liberal to say the least, one station permitting 9 separate announcements on hour programs, 5 on 30-minute programs and 3 on 15-minute programs. Others permit 8, 6, 5 or 4 announcements on hour programs, 5, 4 or 3 on 30-minute programs, and 3 or 2 on 15-minute programs. Only a few stations stated that they refuse "spot" announcements, yet this type of advertising contributes little, if anything, to the public service performed by the station.

In answering Question 2, more than half of the clear-channel stations indicated that they had a continuity acceptance or similar department, or a continuity editor, or that they had available the continuity editorship of some chain; but this was true of less than one-sixth of the regional stations, and less than one-tenth of the local stations. In the other cases continuities were checked by specially trained members of the staff; or by the legal, sales or merchandise departments; or by station managers, announcers, or even station engineers, along with their other duties. Newspaper-owned stations generally answered that the checking of radio continuities was handled in the same manner, and usually by the same people, as newspaper copy.

Answers to Question 3, which was designed to show to what extent stations seek expert advice concerning products and advertising claims in order to protect their listeners, indicate that most do so. Only 21% of the total number reported that they had not consulted any public or private agency in such matters, the reason given in most cases being that there was no need to because the station did not carry medical accounts, proprie-

(*Continued on page 52*)

KWK FOR RESULTS



THOMAS PATRICK INC.

HOTEL CHASE • SAINT LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

Davis Clause Repeal to Strengthen Stations

By SOL TAISHOFF

Elimination of Zone-Population Quota Allocations Seen Encouraging Locals and Aiding Spread of Networks

IMPROVED broadcasting facilities for many stations, especially in the local classifications, may logically be expected to ensue if the so-called Davis Amendment to the original radio act is repealed at this session of Congress.

At this time it is confidently expected by legislative leaders that the repeal legislation will be adopted. Unanimously reported Feb. 20 by the Senate Interstate Commerce Committee, the bill has its place on the Senate calendar with passage expected upon next consideration of calendar bills, which can occur at any time.

Chairman Wheeler (D.-Mont.) of the Committee and author of the bill said Feb. 24 he expected it to pass without difficulty. There has not been a single word of opposition.

On the House side it was stated on behalf of the Interstate and Foreign Commerce Committee that the bill would be considered and probably expedited immediately upon Senate passage. Likewise, there has been no opposition on that side.

What It Will Mean

FAR-REACHING effects upon broadcasting may develop from repeal of the Amendment, which was incorporated into the original Radio Act in 1928. It called for a rigid allocation of all broadcasting facilities among the five zones into which the country was divided and an equitable allocation among the states in each zone, based upon population.

The effect of the provision was to prevent licensing of stations indiscriminately and without regard to the populations of the various states and zones. Under it the so-called "quota system" was set up by the Federal Radio Commission in 1930. Many stations, on quota grounds, have been refused increased facilities either in power or hours of operations and new station facilities have been denied with regularity.

With the passage of the Communications Act of 1934, however, the demand from the industry for repeal of the Davis Amendment subsided, although the FCC continued to request its deletion. The Communications Act carried a provision for the licensing of 100-watt stations without regard to quota assignments and was designed to place stations in areas not having service.

Nevertheless, of the some threescore new local stations licensed since the FCC was created perhaps one-third have been in populous urban areas. This has drawn the opposition of the majority of licensed stations on the ground that the provision of law has been misused.

Should the Davis Amendment be repealed, as expected, and the FCC be permitted to assign facilities without regard to quota or population, there can be serious consequences to the present broadcasting industry. The FCC no longer will be required, under law, to weigh the assignments of facilities in particular areas. If consistent with technical requirements there will be nothing in a legal way to prevent increased or improved facilities in any area.

There are few desirable places left in the country that can accommodate, technically, new broadcasting stations. Consequently, if these technical limitations are observed there should not be any large scale licensing of new stations.

Instead the greatest activity probably will come through increasing the power and possibly the hours of operation of numerous small stations heretofore restricted on quota grounds. Numerous new local 100-watters licensed since the 100-watt amendment was adopted in 1934 conceivably will become regionals. And many daytime or time-dividing stations restricted because of quota may be authorized in the discretion of the FCC to increase their facilities.

Assuming this will be the result there is ample reason to believe that embryonic plans for extensions of existing networks and possibly for the creation of new ones will crystallize. National advertisers have been loath to buy 100-watters either for network or spot campaigns. With regional stations, however, it is another story.

Mutual Broadcasting System, for example, has had under consideration expansion of its major-market chain to one of country-wide proportions. It has been moving slowly. One of the reasons obviously has been the unavailability of desirable regional or clear-channel outlets not already attached to other networks. Should local stations in such cities as Washington, St. Louis, Cleveland, Baltimore and similar primary markets, be stepped up to regional status, it would provide such network enterprises with outlets of sufficient power to be desirable to national and regional accounts.

Others Brewing

SEVERAL other network enterprises also would be given impetus with the growing up of local stations in desirable markets. There thus would be injected into the broadcasting field a new type of competition, which, if it became too widespread, might have a decidedly deleterious effect upon the industry generally.

By the same token the availability of additional stations in the 500-1000 watt power class in choice markets would also probably accelerate the effort of NBC to spread its two networks into nation-wide basic entities. Gradually NBC has been increasing its affiliated stations, having added three during the last month, while two months ago it added to its Blue network a Pacific Coast segment.

Current records of the FCC show there are 623 licensed stations, while 14 others shortly will go on the air as a result of construction permits granted, or a total of 637 licensed outlets. This compares to some 595 when the Communications Act of 1934 was adopted with its 100-watt station provision. But, in addition to these, there are pending some 280 applications for new stations — a substantial portion of which are from newspapers. Most of these, however, will be thrown into the discard because of conflict with regulations, improper financial backing, lack of need for additional facilities, and similar causes.

In reporting his bill (S-2243) on Feb. 20 following its adoption by his committee, Chairman Wheeler said the bill seeks to restore to the Communications Act of 1934 similar language to that contained in the second paragraph of the original Radio Act of 1927. As proposed, the new provision would read:

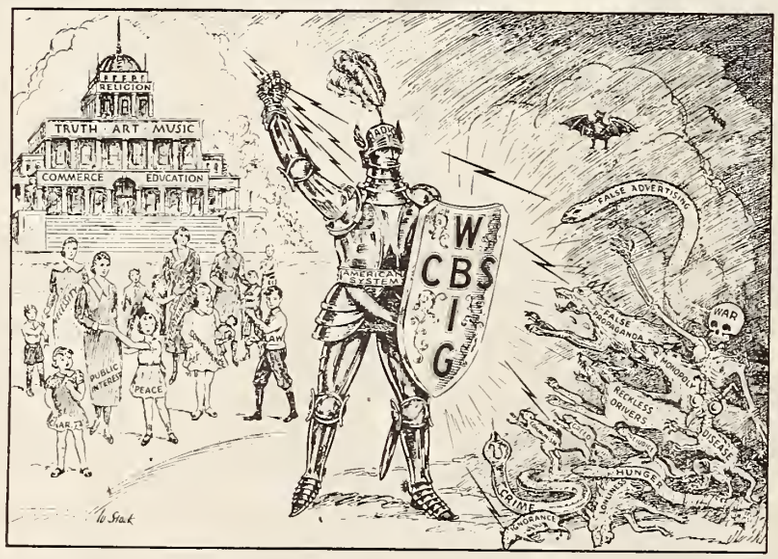
In considering applications for licenses and renewals of licenses, when and insofar as there is demand for the same, the licensing authority shall make such a distribution of licenses, bands of frequency of wave lengths, periods of time for operation, and of power among the different states and communities as to give fair, efficient and equitable radio service to each of the same.

The legislation, Senator Wheeler said, is recommended "for practical reasons of administration by the Communications Commission, which has found that the drawing of artificial zone lines for guides in allocating radio facilities cannot satisfactorily be applied because of the physical laws governing radio transmission. As a consequence, the policy of Congress, to so distribute radio facilities that every section of the country will be adequately supplied, has been very difficult of effectuating."

Senator Wheeler also referred to a letter received from the FCC in May, 1935, advocating repeal of the Davis Amendment. The letter read:

The existing law, which S-2243 seeks to repeal, is contrary to natural laws and has resulted in the concentration of the use of frequencies in centers of population, and the restriction of facilities in sparsely populated States, even though interference consideration would permit the operation of one or more additional stations. Because of the size of the zones provided for by existing law, the distribution required by the Davis Amendment has resulted in providing ample broadcast service in small zones and lack of service in large zones. The experience of the Federal Radio Commission and this Commission has proved that the Davis Amendment is very difficult of administration and cannot result in an equality of radio broadcasting service.

This Commission is, therefore, in hearty accord with and favors the passage of S-2243.



THROUGH A LISTENER'S EYES—William Stack, cartoonist, and a listener of WBIG, Greensboro, N. C., visualized broadcasting by the American plan in this artistic manner. Although engaged in artistic lines, this is his first cartoon and he wrote WBIG that "this little drawing is my conception of the job" that radio and WBIG are doing.

Peet's Goose Creek Parson

COLGATE - PALMOLIVE - PEET Co., Jersey City (Peet's Granulated soap) will sponsor a home philosophy program titled *The Goose Creek Parson* on the CBS-Don Lee system plus KSL, Salt Lake City, beginning March 9, Mondays and Thursdays, 7:45-8 p. m. (PST). When daylight saving time is started on the West Coast the program will be heard 8-8:15 p. m. The program is the *Hollywood Country Church* feature and that will originate from Los Angeles. Benton & Bowles Inc., New York, is the agency.

IF YOU COULD LOOK INTO 100,000 FAMILY MEDICINE CABINETS ●

YOU WOULD LEARN WHY

WHAS

MAGIC CARPET OF PROGRAMS
WAS CHOSEN BY EX-LAX
THE ORIGINAL CHOCOLATE LAXATIVE
★ ★ ★ TO BROADCAST ★ ★ ★
"STRANGE AS IT SEEMS"
PROGRAMS TUESDAY AND
FRIDAY MORNINGS







● Of course, the 100,000 family medicine cabinets represent a fractional part of WHAS' rich Ohio Valley coverage. Merely the WHAS shopping area market. It is populated by 728,620. This audience has 188,034 families, owning more than 133,900 radios. In just this restricted area, WHAS offers mass listening-in audiences of housewives to morning programs. The primary and secondary daytime coverage is 3,461,100. But the night-time primary and secondary coverage provides a sharp increase to 4,399,200. WHAS has the more popular, interest-holding programs which get the attention of the women who buy 98% of the family necessities.

● But WHAS has another tremendously important market for your consideration. Remember that you can use WHAS—as a basic outlet—with which to sell a large part of your national territory at lower cost. All broadcasts on WHAS are almost nation-wide. Its secondary area population audience is

MILLIONS TUNE-IN ON WHAS DAILY FOR THESE FEATURES

1. Parties of Pickfair featuring Mary Pickford on National Ice Mfgs. program.
2. Ed Wynn and Plymouth Automobiles.
3. Ziegfeld Follies of the Air and Palmolive Soap.
4. Ray Noble and Coca Cola Refreshment Time.
5. Jose Manzanares' South American Orchestra and Lincoln Cars.
6. Hollywood Hotel and Campbell's Soup.
7. Burns and Allen and Campbell's Tomato Juice.
8. Boake Carter and Philco.
9. Kate Smith and A&P Coffee.
10. "The Story of Mary Marlin" and Kleenex.

★ ★ ★ 24,552,138 BUYERS ★ ★ ★

NORTH · EAST · SOUTH · WEST

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF LOUISVILLE

Louisville ● Kentucky

C. B. S. BASIC OUTLET

★ ★ EDWARD PETRY & CO. ★ ★
★ ★ National Representative ★ ★

Scott Bills to Restrict Radio Meet Objection From Networks

NBC and CBS Contend Proposed Legislation Would Tend to Hinder Growth of the Industry

OPPOSITION to the enactment of the three Scott bills sponsored by the American Civil Liberties Union, seeking amendment of the Communications Act with particular reference to forum discussions, political broadcasts and the protection of stations in libel and slander suits, was expressed by Lenox R. Lohr, NBC president, in a letter on Feb. 12 to Rep. Scott (R-Cal.) who introduced the measures.

General opposition to the three measures also was expressed in behalf of CBS by Edward Klauber, first vice president, in a letter made public Feb. 26, but dated Jan. 31. "We believe," he said, "that broadcasters should not be relieved of responsibility and control to the degree which you propose, and we do not see how there could be anything but chaos and general irresponsibility if those who must be ultimately responsible for the use of a medium of mass communication were left with so little to say as to how it would be used."

Mr. Scott had sought an expression from the networks. The FCC, which also had been asked to make known its views, supported certain of the provisions but objected to others. (See BROADCASTING, Feb. 15).

NBC opposition, Mr. Lohr brought out, is based upon the experience of the broadcasting industry in solving its own problems in past years without legislative mandate and his conviction that many additional problems which still remained to be solved can be met in the same way.

Freedom of Action

"IT IS my conviction," Mr. Lohr wrote, "that any legislation which attempts to lay down strict rules of conduct in this rapidly changing field will not advance the cause of public interest, but, on the contrary, will retard it in the same measure that such legislation supplants the freedom of the operator to exercise judgment and good taste."

Rep. Scott, in acknowledging receipt of Mr. Lohr's letter, explained that he had no desire "to legislate unbearable restrictions on broadcasting companies, but I am interested in finding some method to guarantee to minority groups an opportunity to express their views." He added he was taking all communications on the subject into consideration with a view to revision of the bills. Whether hearings will be held at this session is problematical.

Mr. Lohr prefaced his reply with the assertion that he understood Mr. Scott's purpose in introducing the bills (HR-9229, 9230, 9231) was to make for better broadcasting service. NBC, he declared, also desires to bring about better broadcasting service "not only as a matter of principle, but as a sound business policy. If we differ, we differ upon methods of obtaining our objective rather than upon the objective itself."

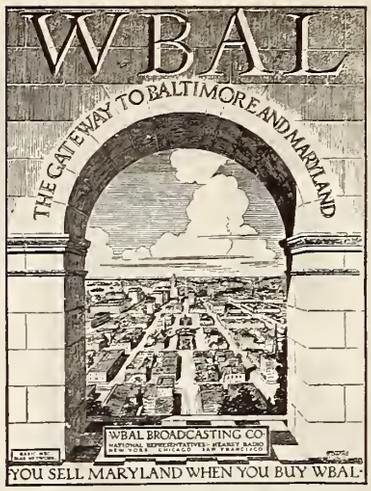
Mr. Lohr's letter continued in part:

To be more specific, HR-9229 deals with the related problems of free speech, defamation and censorship. The existing law denies any power of censorship to the Communications Commission. There are those who take the view that the Commission, nevertheless, exercises censorship after the fact by taking into consideration the program services rendered by a station in determining whether or not the station's license shall be renewed. So far as this view can be supported, a problem of great magnitude is presented to the lawmakers.

But censorship, defamation and freedom of speech are all too complex to be dealt with by piecemeal legislation. It seems inconsistent that an economist, speaking over a network, should be permitted to defame with impunity, whereas, in an economic discussion by a member of the staff of the broadcasting company, the broadcaster may be held to a rule of absolute liability. In this connection, may I suggest for your consideration an article by the Hon. George R. Farnum, of Boston, appearing in the Boston University Law Review for January 1936, wherein are reported the divergent views on this subject existing among the members of the American Law Institute. I believe formal legislation on all of these subjects should be postponed until we have had sufficient experience to know with a fair degree of certainty just what remedial legislative action broadcasting requires.

HR-9230 proposes to mark out by law definite periods of time for uncensored sustaining broadcasts upon subjects which may broadly be considered educational. I am in complete sympathy with your desire to afford discussion of subjects educational in their nature. However, programs not subject to review by the station licensee, mandatory time assignments, and a duty to let speakers of every shade of opinion take the air would lead to dire confusion. Broadcasters today exercise some measure of program selection or balance with respect to the matters falling within the terms of your bill. Without this right, it would be difficult for us to determine whether or not the first speaker spoke on a controversial subject. If we granted time to an opponent who, being uncensored, touched upon another controversial matter not germane to the first controversy, what would be our obligations? Who would determine and how would he determine when the limit had been reached as to the number of speakers who shall be permitted to treat of the same general subject?

It is my belief that it would be difficult to deal with problems of this sort by statute. In any event, the Communications Commission has recently formed what it believes to be a representative committee to study this field. The enactment of your bill HR-9230 would have the effect of displacing that committee in advance of any knowledge of what its conclusions may be. I think action upon it should be postponed at least until we have had the benefit of the advice of this committee.



PROMOTION STICKERS—WBAL, Baltimore, has made reproductions, this size, of its full-page advertisement in BROADCASTING 1936 YEAR BOOK. The stickers, blue on silver background, are attached to all correspondence.

HR-9231 supplements HR-9230. For reasons similar to those set forth above, I believe it should not be enacted at this time.

In conclusion, I thank you for the courtesy you have shown us in writing us as you did and I know you will not take the frank expressions in this letter amiss. Of course, a letter is not a practical vehicle to discuss the various phases of all these matters adequately and, if and when hearings are held upon the bills, I hope we may have an opportunity to send a representative to testify before the committee.

The Klauber Letter

Mr. KLAUBER'S letter continued:

The flexibility and personalized control of radio broadcasting, as in effect in this country, is largely responsible for the advancement and public acceptance of American broadcasting, and we do not believe that these benefits should be lost by putting the industry into a strait-jacket of legislation and regulation. We think that broadcasters have proved that thus far they may, themselves, be trusted to work out their problems in the public interest and to render an ever-increasing degree of public service. We, ourselves, find that our problems are so complex and change so rapidly that we form rigid policies only slowly and reluctantly, because we find sincerity, common sense and open-mindedness often enable us to deal with a given situation in the public interest much more effectively than we could deal with it by having recourse to too many rigid rules.

No legislation can change the fact that the success or failure of broadcasting depends upon the personal efforts of the human beings directly responsible, and we believe that policies are best determined by those most vitally concerned.

We believe that the Federal Communications Act could be improved by specifically recognizing, as a defense to defamation actions against broadcasters, the exercise by them of due care. In many respects our problems are similar to those of newspapers, and we do not believe the press of this country would have thrived under such regulations as are proposed in your bill.

We assume that if your bills are pressed there will be hearings on them, and certainly we hope to have an opportunity to be heard very fully.

RADIO AND BETTER MUSIC

Head of Carnegie Hall Gives Broadcasting Credit For Enhancing Music Appreciation

THE remarkable role played by radio in bringing good music to millions was emphasized in a recent CBS address by M. Murray Weisman, president of Carnegie Hall, New York, following study of a series of questionnaires asking for comment on the outlook for music in various sections.

Commenting on the advance of music appreciation he said that radio was first and most important among underlying causes.

Mr. Weisman, pointing out the vast increase in music appreciation courses on the networks and in groups throughout the country, stated:

"The Philharmonic - Symphony concerts, broadcast from Carnegie Hall on Sunday afternoons, were recently voted by the radio editors of the country the second most popular musical program on the air, leading by a surprising margin the dance orchestras of Paul Whiteman and Rudy Vallee. Who, ten years ago, would have foreseen such a change in the musical taste of the American public? . . . What is the portent for the future? Perhaps we are on the threshold of a new era in the music affairs of this country.

"I believe that it is no discredit to radio to point out that its audience has been materially increased by the circumstances of the depression. When regular concert-goers were forced by reduced income to cancel their subscriptions, they welcomed the opportunity to listen in on the air and they were a grateful audience. When other thousands of people who normally attended the theater and the movies were forced to stay at home they formed the radio habit, stumbled upon some Beethoven symphony or Brahms concerto, and found, for the first time, that they really enjoyed them and wanted to hear them again.

"To the radio, then, more than to any other single factor, we owe the increase in the number of people who listen to good music."

Temporary Permit Given For Operation of KWKC

THE LEGAL tangle in which KWKC, Kansas City 100-watter, has been ensnarled was temporarily alleviated Feb. 21 when the FCC cancelled the temporary authority it had granted to Tom Cleveland to operate the station and granted a special temporary interim authority to Charlotte Duncan, administratrix of the estate of the late Wilson Duncan, to operate the station under a co-contract arrangement with Lester E. Cox, operator of KWTO-KGBX, Springfield, Mo., and Thomas L. Evans, an official of the Crown Drug Co., Kansas City. It is understood Cox and Evans have an option to purchase the station pending disposal of remaining litigation.

Arguments before the Broadcast Division remain to be held on an adverse examiner's report on the applications of former employes of the station, organized as the Mid-Central Broadcasting Co., to take it over. Another application pends for the station's facilities filed by Evans Broadcasting Co., headed by Walter Evans of the WHB staff and said to be acting for the *Kansas City Journal-Post*. Dates for the arguments and hearing have not yet been set.

WFBC joins NBC

GREENVILLE, SOUTH CAROLINA

EFFECTIVE MARCH 1st

WITH pride WFBC announces its full time affiliation with the National Broadcasting Company, as an optional station on the Southeastern Group.

Simultaneously WFBC is increasing its power to 5,000 watts day, 1,000 watts night, and is placing in service a new RCA high fidelity 5,000-watt transmitter and a new Truscon 376-foot vertical antenna.

The station is owned by The Greenville News-Piedmont Company, publishers of South Carolina's leading newspapers, whose long experience in national advertising, in merchandising service to clients and in publicity promotion gives the station an added advantage in the most populous and most prosperous section of the state.

WFBC, located in Greenville, South Carolina, the center of the rich Southern Textile Industry, is stepping up sales daily for a large number of local and national advertisers. Greenville County is the A-Number-One market in South Carolina. Latest Department of Commerce figures show Greenville County leading any other market by over $5,000,000 retail trade. The Greenville market, in which over 600,000 prospects of yours live, includes the twelve foremost counties in the state. There is profitable business here for you. Let us help you get it quickly and economically.

Radio Station WFBC

The Greenville NEWS - PIEDMONT STATION

IMPERIAL HOTEL

Greenville, South Carolina

NATIONAL REPRESENTATIVE: *J. H. McGILLVRA, 485 Madison Ave., New York*

Stations Advised To Ignore Record License Demands

Decision in WDAS Case Is Not Final, Asserts Mr. Baldwin

THE NAB, through Managing Director Baldwin, in a bulletin sent out Feb. 20 has urged its members not to recognize the American Society of Recording Artists Inc., Hollywood, until their rights to exact phonograph royalties have been finally determined. The recommendation followed circularization by the Society of a letter signed by Arthur W. Levy, secretary, making two demands on its own behalf and on behalf of its artist members.

The demands:

"1. That you must not broadcast their talents through the medium of records without license first obtained therefor.

"2. That you account for each usage of such talents including such usage by your advertiser or sponsor, and you are advised it will hold you liable to it for any and every failure or refusal to abide by such demand, for accounting and payment pursuant thereto."

Another group, the National Association of Performing Artists, through Maurice J. Speiser and A. Walter Socolow, counsel, is "preparing a nationwide legal attack upon all unauthorized users of phonograph records for commercial purposes," it announced. A survey to discover commercial users is under way. The NAPA membership includes many prominent artists, with Fred Waring as one of its directors.

Not Finally Settled

MR. BALDWIN has advised stations that the new effort of ASRA to squeeze phonograph royalties out of them "apparently grows out of the decision in the so-called Waring-WDAS case", decided in January by Judge McDevitt of the Court of Common Pleas in Philadelphia.

The decision does not justify the interpretation placed upon it by the Society, Mr. Baldwin stated. He further pointed out that the opinion has no effect outside of Pennsylvania and that the NAB has filed exceptions to the decision which were scheduled for argument before a three-judge court Feb. 27. An appeal to a higher court was planned in case Judge McDevitt's ruling is upheld.

Mr. Baldwin emphasized that "the important thing for members to consider is that the issues in this case *have not been finally adjudicated.*"

The WDAS decision ruled that artists have a property right in their recordings which is enforceable in equity and that the artist mays impose conditions under which his recordings may be performed.

ASRA made its first excursion into the broadcast royalty field April 1, 1935, when it invited stations to apply for licensee memberships so they might broadcast talents of its artists members by means of recordings. Stations were offered rates of 15 cents per usage for power of 1000 watts and up; 10 cents for 500 to 999 watts, and 5 cents for less than 500 watts.

At a meeting of the ASRA board of directors Feb. 1 a resolution was adopted to send the second demand for royalties to stations, accompanied by excerpts from the WDAS decision. A list of member artists is enclosed in the letter. The resolution provided that the ASRA report to its general counsel "unauthorized usages by broadcasting stations of such talent of any such 'artist members' for which accounting and compensation has thus been demanded and accounting and/or payment refused, or not received, with instructions to proceed to enforce the rights of the society and its 'artist members' in the premises."

ASRA promises "to lend its cooperation to avoid legislative and other methods of prohibiting entirely the use over the air of talent not recorded specifically for broadcasting purposes." Regretting that unlicensed stations have failed to cooperate in its royalty scheme, the letter concludes with this threat:

"If it is case law you are relying upon and you are not interested in the equity and propriety of our position, then the responsibility for your position now rests entirely with you."

The ASRA membership list does not include Fred Waring or his orchestra, not recording phonographs at present because of network commitments.

Restricting Records

IN A LETTER to all stations on Feb. 12, Langlois & Wentworth, of New York, program producers, also alluded to the Waring decision and emphasized "the significance of the recent legal attack on phonograph record broadcasts". The letter was in the nature of an effort to sell to stations the public domain transcriptions produced by Lang-Worth Feature Programs Inc., a division of Langlois & Wentworth Inc.

The letter said the artists' association has instituted a "double-barrelled legal attack" on all stations using phonograph records. The first, it said, was the Philadelphia court decision. The second is the bill (HR-10632) introduced Jan. 27 to amend the copyright law by making the $250-innocent-infringement penalty applicable also to phonograph records.

"There is every indication," it added, "this bill of protection for performing artists will soon be adopted—there is little unprejudiced argument why it shouldn't." This particular statement aroused much resentment among broadcasters and at the NAB.

Quick Coverage

WLBC, Muncie, Ind., received a call from the local fire department that fire had broken out in a large local factory. The WLBC News Editor, E. Pierce DeMiller, called the factory by phone to learn the amount of damage, cause of the fire, etc. The switchboard operator at the factory, said: Fire? I didn't know we had a fire here." She phoned around the factory and found that the fire was in full force in another part of the building. The announcement had been made before the fire engines arrived.

SILLY, ISN'T IT!

But Crazy Program Is Drawing Sponsors Like Flies



PEOPLE like to be kidded, WMAZ, Macon, Ga., believes, after starting a musical clock program replete with dizziness and seldom sane. Red Cross and Marion Bragg, assuming the title of Doctor, play records backward, mess around with sound effects, chatter madly and won't fill a request unless it is accompanied by a pie, cake, cigar, pack of cigarettes, or some other acceptable bribe.

The dubious duo ad-lib the announcements, kid sponsors, and manage to keep the management in constant hot water. However, sponsors have been flocking to the program, so E. K. Cargill, WMAZ president, was forced to fix a premium price to prevent all spot sponsors from deserting other periods.

Here is a cartoon drawn by an envious artist who got a look at the lovely bribes the "Doctors" are receiving from listeners.

CONTINENTAL OIL SHIFTS TO DISCS

CONTINENTAL OIL Co., Denver (petroleum products), on March 8 will inaugurate a series of half-hour transcriptions on 20 stations. The discs, made by Jean V. Grombach Inc., will feature travel talks to be broadcast Sundays during a late morning hour.

Carveth Wells, author, traveler, and lecturer, will give the travel talks supported by Frank Ventre's orchestra. Material will be confined to the United States. Continental Oil Co. has had Mr. Wells on the air for the last three years.

The series is signed for 13 weeks, when the sponsor will go off the air for the summer and return for another 13 weeks beginning Sept. 13. Commercial announcements will promote the Continental Oil Travel Bureau, located in Denver.

The 20 stations to be used are: KGNC, WBAL, WGIR, WGN, WFAA, KOA, WHO, WDAF, KFAB, WTMJ, KLRA, WCCO, WKY, KTAR, WRVA, KSL, KMOX, KHQ, KVOO, KFH. Tracy-Locke-Dawson Inc., New York, placed the account.

"AMERICAN HOLIDAY," a play written by Al Barker of the NBC continuity staff in Chicago, is being produced as the first offering of the Federal Popular Priced Theater, a WPA project, in New York City, which started Feb. 14. The play was chosen from hundreds of manuscripts.

Freeman Lang Business, Pioneer in Disc Field, Sold to Mark L. Gerstle

FREEMAN LANG ENTERPRISES Inc., Hollywood transcription firm and a pioneer of more than 10 years in the recording field, was sold Feb. 18 to Mark L. Gerstle. Mr. Lang had previously sailed on his cruiser *Content* for a six weeks pleasure trip in Mexican waters. Mr. Gerstle, who took over the operation of the business, will immediately reorganize the plant. He will commute between Los Angeles and San Francisco where he is vice president of the Emporium department store.

Frank W. Purkett, vice president under Freeman Lang, will continue in that capacity and will also serve as general manager. Before joining the Freeman Lang force nearly a year ago, upon the death of Wesley B. Dougherty, he had spent many years in film circles and theatre operation. Herbert Witherspoon, one time manager of KDB, Santa Barbara, later a sales executive of KHJ, Los Angeles, but more recently in the transcription field, will be sales manager of the new firm.

Studios will be tentatively renamed Associated Studios and will remain in the building at 1357 N. Gordon St., Hollywood, where the entire structure is given over to transcription and film recording. It is expected that new equipment will be added and that Associated will engage in program production itself as well as serving clients with its recording facilities. The technical staff will be retained.

Denver Stations Organize Agency Recognition Plan

DENVER broadcasters are forming an agency recognition bureau to determine which agencies are entitled to commissions and plan to recognize only those agencies which the bureau approves. Questionnaires have been sent to all local agencies asking pertinent information, letters of employment from clients, and a guarantee that no commissions revert to clients.

It was stated at a meeting held recently that 19 agencies, including some whose status was questioned, were drawing commissions from Denver stations, often without legitimate claim. In some instances, it was added, the account of a single client was placed on the three Denver stations by three different agencies, resulting in confusion and loss of prestige and revenue for the broadcasters. Representing the stations were A. E. Nelson, James R. MacPherson and A. W. Crapcey, of KOA; J. I. Myerson, KLZ; Gene O'Fallon and Frank Bishop, KFEL-KVOD.

Canned Clams Test

PACIFIC TRADING Co., San Francisco (canned clams), for the first time in its history, is including radio in its advertising schedule and on Feb. 25 started for 26 weeks a twice-weekly five-minute spot on the NBC-KGO cooperative woman's program, *Confidentially Speaking with Helen Webster*, Tuesdays and Thursdays, 11-11:30 a. m. A free receipt book is offered. Sidney Garfinkel Adv. Agency, San Francisco, services the account.



• *Here is an actual map of the eleven western states. The ten counties comprising the district known as Southern California occupy the black portion of the map—one-twentieth of the total area.*



• *Here is what happens when the map is distorted in relation to radio set ownership. Southern California now occupies one-third of the area—a true picture of its importance in the western market.*

Southern California Is
ONE THIRD OF THE WEST

There's one main thing an advertiser requires in any medium—CIRCULATION!

In radio he can broadcast the finest program ever produced but it doesn't mean a thing unless you can hear it. So—radio circulation depends—not upon the size of a territory—but upon the *number of receiving sets* in that area.

Study this radio map of the eleven western states. Note the real importance of the Southern California market. Within a 60-mile radius of KFWB are 2,587,102 people—83.3% of whom have radio receivers in their homes.

These people *buy*. Each year they spend over ONE AND A HALF BILLION DOLLARS in retail stores alone. The average Los Angeles family spends more for retail merchandise alone than the average American family earns.

KFWB has ample power to reach this great market with a strong, clear signal. Its rates are low enough to do the job with real economy as well as efficiency. Its motion picture tie-up and program policy attract a large, responsive and consistently regular audience.

These three points make KFWB the one logical radio station for economical coverage of the great southwestern market.

KFWB
LOS ANGELES
Owned and Operated by WARNER BROS. MOTION PICTURE STUDIOS
FREE & SLEININGER—*Exclusive Representatives*

Merchandising Notes

An Echo on Cantor — Still the Amateurs — Station Sells Self—Jokes for Steamboat Bill—Underwear

UNEXPECTED proof of an interested and responsive audience recently came to Illinois Meat Co., Chicago (broadcast corn beef hash), sponsor of *Broadcast Rhymsters* over a CBS network five afternoons each week. Early in February Eddie Cavanaugh, who reads letters sent in by listeners and endeavors to turn them into verse, read a letter from a pair of little girl patients at the Robert Koch Hospital in St. Louis, who wrote that Valentine's Day would mean little to them this year. From all parts of the United States, Canada and Mexico came valentines to the hospital, a total of more than 25,000 letters and some 200 packages of candy, clothing and games, which the two little letter writers shared with the other children in the institution.

* * *

CBS has issued a novel brochure reprinting an article from BROADCASTING on Eddie Cantor and the Lehn & Fink Products Co. for whom he promotes Pebeco toothpaste. It is illustrated with drawings suggesting the characteristics of Mr. Cantor's eyes. The original article was written for BROADCASTING by Reginald Townsend, of Lennen & Mitchell Inc., the Lehn & Fink agency. The article related the success of Cantor as a salesman and the success of the program in merchandising and marketing Pebeco.

Two epilogues in the brochure carry statements by Cantor and CBS. Eddie concluded like this: "We all know the salesman who makes a hit with customers by giving them the glad-hand, and telling jokes about the farmer's daughter. But when the laugh dies down, has he got an order in his hand? That's what makes me laugh."

* * *

INTEREST in amateur programs shows no signs of abatement, according to Morris B. Sachs, Chicago clothier, whose weekly amateur hour on WCFL, Chicago, is staged before a studio audience of more than a thousand. Tickets are distributed at the Sachs store, which reports that the supply is quickly exhausted. Winners are selected by judges who listen at home so they are not influenced by the stage presence of the amateurs. Ballots are also distributed to the audience and if their vote disagrees with that of the judges duplicate first prizes are awarded. Gene Arnold, formerly of the Sinclair Minstrels, acts as master of ceremonies on the program, which is one of 20 broadcasts sponsored by Sachs each week over five Chicago stations. Schwimmer & Scott, Chicago, is in charge of Sachs' advertising.

* * *

WFIL, Philadelphia, is using its own time to merchandise available periods, special features and regular program schedules. Both network and local programs are exploited with qualifying statements directing attention to available time. The entire broadcast advertising field is boosted in the copy, which is of both institutional and direct selling type.

YANKEE NETWORK has published a brochure describing in detail a survey of listener interest in Boston by means of the mechanical system perfected by Professors Robert F. Elder and L. F. Woodruff, of Massachusetts Institute of Technology. Results are actual listening records of 1000 families to 101,004 quarter-hour periods. [A description of the method by Prof. Elder appeared in the Dec. 1 issue of BROADCASTING. An analysis of results at the half-way mark was printed in the Jan. 15 issue. In this issue Prof. Elder describes results of the 10-week survey.]

* * *

NEARLY 10,000 children sent in a label from a box of Malt-O-Meal to enter the Steamboat Bill joke contest, in which a doll and boat are awarded, in the Campbell Cereal Co. broadcasts on WFAA, Dallas. Mitchell-Faust Adv. Co., Chicago, placed the Malt-O-Meal spot campaign consisting of thrice-weekly programs.

SEEKING to check audience interest created by its *We Are Four* broadcasts five mornings each week over WGN, Chicago, Munsingwear Corp., Minneapolis (underwear), offered a picture of the cast of this dramatic serial to every listener writing in. After three announcements had been made the mail was arriving in such quantities that the offer was withdrawn the following day and the sponsor began mailing out the 31,000 photographs requested.

* * *

WHO, Des Moines, has published maps depicting mail response from straight commercial programs. Letters received in 1935 totaled 448,647, covering every state and a number of foreign countries. The maps show breakdowns in 1935 mail; January 1935 mail; response to a Phillips Milk of Magnesia cosmetic series; response to the Oxydol *Ma Perkins* programs.

* * *

TO PROMOTE its local automobile show, General Motors Corp., Detroit, sponsored *The Upstarts*, sustaining program on WKRC, Cincinnati, Feb. 20. The program was in the nature of a sales pep meeting, with local dealers addressing remarks primarily to dealers and salesmen. Sales plans for the season were discussed, with general interest being shown.



RADIO SALE — Marshall Drug Co., operating 50 stores in Cleveland, staged its second sale of this type, using both radio and newspaper tie-ups. The newspaper page speaks for itself. Marshall Drug has drawn an average of 10,000 ballots a week in a high school amateur series after only two months on WGAR. Details of the radio sale were handled with the aid of WGAR's sales promotion department. Interstate Brdcstg. Co., Cleveland, is the agency.

Food-Drug Measure Remains Quiescent

Possibility of New House Bill Is Rumored on Capitol Hill

WHETHER there will be food and drugs legislation at this session of Congress still remains seriously in doubt, with all sorts of reasons mentioned on Capitol Hill.

The Copeland Bill (S-5), which passed at the last session after a two-year legislative buggy ride and after it had been stripped of virtually all clauses objected to by the majority of advertisers and advertising media, now pends before the subcommittee of the House Interstate & Foreign Commerce Committee. Chairman Chapman (D-Ky.) of the subcommittee, states he is "working" on the measure, but he hasn't called his subcommittee together at this session.

In one quarter, it was stated that President Roosevelt may send a message to Congress as he did two years ago and ask for passage of the legislation as "must". In another reliable quarter it is said the Administration is inclined to the view that it should not force legislation on rigid control of sale and advertising of food, drugs and cosmetics at this session, but rather leave it as a campaign issue that would captivate the housewife voter.

Perhaps a New Bill

STILL another story is that Rep. Chapman is writing his own food and drug bill, for House consideration, and that it may involve placing of jurisdiction in the hands of the Federal Trade Commission, rather than the Department of Agriculture. This was the principal sore spot in Senate consideration at the last session, with many industrial groups seeking Trade Commission jurisdiction.

Politically, there is the report that Chairman Chapman, at loggerheads with Postmaster General Farley on Democratic patronage, is holding up the bill until such time as his patronage demands may be met. This, however, is unconfirmed.

Practically all of the trade groups in the food, drugs and cosmetics fields, as well as advertising agencies and the various media including broadcasting, are offering no serious objections to the bill as it passed the Senate. Certain proprietary groups, however, are still opposed to it, while a rather general preference has been shown for Federal Trade Commission rather than Department of Agriculture administration of the measure.

Song Writers Hour

JOSEPH E. HOWARD, among the most famous of song writers, begins a new program on WMCA and associated stations of the Inter-City Group, Sunday, March 8, 1:30 to 2:00 P. M. The program is titled *Song Writers' Opportunity Contest*, and is to be devoted to the airing of the works of unknown authors and composers. Mr. Howard, as master of ceremonies, will study the songs and present those that appeal to him most. The Edward B. Marks Music Co., well known music publishers, will pay standard royalties to any authors or composers whose songs are selected by them for publication.

WWJ-first in Listener Interest in Detroit

The "BRADCAST"— *one of Many Reasons!*

Twice daily, Curt Bradner, known in the WWJ listening area as "Brad", broadcasts the day's news. This "Bradcast" has the largest following of any news broadcast in Michigan. The reason—it is edited for and by Michigan people with more than a half century of Michigan tradition and experience behind them. And this just one such local feature that distinguishes WWJ — America's pioneer broadcasting station. New studios now under construction and a new transmitting station just completed will give WWJ the finest broadcasting facilities on the continent.

1 Kw. Night — 5 Kw. Daytime, High Fidelity

National Representatives

JOHN BLAIR & COMPANY

New York, Chicago, San Francisco



Inquiry in Congress On Radio Unlikely

"Willard" Incident Proves Dud As Charges Are Not Upheld

UNLESS new charges are brought or something unforeseen develops there will be no investigation of charges of bribery, inefficiency or anything else by a committee of Congress during the current session.

This seemed to be the net result of events surrounding the so-called "Willard Hotel" incident of alleged bribery of an FCC member or members and of the repeated "head-line hunting" efforts of those having axes to grind with the FCC. The "Willard Hotel incident" has taken its place as one of the biggest duds in government "scandal" annals.

Senate Probe Moves

REPORTS were current, however, that there might be introduced in the Senate, either by Chairman Wheeler (D-Mont.), of the Interstate Commerce Committee, or Senator Couzens (R.-Mich.), ranking majority member, a resolution seeking an investigation of the FCC. Senator Wheeler has received information concerning broadcasting and the FCC from S. Howard Evans, now acting as secretary of the National Committee on Education by Radio, anti-commercial broadcasting organization, and formerly Washington representative of the *Ventura Free-Press*, which was one of the leading advocates of government ownership of radio. Commissioner Payne also has been counseling Senators Wheeler and Couzens, it is understood.

The investigation made by the five members of the FCC of the charges associated with the hotel conversation, in a word, has concluded with their complete repudiation. The Connery Resolution to investigate the FCC remains dormant before the House Rules Committee, with little chance of action, according to leaders.

Likewise, efforts of George H. Payne, Telegraph Division member of the FCC, to keep the whole issue alive by endeavoring to tie together the Connery resolution with the Willard incident, have been rebuffed by fellow members of the FCC. Payne dramatically issued a statement from a hospital sickbed on Feb. 18 (before it had been received by members of the FCC) demanding that the FCC make public the "evidence" the FCC investigating committee had procured in its inquiry.

To this the FCC replied, through Chairman Prall, that at the FCC meeting at which the investigating committee submitted its report, (Feb. 14) the FCC had considered whether or not to make public the documents accompanying it. The Federal Bureau of Investigation, Dept. of Justice, which had assisted in the investigation, had objected to its material being made public, the announcement said, and since this constituted an important part of the documents supporting the committee report, decided not to make them public.

Following six weeks of investigation the FCC committee of five made available the report in which it said the allegations of alleged bribery were without foundation. It all grew out of the application of WNBF, Binghamton, N. Y., for the 1240 kc. regional facility and the competitive application for a new station in Schenectady of the Knox Broadcasting Co., which the Knox Gelatin Co. seeks to establish.

A. Mortimer Prall, son of Chairman Prall, and Maj. Malcolm M. Kilduff, of New York, friend of Mr. Prall's son, allegedly overheard a conversation in an adjacent room on Sept. 5, following the hearing on these applications, in which mention was made of $25,000 which could be used to "fix" the case. The incident was reported to Chairman Prall, who asked the Department of Justice to investigate it. After he had been informed that it was apparently an "irresponsible" drunken conversation, the FCC itself decided to investigate further.

In its report the FCC investigating committee said it had ascertained that occupants of the Willard room in which the conversation allegedly took place were Cecil D. Maston, manager, WNBF; Harold E. Smith, manager, WOKO, Albany; Alfons B. Landa, Washington attorney for WNBF, and Maurice Jansky, of Madison, Wis., brother of C. M. Jansky Jr., well known consulting engineer of Washington.

The report added that each of the occupants of the room has sworn that he made no such statements as reported by young Prall and Major Kilduff, and each said he did not hear any such statements made by anyone in the room. All also said they had never made any statements reflecting upon the character and integrity of any member of the Commission. Further, it said that the investigation within the Commission "reveals no irregularities in the handling of either the Binghamton or the Schenectady application". Then the committee concluded:

"The committee is unable to state whether the alleged conversation ever took place. If the purported statements were made, they have been completely repudiated. Grave resonsibility for unsupported statements attacking the integrity of a government official lies at the door of some person involved in this matter. If the individuals responsible could be identified, they should be prosecuted as relentlessly as the maligned person should have been had the charges been substantiated. While we conclude that there is no basis for the charges made, we keenly regret that we can not fix the responsibility for them."



FOR GOOD ANNOUNCING—Howard Petrie, of NBC, on Feb. 24 was presented with the 1936 "BBD & O Award for Good Announcing", made annually by Batten, Barton, Durstine & Osborn Inc., New York agency. Here is Roy S. Durstine (left), president, presenting a stop-watch and check to Petrie, with Arthur Pryor Jr., vice president in charge of radio, at the right. Petrie has been with NBC since 1930. Carlyle Stevens, CBS announcer won the first award last year.

Highest Billings in History for January Recorded by NBC-Red and CBS Networks

BOTH CBS and NBC-Red networks showed the largest January billings in their histories, continuing to maintain the high level of time sales noted during the last months of 1935. The NBC net's total billings for the month, $1,755,394, have been exceeded in its history only by its March 1935 record of $1,802,741, and the CBS January billings, $1,901,023, have been exceeded only by October 1935 record of $1,930,512. The NBC-Blue network's January revenues amounted to $926,421, making the combined NBC revenues for the month $2,681,815, a decline from January 1935 accounted for largely by the fact that the Metropolitan Opera is being carried on a sustaining basis this year. Mutual Broadcasting Co., beginning to make regular reports for the new year, disclosed January gross of $157,720. [For full monthly tables for preceding years, see BROADCASTING, Jan. 15, 1936.]

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
MBS					
January	$157,720	...	.....	.....	.....

Stipulation Method Of FTC Suspended

Temporary Action Is Taken as Result of Crowded Docket

TEMPORARY suspension of the so-called "stipulation procedure" of the Federal Trade Commission, under which broadcasters, newspaper publishers and other media proprietors were given opportunity in advance to sign stipulations, was announced Feb. 20 by the Commission.

Commissioner Ewin L. Davis told BROADCASTING the decision was reached primarily due to large amount of regular work confronting the Commission's Board of Investigation and because of inadequate personnel. He said the move has a more direct reference to the work entailed by newspaper checking than broadcasting but that it was decided to make the suspension uniformly applicable.

Accepting Accounts

THE stipulation procedure was entered into with the FTC last August by James W. Baldwin, NAB managing director. Under it, stations were permitted to sign stipulations on accounts under investigation whereby they agreed to abide by any stipulations or cease and desist orders against advertisers, and, as a consequence, would not be made parties to litigation. It was hailed as a real safeguard for broadcasting, particularly because of the confusion which had existed over acceptance of certain types of accounts.

With the stipulations eliminated for the time being, the mediums will be notified only after a complaint has been issued or a stipulation approved, it was pointed out at the FTC. Some objections to suspension of the procedure already have been received from broadcasting stations.

Along with the pressure of other work, it is believed also that certain newspaper interests have protested against the stipulation procedure on the ground that it constitutes an interference with freedom of the press. It was emphasized, however, that the method is not to be discontinued but will be suspended only for an indefinite temporary period.

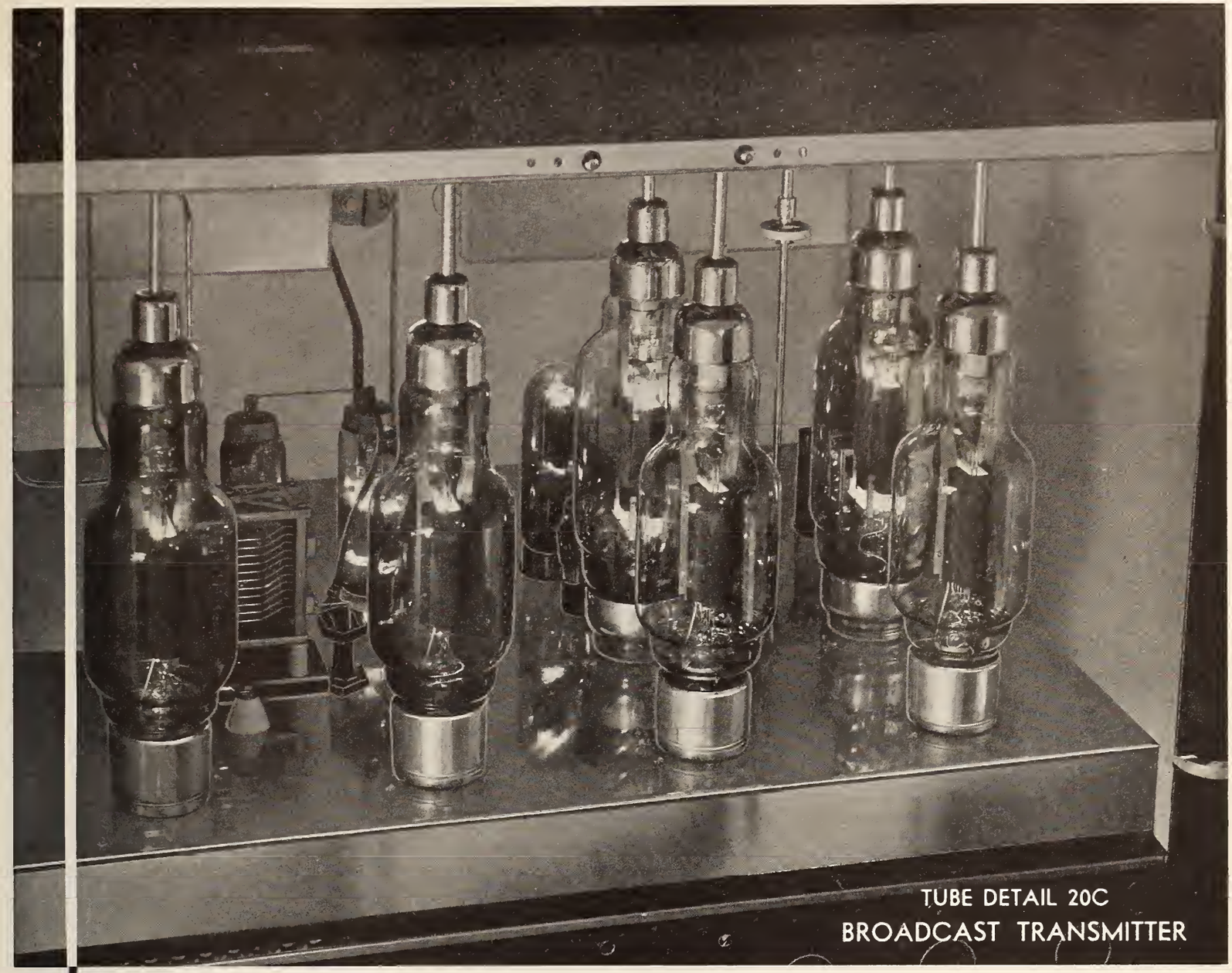
Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following actions involving advertisers using radio:

American Character Doll Co., New York, charged with unfair competition in claims for Paratex dolls, claimed to be waterproof; McCambridge & McCambridge Inc., Washington, ordered to cease claims on Everfresh Aspirin; Power Seal Co., Los Angeles, agrees to cease certain claims for cylinder and valve compound; Home Drug Co., Minneapolis, ordered to cease certain claims for its Prescription No. 69; Brown Shoe Co., St. Louis, agrees to cease using "Doctor" or "Dr." as part of trade name for shoes.

Calirad Wafer Tests

STERLING PRODUCTS Co., New York (Calirad wafer) on Feb. 24 started *Old Doctor Jim* on WEAF, New York, Mondays, 9-9:15 a. m., for 26 weeks. The program previously had been announced for WABC, but an eleventh hour change placed it on WEAF. Blackett - Sample - Hummert Inc., New York, is the agency.



A transmitter manufacturer and a maker of scientific instruments have much in common. Both must be able to solve technical problems of the first order—both must be able to measure the performance of their products with precision—both have a very limited clientele—both depend upon their reputations for technical integrity to obtain acceptance of their products.

Recognizing this parallel, the Collins Radio Company is engaged in the highly specialized field of building transmitting equipment. Its engineering staff is uncompromising in its work of building a fine product. Statements as to rating and performance are made with the scientist's regard for accuracy. Knowing that customers for a single model are numbered in the hundreds and not in the tens of thousands, efficient small scale factory methods are used, since mass production methods are unsuited. Its workmanship is worthy of the best traditions of the instrument maker.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ **NEW YORK, 11 West Forty-Second Street**

"Radio Personalities" of the Presidential Prospects . . .

By MARTIN CODEL

IF A PLEASING and persuasive microphone manner is a primary requisite in modern political campaigning, then the "inside boys" here in Washington are in more or less common agreement that President Roosevelt will enter the election lists this summer with a distinct advantage over anyone the Republicans may pick to oppose him. From the radio viewpoint, not a single one of the potential Republican stalking horses compares with the President as a broadcast orator — and comparisons are possible almost any night of the week as the Republican possibilities are heard over the air.

This is not merely the writer's opinion as a non-partisan observer of the radio and political scene who doesn't even enjoy a vote as a resident of the disfranchised District of Columbia. Over the luncheon tables at the National Press Club, whose building houses a large proportion of Washington's corps of correspondents and the headquarters of the Democratic National Committee and the American Liberty League—not to omit mention of the studios of one big radio chain and the offices of many legal advisors to radio companies —there is common agreement that President Roosevelt is far and away the most striking "radio personality" who has ever occupied either the White House or any other high federal office since broadcasting began on a national scale some 10 or 12 years ago.

Too Much Already

OF COURSE, this table talk does not disclose such unanimity of agreement on the proposition that "radio personality" will win the next election, though the conversation does bring out certain fundamental aspects of radio's current and later role as a campaigning medium that the party chieftains cannot very well ignore. These points might be summarized as follows:

1. Political oratory already is occupying far more radio time than public interest warrants, and the candidates for nomination are showing entirely too much eagerness to go on the air at such an early stage in the election game. What the public wants first and foremost on the radio is entertainment. Most listeners, especially young folk, don't regard political talks as entertainment. In this connection it is significant that a radio audience survey reported after Al Smith's recent talk showed that only 23% of a cross-section of set owners reported they had listened to his speech; after Senator Joe Robinson's reply the figure was only 19.4%.

2. The day after President Roosevelt's Jackson Day dinner address the survey showed 32.6%, which would seem to indicate that he is still the biggest audience-getter among political speakers. But except for his routine addresses and his speeches at the opening of Congress and at the Jackson Day dinner, President Roosevelt is cutting down on his radio appearances in compliance with good and sound advice (presumably of his press and radio contacting secretary, Steve Early) not to over-reach his welcome. That is why he delivered only one "fireside talk" last year as against two the preceding year and four during 1933.

3. Against the argument that the candidates are talking too much too early, there is good point in the theory that radio now and in the forthcoming campaign will thoroughly debunk issues and men. The multiplicity of partisan speeches already being heard on the air is bound to catch the ears of a large part of the public, so that definite ideas are forming in almost every voter's mind. More than that, President Roosevelt on the Democratic side and the various potential candidates on the Republican side have been heard or are being heard so often that they are becoming more or less vivid personalities to the radio audience.

This latter fact may not always be to their respective advantages for, other than President Roosevelt, few of the speakers, in the consensus here, are particularly appealing as "radio personalities". Consider some of the more prominent ones being heard these days, as judged by the reactions of radio men here whom the writer has asked for opinions. The following observations are the writer's summaries of these reactions, with a few of his own thoughts interpolated:

1. Senator Borah is undoubtedly a consummate orator, and has been compared to Henry Clay and Daniel Webster. But like Al Smith he apparently needs an audience to pep him up, at least as indicated by his recent talks. As a trained, polished orator he along with Charles Evans Hughes was the radio speechmaking bulwark of the first Hoover campaign. But lately his voice has grown somewhat cold, though his speeches are clear and incisive, and a loss of old-time vigor is detectable. Borah, it is said, intends to do nearly all of his campaigning via the radio.

2. Herbert Hoover has at last added human appeal to his speeches, is not above an occasional quip and wisecrack and has generally undergone an amazing metamorphosis from his dull speechmaking as President and presidential candidate. His friends say that leisure has enabled him to relax to his natural self, but the gossip is that he must have taken lessons in speaking no less than he must be accepting aid or advice in writing his speeches. He has become definitely an interesting personality on the radio.

3. Gov. Alf Landon has been heard least on the air of all the potential GOP nominees, and radio men are inclined to catalog his speaking manner as being as colorless as that of Coolidge. Newspapermen who know him say his conversational voice is a good one and pleasant, but on the radio it is high pitched and strident and lacks warmth. One observer called him a "cornfield speaker" who needs more training and experience in the peculiar technique of the microphone because he has not yet accustomed himself to the modern method of flinging speeches so far and wide over the land.

Needs to Relax

4. FRANK KNOX is another whose voice does not sound natural over the radio, who pitches his speech at high level and stays there, and who lets himself be carried away by flights of his own oratory. He needs to relax—to attune himself to the relaxed attitude of auditors seated in the comfort of their homes, which is the real secret of the Roosevelt radio success. His is not an unfriendly voice but it is inclined to be raspy and does not hold attention readily.

5. Senator Arthur Vandenburg is reputed to be a commanding platform orator, who writes exceedingly well (from long experience as an editor and writer) yet who can ad lib or extemporize on his feet very readily. But again he demonstrates that old-time flights of oratory are not as effective via the radio as from the platform. His speeches are so well thought out and prepared that some radio observers think he is losing much of his potential effectiveness by failing to take lessons in what they call microphone technique.

6. Senator L. J. Dickinson, despite the fact that he has spoken on the radio perhaps more often than any of the other Republican hopefuls with the exception of Hoover, is another "cornfield orator" who could stand a lot of training. His is a booming, stentorian voice that the radio control engineers have to tone down too much for his own good.

The foregoing are reactions which may be disputed in many quarters, but they are frank and honest reactions of persons rather well qualified to judge who were asked for judgments free from partisan bias. They are set down here on that basis only. There are many others who might be dissected but space limitations do not permit, though a word might be added here about Norman Thomas, the Socialist leader. The consensus about his quality of voice and speech is that, while he may lack warmth and intimacy, he is a clear and forthright speaker quite friendly in his microphone attitude but obviously more interested in appealing to reason rather than emotion. He also has been heard on the national radio more often than many people think.

Some one has advanced a theory that the frequent radio appearances of the Republican possibilities in these preconvention days is making them so well known to the American public that there is little likelihood that a dark horse will be pulled out of someone's stall, brought forward unexpectedly and nominated at Cleveland after backroom political parleys, as was done in the case of Harding. Some may not agree with this conclusion, but the fact remains that the American people, for better or worse, are getting a rather good sizeup of the candidates right now, via their loud speakers, far ahead of the conventions.



TWO LINCOLNS—Were given away by General Mills Inc. for the boy and girl winners of a contest based on three-letter words from a sentence about Wheaties, promoted on the Jack Armstrong series. Here is a Lincoln Zephyr in Los Angeles, with a KNX announcer.

Restraint by Politicians In Broadcasting Speeches Is Urged by Owen Young

WELCOMING "careful analysis" and "fearless debate" over the American radio, Owen D. Young, chairman of General Electric Co. and one of the founders of NBC, pleaded for more temperate language in radio speeches in an address on "Radio Responsibilities" at Rollins College, Winter Park, Fla., Feb. 24. Mr. Young particularly condemned recent radio speeches of Herbert Hoover, Alfred E. Smith and Senator Joseph T. Robinson, declaring that freedom of speech now depends on self-restraint in utterance.

"To these great men," he asserted, "and even to the President of the United States, all held in such wide esteem, may we not appeal for the choice word and the measured phrase, spoken with malice toward none and with charity toward all?" He stated further:

"Freedom of speech for the man whose voice can be heard a few hundred feet is one thing. Freedom of speech for the man whose voice may be heard around the world is another. We defend them both, and will to the uttermost, but we cannot be blind to the dangers of carelessness or intemperance in their use."

Communists Get Time

IN LINE with its policy of granting time to all political parties, CBS has acceded to the request of the Communist Party for a sustaining hookup for Earl Browder, the party's secretary, the night of March 5. Mr. Browder's remarks will be answered by Rep. Hamilton Fish (R.-N. Y.), bitter foe of communism, in another 15-minute period the following night.

THE VERDICT OF A CRITICAL JURY!

Big station directors loud in praise of the new, different

Associated
Recorded Program Service



"All of us here at The Yankee Network consider your new Transcription Library Service the best we have ever had the pleasure of listening to." (Dec. 26, 1935.)
—JOHN SHEPARD, 3rd, *President*, THE YANKEE NETWORK.





"Magnificent reproductions of fine, high-quality entertainment." (Letter of Nov. 26, 1935.)
—ALBERT A. CORMIER, *Vice-Pres., General Manager,* WIP, *Philadelphia.*

"The quality of these transcriptions stood far out and above anything we had heard. We have already sold two units to advertisers, with two options on the classical selections." (Letter of Jan. 2, 1936.)
—WALTER DAMM, *Manager,* WTMJ, *Milwaukee.*





"It is without doubt the finest recording service we have ever heard and the staff here at WHEC is delighted. We have had a host of critics of good music listen in and find they are deeply impressed with the fidelity and tone quality." (Letter of Dec. 27, 1935.)
—CLARENCE WHEELER, *Managing Director,* WHEC, *Rochester, N. Y.*

"The audience reaction is most enthusiastic. The tone quality and selection of materials are all that you claimed." (Jan. 9, 1936.)
—DONALD WITHYCOMB, *General Manager,* WFIL, Philadelphia.

The producers of ASSOCIATED RECORDED PROGRAM SERVICE naturally are gratified by such high praise from such a critical audience. The Associated Library already includes more than 1500 titles—fresh, diversified, lasting! Recorded by Western Electric Wide-Range Vertical Cut (Hill and Dale) under license by Electrical Research Products, Inc. And pressed on VINYLITE—the material with the quieter surface. Write for new illustrated brochure—just off the press.

Produced by

ASSOCIATED MUSIC PUBLISHERS, Inc.

25 WEST 45th STREET
NEW YORK CITY

RCA to Have Experimental Television In Month or Two, Without Cable Tie-up

PARALLELING the British, German and Russian progress in television, RCA will have its experimental ultra-short wave visual broadcasting transmitter atop the Empire State Building in New York City in operation for initial field tests "within a month or two" according to the annual report of the company for 1935 mailed to all stockholders Feb. 21. The field tests, which would begin in latter March or April, are expected to disclose to RCA's engineers the transmission and reception possibilities of RCA's television system in the New York area. "Looking in" by the public is not planned until the tests are well under way, only RCA engineers and officials with special test apparatus being designated to pick up the signals.

With two television systems starting in London in May, according to present plans, the acceptance of television by the British audience and the success of the RCA tests are expected to point the way to the future adaptation of television on a commercial scale in this country. One of the British systems, that of Electric & Musical Industries Ltd. (Marconi), in which RCA sold its large stock interests last year, is closely akin to the system of 343-line images developed by RCA under the direction of Dr. Vladimir Zworykin, who is now in London studying the British projects.

[An eyewitness description of RCA's television developments, as seen in its Camden laboratories by a staff member of BROADCASTING, was published in the Dec. 15, 1935, issue of BROADCASTING, together with comparisons with the British system.]

Pointing the Way

THE FACT that tests are about to begin in New York City, states the RCA annual report, does not mean that television is already at hand in this country. But it definitely points the way to the possible inauguration of television services locally at least in that city, with network television to develop later as the new coaxial cable (one of which has already been laid in Germany) can be expanded. It is significant that the RCA report states that the transmitter on the Empire State Building will be connected *by radio* with the television studio now under construction in the NBC plant in Radio City, which indicates that short waves rather than cable will be used at the outset to link studio with transmitter.

"It will be necessary to coordinate a number of important elements," states the report, "before television on a regular basis of service can be established. For example, it will have to be determined how far the transmitter can send good television pictures; also with what consistency and regularity pictures may be transmitted with the system in its present state of development. We must investigate and define the possibilities of the television camera for indoor and outdoor pickup.

"These are the essential pioneering stages in the development of an art in which considerable expenditures must be made for research before returns can be expected," the report continues. It is recalled, however, that David Sarnoff, in announcing last year that $1,000,000 has been allocated for the Empire State tests, reasserted his conviction that American television progress is ahead of that of any other country in the world despite the fact that this country is making slower speed in introducing television to the public.

"As the work goes on, it may be necessary to return to the laboratory, from time to time, to seek the solution to practical problems encountered in the field. But the RCA experimental television project is proceeding on schedule, and your management is confident that it will continue to progress at an encouraging rate.

"It is, however, evident that, regardless of the progress in this direction, the present system of sound broadcasting remains the fundamental service of radio communication to the home. While television promises to supplement the present service of broadcasting by adding sight to sound, it will not supplant nor diminish the importance and usefulness of broadcasting by sound."

The RCA report credits the company with contributing to the general revival of business activity, showing a gross income from all sources of $89,228,898, as compared with $78,756,994 for 1934, an increase of 13.3%. The net profit after all charges was $5,126,286 for the year, giving RCA an earned surplus as of Dec. 31, 1935, of $12,401,099 for the year. The report does not break down revenues sources by subsidiaries, but it is known that NBC accounted for well over $30,000,000 of RCA's gross.

When Juries Are Hung

A TAMPA, Fla., grand jury, unable to agree as the evening wore on, decided to take a walk. They ended up in the new WFLA studios in the Tarr Bldg., where they were locked up again to hear a local amateur show sponsored by IGA stores. Their vote on the amateurs was not announced but their verdict, reached later in the studio, was made public in time for the morning papers.

Promoting New England

NEW ENGLAND COUNCIL, Boston (vacation information) will start a musical program on WEAF, New York, April 2, at 7:45-8 p. m., for 13 weeks. The Council is supported by the six New England states and the program will promote New England as an ideal summer vacation-land. Guest speakers will appear on each program and Frank Crumit is expected to be master of ceremonies. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

TO SOUTH CAROLINA'S LARGEST CITY

WCSC

Brings FULL TIME N.B.C. Service

Begining MARCH FIRST

Together, WCSC and its sister

Station WIS in Columbia

deliver N.B.C. Service to

44 of the State's 46 Counties.

WCSC, CHARLESTON

South Carolina

J. DUDLEY SAUMENIG, MANAGER

FREE JOHNS & FIELD INC. NATIONAL REPRESENTATIVES



50,000
WATTS

750 KILOCYCLES
CLEARED-CHANNEL
C. B. S.

WJR THE GOODWILL STATION

MICHIGAN'S GREATEST ADVERTISING MEDIUM

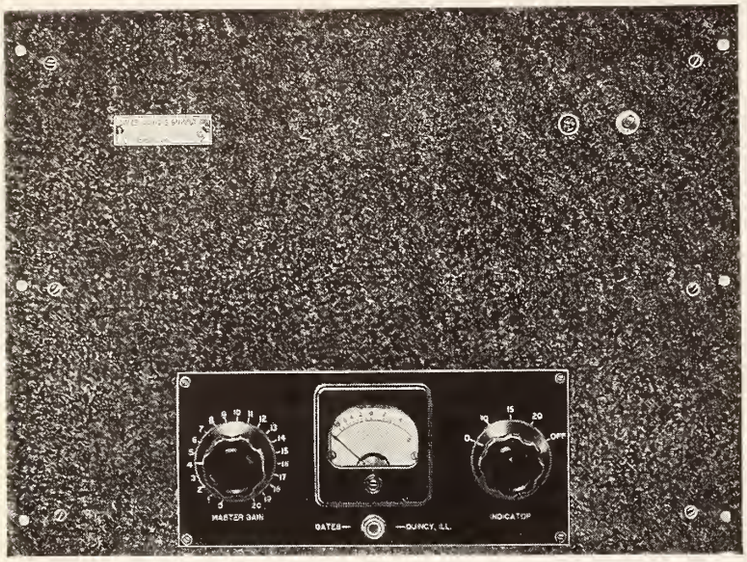
DETROIT

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

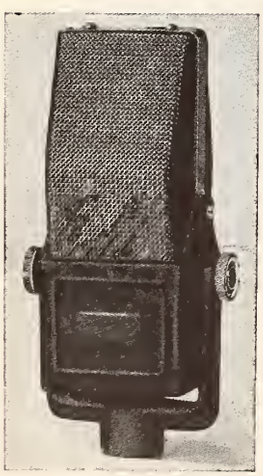
The New GATES 106-C
Studio or Station Amplifier



The new Gates 106-C line amplifier offers the broadcaster an equipment that will assure him of positive high fidelity transmission. With a response curve that will not vary over one decibel from 25 to 13,000 cycles and a distortion content less than 3% at plus 22 decibels plus a 75 Db. gain amplifier, self contained level indicator, all A.C. operation with power supply also self contained and pure humless output at any level the 106-C becomes the year's best equipment buy.

The 106-C uses full chassis construction, wiping contact controls, Weston meter equipment and supplies excess current for plate and filament supply to as many as four pre-amplifiers.

As usual GATES moderate prices prevail and the 106-C is tagged at $180.00 complete with matched tubes.



GATES MODEL M
Velocity Microphone

No finer microphone is made than the GATES Velocity Model M. Has output of —62 decibels at 10 bars pressure. Response flat within 2 Db. from 30 to 10,000 cycles. Grill is chrome finished with castings in baked black. Supplied with swivel, suspension bracket, 20 feet of cable and locking type plug and socket. Catalog net price to broadcasters—$55.00.

Gates Radio & Supply Company
Manufacturing Engineers Since 1922

Quincy, Illinois, U. S. A.



Pretty Girl Radio Engineer

ANOTHER field once dominated by man has been conquered by woman —this one only 18 years old and actually working at her chosen profession. She is Eleanor Thomas, a mathematical genius for a girl, excelling in the intricacies of wave lengths and kilocycles who found life on a college campus too prosaic. She has just been graduated in radio-television engineering at First National Television Inc., Kansas City, and holds the post of assistant engineer in charge of the control room at W9XBY. She is the youngest member of her sex to pass the difficult FCC examinations for a first-class license, and is authorized to operate any television or broadcast station in the United States.

LESS DANCE MUSIC
Being Heard on NBC Sponsored Time, Analysis Shows

DANCE music on NBC sponsored programs has declined to a new low point, amounting to only 8.2% of time, while drama is going up in public favor, NBC announces in an analysis of December sponsored programs. Program content also shows a decrease in the music classification as a whole.

Percentage of music in December, 1935, amounting to 42.8% of the total commercial program time, was divided as follows, with comparison for December, 1934, when it amounted to 51.3%; opera, 0 hours in 1935, 9 hours 32 minutes in 1934; operetta, 8 hours 45 min. compared with 4 hours 10 min.; classical, 26 hours 47 min. and 13 hours 58 min.; semi-classical, 21 hours 11 min. and 24 hours 51 min.; light, 85 hours 42 min. and 76 hours 18 min.; dance, 33 hours 44 min. and 88 hours 20 min.

Other types of sponsored programs in December, 1935, and December, 1934, compared as follows (percentage of total time): Literature, 31.1 and 29.4; lectures, .4 and 2.1; special events, .7 and 0; current topics, 5.7 and .3; women's, 4.1 and 1.1; children's, 7.6 and 5.8; physical training, 0 and 4.9; novelty, 7.6 and 5.1.

COUGHLIN SPEECH TRANSCRIPT ASKED

A "DEMAND" that all stations carrying the Sunday broadcasts of Rev. Charles E. Coughlin, militant radio priest of Detroit, keep stenographic or transcribed records of his talks for detection of possible extemporaneous utterances not contained in the prepared addresses will be made by Rep. O'Connor (D, N. Y.), he announced Feb. 18 in the House.

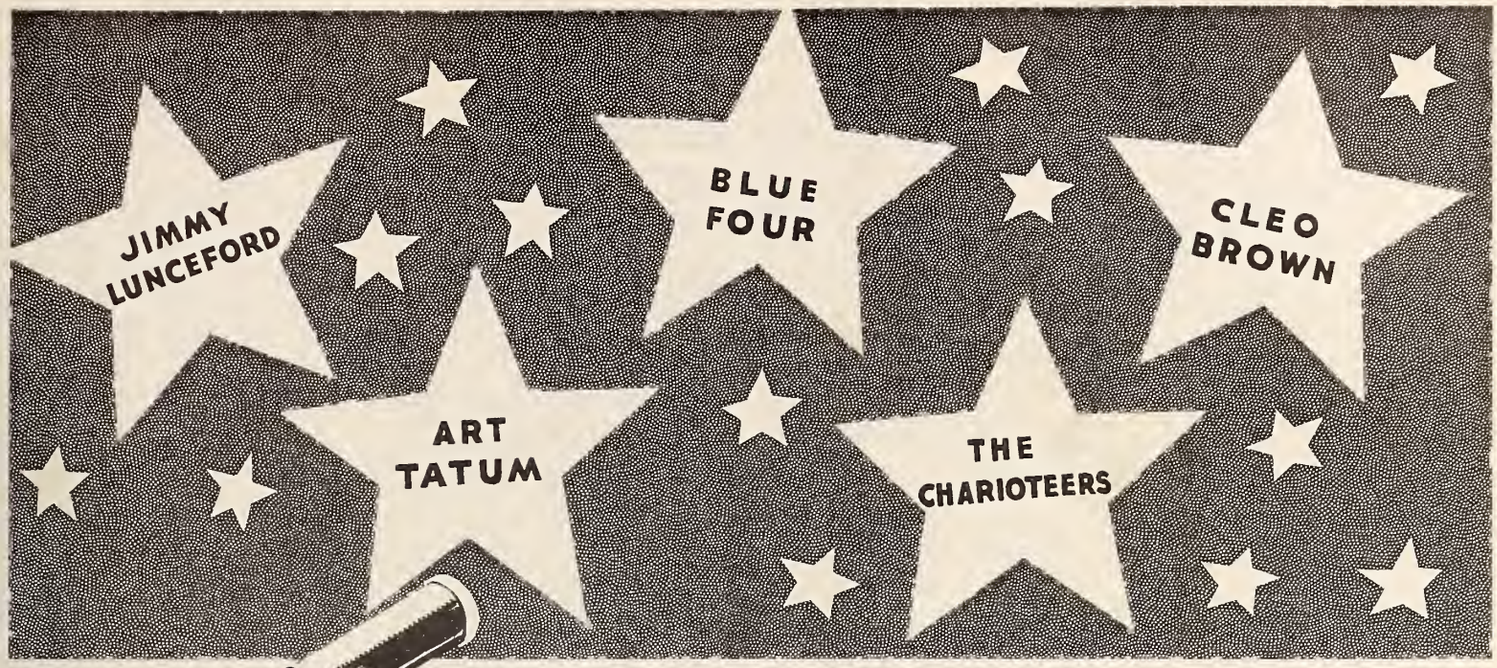
Rep. O'Connor precipitated a front-page furore when he threatened to "kick" the radio priest from "the Capitol to the White House" for allegedly slanderous remarks made in his broadcasts. The Congressman, however, apologized for certain of his remarks but maintained that clergymen should not inject themselves into politics. Other members of the House took up the attack upon the priest who broadcasts over an independent network.

In his House speech Feb. 18, apropos of radio, Rep. O'Connor said that on Feb. 2 Father Coughlin "referred slanderously to me and other members of the House, including our beloved Speaker and the President of the United States." The "advance copy" of the Coughlin speech, he declared, did not even contain mention of his name. Thereafter, he declared he received a stenographic copy in which "my name was mentioned so slanderously. Later I obtained the printed pamphlet with the imprimatur of Bishop Gallagher, of Detroit, giving the speech as finally revised. Strange as it may seem, all three speeches were different. There was nothing slanderous or libelous about me in the advance copy or in the final copy."

"That situation," continued Rep. O'Connor, "raises a serious question about which several people have recently conferred with us, as to what the public has as to the spoken word over the radio. There is no law, as I understand it, and there is no regulation of the FCC requiring an official transcript of what is said on the radio so that any person interested may know the truth. In anticipation of further attacks on me, I intend to notify the radio stations over which Father Coughlin broadcasts that I demand a stenographic report of his speech be made available to me, and that I shall hold them responsible for any slander of me."

In connection with the O'Connor demand, there was some indication that steps might be taken to force all stations either to keep stenographic records or transcriptions of all controversial and political addresses. The matter, however, is not now officially before the FCC and no legislation to this end has been introduced in Congress. Because of the hardship such a regulation would impose upon smaller stations, it is felt the FCC would be inclined to favor a hearing on such a rule, if one is proposed.

NBC has issued a striking brochure telling the story of the promotion of radio-advertised goods by Trask, Prescott & Richardson Co., Erie, Pa. department store (see BROADCASTING Feb. 1). Sales data, merchandising methods and numerous illustrations are covered.





"Oh Professor — look at all the Big

NEW STARS

in the STANDARD RADIO *Constellation!"*

How they shine!

Yes—they shine even in the brilliant company in which they find themselves—the star-studded array of "stand-out" orchestras, soloists and novelty groups in the Standard Library!

The BLUE FOUR, headed by the one and only JOE VENUTI—he of the famous "hot" violin—only recently featured on Bing Crosby's new series! CLEO BROWN, dusky songstress—also spotlighted on the Crosby show! ART TATUM—gifted and popular pianist—JIMMY LUNCEFORD and his great orchestra—and the CHARIOTEERS, a group of colored singers who set a new standard for original arrangements and impressive harmony!

Constantly enriched with sparkling new talent, painstakingly recorded by RCA Victor on quiet life-like Victrolac records—is it any wonder that station after station has been added to the long list of Standard Library subscribers? May we send *you* complete information and prices—not only on the Standard Library, but on Standard's many special features?

SUPER SOUND EFFECTS

Soon! A brand new library of sound effects—*guaranteed* to be superior to anything on the market! Better subjects, better recording, Victrolac pressings!

●

WATCH FOR ANNOUNCEMENT!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

Crosley Sees Program Difficulty for Television

ADDRESSING approximately 700 leaders of industrial, business and transportation agencies of Cincinnati and the nation at the meeting of the Cincinnati Traffic club Feb. 11, Powel Crosley Jr., president of Crosley Radio Corp., operator of WLW and WSAI, predicted a dubious future for television, even though technical difficulties eventually are overcome. He said the question facing television after technical difficulties are overcome is "how to entertain the audience?"

Declaring there is not enough of pictorial news events to interest the public, Crosley said the public soon would tire of watching a dance orchestra or radio stars broadcast. The radio listeners, he said, will want to see drama or pictures similar to those shown in motion picture theaters. To make such a picture requires several months and many thousands of dollars, he declared.

WHAT GOTHAM CHILDREN LIKE

Children's Aid Society, in Survey, Finds Young Folk Prefer Programs Designed for Adults

CHILDREN do not listen to radio programs directed their way, according to a survey conducted recently by Children's Aid Society, New York, among 700 boys and girls between the ages of 11 and 16. In fact 92% of the boys and 80% of the girls who filled out questionnaires stated that they liked adult programs best, with comedians as their favorites.

The Society assigned each club director in the seven recreational centers operated by the Society to submit questionnaires. Children were selected at random. Club directors refrained from coaching while questionnaires were being answered. The Society, which was organized some 80 years ago, has an enrollment of 10,000, has two recreational centers in Harlem, two in the Italian section around Washington Square, one in the Czechoslovakia section, and two whose membership is mixed.

Results of the survey revealed that the favorite among these children was Eddie Cantor (Pebeco), with Burns & Allen (Campbell's tomato juice), Jack Benny (Jello-O), and Dick Powell (Campbell's soup), all tied for second place. The only child program to garner enough votes to be mentioned is the *Dick Tracy* transcription series (California Syrup of Figs) on WOR, Newark. Next came *Witch's Tale*, a sustaining program on WOR. Major Bowes' was next, children saying they liked to hear the performers get the gong. Serials about G-Men were desired by a number of boys.

Fourteen per cent of the youngsters said they liked radio not because it helped them in their civics courses in school but for special reasons. An Italian girl "liked to hear news on the radio because she was sure of not reading or hearing something she shouldn't." Another child, a Harlem boy, said, "I like radio news because I don't have to go into the strets to hear any news."

A strange feature of the survey is that only one, Jack Benny, of the top selection was included in the questionnaire list of possible programs that the children might like. The children also stated that they listen to radio programs for about two hours a day, with girls spending more time listening.

The 700 questionnaires showed stations to which they listen in this order: WABC, WOR, WJZ, WEAF, WNEW, WHN, WMCA. WABC was the favorite due largely to the large vote cast for Eddie Cantor, Dick Powell, and Burns & Allen, all CBS programs. The *Witch's Tale* and *Dick Tracy* made WOR the next favorite. Jack Benny was the only top selection heard on NBC networks. WHN and WMCA were tied.

A number of the children said they wanted more sports programs on the air and they listed their desires in this order: Boxing, baseball and hockey. Others expressed a desire to hear more programs that deal with science, stories about nature and, possibly due to their foreign parentage, wanted more programs from other countries.

The majority of these children are allowed to stay up later at night than is customary in homes of the higher income brackets, which may be a factor in their selections of adult programs.

LEADERS

In The Pacific Northwest

KOMO - KJR

NBC RED NBC BLUE

Reaching a New Peak in Entertainment

Complete NBC Service

Commercial and Sustaining Programs

on Both Stations

PLUS

The Finest Local Programs

Produced in the Pacific Northwest

To Completely Control The PUGET SOUND MARKET

Use Both

KOMO - KJR

Seattle's Pioneer Radio Stations

National Representatives

EDWARD PETRY & CO.

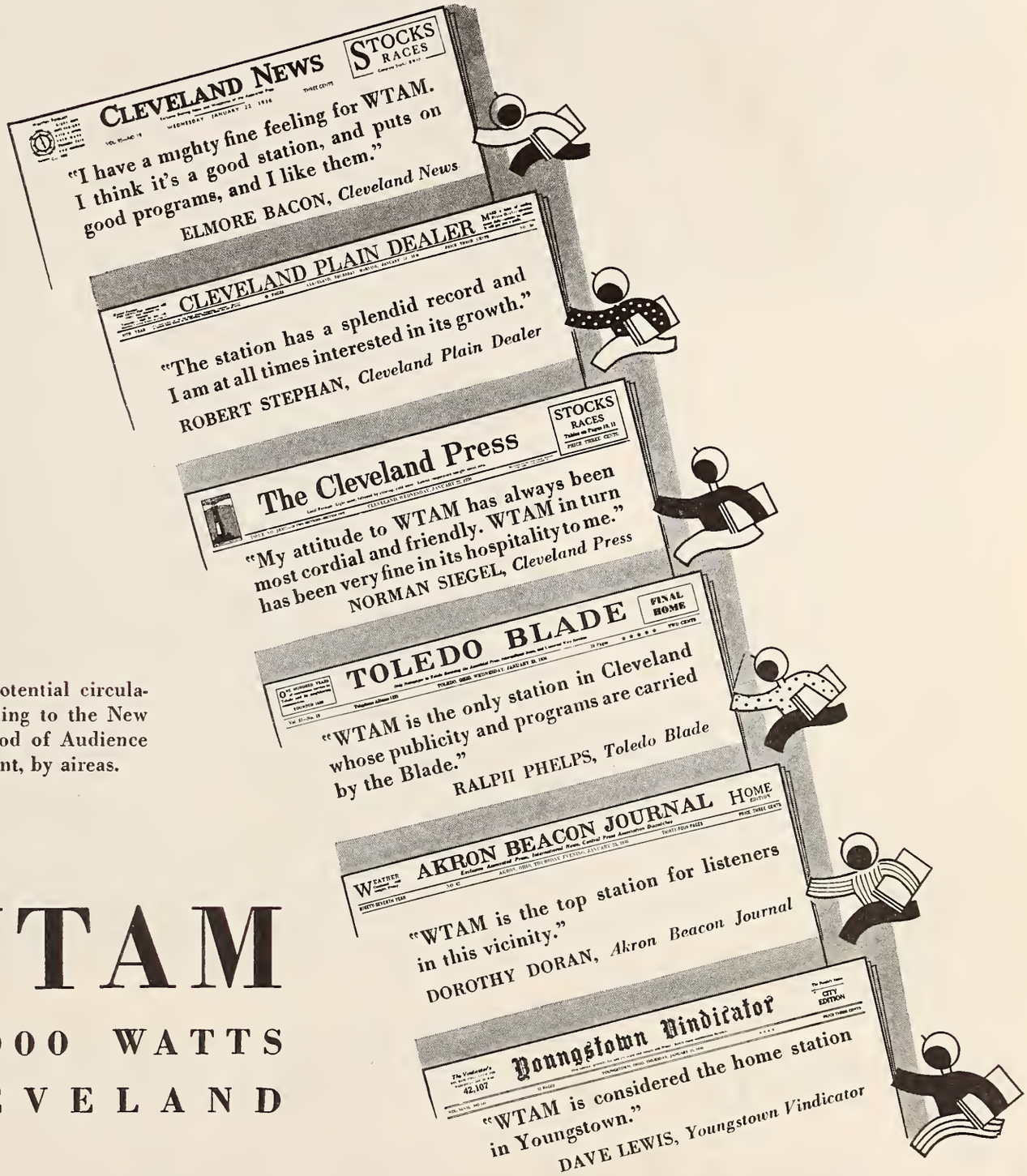
Los Angeles Disc Firm Encounters Legal Snags

TRANSCONTINENTAL Broadcasting Co., of Los Angeles, which precipitated itself into both the transcription and music copyright fields a few months ago, became embroiled in litigation in Los Angeles in February in connection with the operations of its promoter, Bayard W. Weibert. Weibert was being held in custody of Los Angeles authorities over alleged stock deals with prominent Los Angeles citizens on the Transcontinental project and in connection with Transigram, a predecessor company which folded up.

In January, Transcontinental offered to stations 200 transcribed numbers, copyright free, at 60 cents per number, which it stated would be the beginning of a transcription library. So far as known, no deliveries have been made. Transcontinental had launched a "wax chain" project seeking to line up stations throughout the country on both a programming and sales proposition.

According to Los Angeles reports, Weibert was confined in Los Angeles city jail for a week until Feb. 19 when an official complaint was issued by the district attorney's office. The complaint charged him with eight counts of grand theft and five of violation of the California corporate securities act. He was arraigned, with bail fixed at $7,500, and the preliminary hearing set for March 2 in Los Angeles.

The Press speaks for the 1,017,600 WTAM radio families* throughout the Great Northern Ohio Market:



* WTAM's potential circulation according to the New NBC Method of Audience Measurement, by aireas.

WTAM

50,000 WATTS

CLEVELAND

WTAM is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco

NBC Thesaurus Recorded Program Information Available At All These Stations

Breaking new trails — for

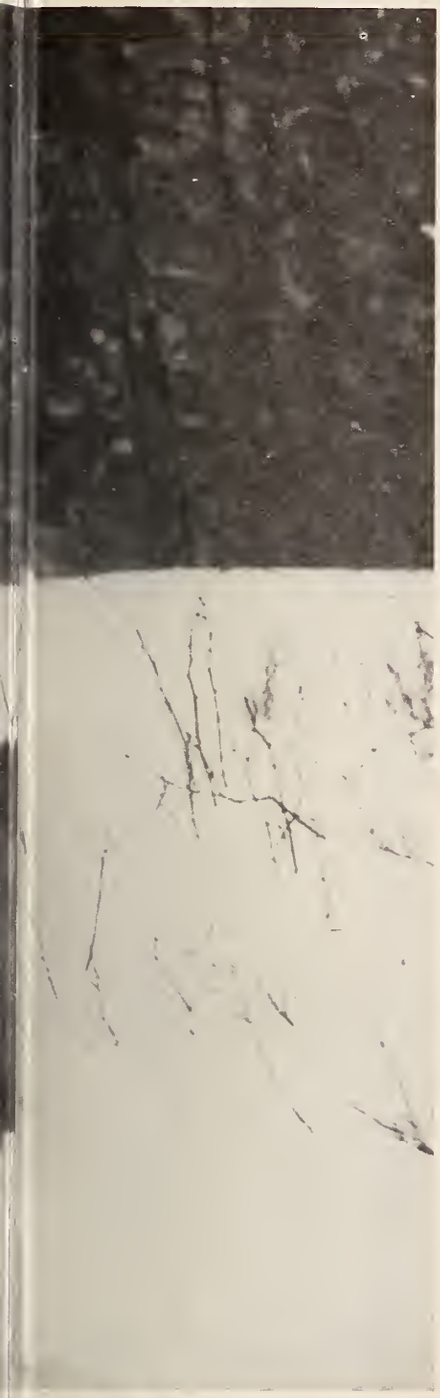


The Only Complete Service of Its Kind

World Program Service

1. WIDE RANGE RECORDINGS, using Western Electric vertical-cut developed in cooperation with the Bell Laboratories. 2. WIDE RANGE REPRODUCING EQUIPMENT, with pick-up matched with recording equipment. 3. CONTINUITIES, expert, fast, and vivid, provide for every minute and may be used in whole or in part. 4. FILING CABINETS designed to keep recordings in perfect condition and ready for instant use. 5. CROSS REFERENCE, a unique system for combining any numbers for any variety of program, quickly and easily.

stations and advertisers!



WORLD PROGRAM SERVICE, *the only complete transcription library service,* pioneers the way to new sources of income for radio stations. It is a leader because it "has what it takes" to stay out in front—ahead of the pack. What is the secret of this leadership of World Program Service? Simply this. IT HAS BEEN CREATED BY SPECIALISTS WHO HAVE DEVOTED YEARS TO BRINGING IT TO ITS PRESENT STATE OF EFFICIENCY. IT IS NOT A SIDELINE.

Experience—Skill—Specialization

These things make a leader. Just as it has pioneered in every other phase of electrical transcriptions, World led the way with the original transcription library. There is no short cut to success in this specialized field. Even the equipment provided by World Program Service required years of devoted effort to perfect. Consider these facts:

1. World Program Service contains over 1200 units—the only complete service of its kind. It takes years to build a library like that!

2. Subscribers to World Program Service receive new selections, including latest hits, released at the rate of FORTY-EIGHT per month.

3. The latest method of Vertical Recording, developed by Bell Laboratories sound experts, gives true Wide Range reproduction.

4. Wide Range reproducers designed by Western Electric engineers, with matched pick-up, provide unequalled balance and quality.

5. Equipment installed and maintained by large field service organization of Electrical Research Products, Inc. (ERPI)

6. The number of subscribers to World Program Service increased 39% in 1935 over 1934. There are now 144 leading outlets in nearly every important market.

7. The number of playing hours provided these stations increased 66-2/3% in 1935, with another 50 percent increase announced for March 1st.

8. More than 100 individual artists and musical organizations constantly contribute to World programs, offering a wide variety of entertainment.

9. Subscribing stations, through World's publicity, advertising and sales efforts, are actively represented for national "spot" campaigns.

10. World Program Service has solved the sustaining program problem for dozens of stations.

11. It offers the first practical solution to the talent problem of the local advertiser, giving him top programs at nominal cost.

12. This means increased time expenditures, many new accounts, *more revenue for radio stations.* (35% increase in local transcription sponsorship in 1935—See NAB Reports)

These are the features that constitute COMPLETENESS in a transcription library service. They are ALL present only in World Program Service. The ability to lead, to set the pace, to break fresh trails into new and richer territory—this demands the skill and experience of the specialist.

World, the leader, is likewise the choice of leaders. Stations like WOR, WGN, WCAU, and KNX, among others, are subscribers. By the same token, many national advertisers direct their business to stations which use World Program Service, because they know that these stations are progressive, well-equipped. Leaders themselves, they recognize the leadership of World Program Service in the field.

Your station can benefit by these advantages, can maintain and increase its own leadership. *Keep out in front with World, the only complete transcription library service.*

Full information on request. Write or wire TODAY.

50% Increase Now Effective

Beginning March 1st World Program Service steps up its weekly releases 50%: Each subscriber gets the complete library of 1200 units plus 48 additional releases each month, comprising the newest hit songs, a wide variety of popular favorites, and standard numbers in every musical classification. This is a 50% increase of service with no increase of cost. This great saving to you is the direct result of success and popularity.

TRADE MARK REG.
U.S. PAT. OFF.

WORLD BROADCASTING SYSTEM, INC.

711 FIFTH AVENUE NEW YORK, N. Y.

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Angeles, California.
Offices also at: 423 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, California

SOUND STUDIOS OF NEW YORK, INC., (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.

Subscription Price: $3.00 per year-15c a copy-Copyright, 1935, by Broadcasting Publications, Inc.

EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

It Can't Happen Here

WHATEVER way the wind blows politically, broadcasting by the American Plan appears safe. We gather this from the unequivocal statements of chieftains of both the Democratic and Republican parties — Chairman Farley and House Minority Leader Snell.

Naturally, there was never any doubt in our mind about the soundness of the American system of operation by private initiative. But we have been a little disturbed lest broadcasting and its future become a political issue because of its mass appeal and sensitiveness to public reaction. Both political parties, it now appears, are wise enough to see the dangers of making broadcasting itself a campaign issue. They now come forward as 100% boosters of the present system, although the Republicans might seek some modification of existing law. The party leaders assert their confidence in the structural status quo despite efforts of reform elements to bore in with government or quasi-government operation plans.

All of the current talk about freedom of the air, in our opinion, amounts to mere political and publicity by-play, to be expected in a campaign year. It isn't destined to get anywhere. There is freedom of the air. Until that freedom is really endangered there is no need to agitate or become alarmed.

Out of all the furore aroused about broadcasting, politics, freedom of the air, etc., at least one good thought has been advanced. That is the view of Gov. Landon that the FCC should have life members. We think Gov. Landon's idea is sound. Assuming that the right men are selected—outstanding men in public life and in radio—the appointment of life members of the FCC should serve to bring about an ideal regulatory situation, including the logical three-year license system for broadcasting stations. Several members of the present FCC, we believe, are qualified to sit on a "Supreme Court" of communications.

Grand Old Men

TWO of technical radio's grandest old men passed away during the last fortnight—Hiram Percy Maxim, the noted inventor, and Charles H. Stewart, retired businessman of St. David's, Pa., president and vice president, respectively, of both the American Radio Relay League and the International Amateur Radio Union. Both were ardent champions of the rights of the "hams", whose army of hobbyists and tinkerers has grown to about 40,000 in the United States and perhaps another 20,000 in the rest of the world since Hiram Maxim founded the ARRL about a generation ago. It is needless to expound on the value of hamdom's contributions to radio, especially their pioneering first of the shortwaves and now of the ultra-shortwaves. The place of the "ham" in American radio is now firmly fixed largely as a result of their efforts and they died leaving a legacy of real contribution and sincere affection such as it is given to few to merit on this earth.

A Restraining Hand

THE DAVIS Amendment, the most controversial piece of radio legislation ever adopted, appears to be on the way to repeal. Those who remember the first days of the Radio Commission will well recollect the storm of protest over the provision, which required allocation of facilities according to population and without regard to the physical capacity or incapacity of certain areas to accommodate facilities.

The clamor for repeal persisted until the Communications Act of 1934 was adopted, providing for indiscriminate licensing of 100-watt stations without regard for the quota system that was created under the Davis Amendment.

Now we look with some misgiving upon the impending repeal of the Davis Amendment. It served a good purpose because it prevented the indiscriminate licensing of new stations. It appears now that saturation has just about been reached in the broadcast band and that few additional stations can be licensed. With the repeal of the Davis Amendment the FCC will find itself with a new power to allocate and license. We hope it will use that power judiciously and with an infinite degree of caution. Failure to do so might undermine the whole broadcasting structure as it has grown up during the last 15 years.

The FCC should use a restraining hand in parceling out any increased facilities, if and when the amendment passes. It should turn a deaf ear to the entreaties of those motivated purely by the desire to get something better without regard for the technical limitations. It should pay no attention to political demands along that line. It should consider the economic capacity of the area to accommodate the additional facilities. Only on that basis can the repeal of the Davis Amendment be productive of good rather than evil.

The RADIO BOOK SHELF

THE CONCLUSION that the conventional broadcast antenna supported by two towers, as used in the past, is definitely outmoded by the single vertical radio, or in special cases by a combination of vertical radiators in a directional array, is reached in a technical paper on "The Broadcast Antenna" published in the January Proceedings of the *Institute of Radio Engineers*. The co-authors are A. B. Chamberlain, CBS chief engineer, and W. B. Lodge, of the CBS research staff. They confine their article to the broadcast band from 550 to 1500 kc. only, emphasizing the actual field results obtained with tower radiators.

RADIO can talk about good books, but not give them, says *The Saturday Review of Literature* in an editorial Feb. 15 belitting the oft-heard prophecy that radio will put an end to good reading. The magazine says, however, that radio may do a great deal to restore good reading, which it says suffers more from diffusion than from lack of material. In addition, it is predicted that radio will take over much of the lighter reading, leaving better books to a freer field to attract good readers.

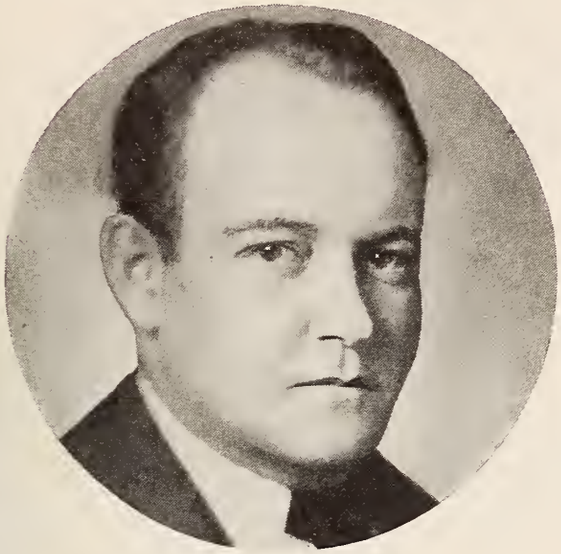
DR. HERMAN HETTINGER'S discussion of *Some Fundamental Aspects of Radio Broadcasting Economics*, in which the University of Pennsylvania economist goes into various aspects of commercial broadcasting, has been reprinted in booklet form by the NBC from the 1935 autumn number of the *Harvard Business Review* in which it was first published.

Stirring Up the Cats

NO HARM, and perhaps some good, came out of Boake Carter's series of interviews on "Broadcasting and the American Public". CBS very wisely prevented the series from becoming a mere blurb for Philco by assigning Carter to a sustaining period rather than permitting him to utilize his Philco-sponsored time. There was complete unanimity on the part of those interviewed—Postmaster General James Farley, Rep. Bertrand Snell, David Lawrence, Dr. James Francis Cooke, O. H. Caldwell, William Green and George H. Payne—that the present system of radio is doing a good job, that it is preferable for Americans to the European system of government operation, that freedom of speech on the air must be maintained.

Frankly we saw no reason for "stirring up the cats" in these heated political days and we felt that Mr. Edward Bernays, as Philco's public relations counsel, should at least have consulted with the NAB and the Radio Manufacturers Association before undertaking this series, since the NAB knows the pulse of the broadcasting industry better than he possibly can. Nor can we for the life of us discern why he chose Mr. Payne as the FCC spokesman in the series when there are at least five other members of the Commission who by reason of position and past experience were far better qualified to talk on broadcasting problems than a mere publicity-hungry minority member of the FCC's telegraph division who has practically nothing to do with broadcast regulation.

We Pay Our Respects To —



WILLIAM ALMON FAY

IF RADIO'S inaugural squeals had been delayed another decade, William Almon Fay—Bill to all of you, for he neither uses the middle name nor the initial—might today be a bass fiddler or a piccolo player instead of manager of upper New York State's big 50,000-watter, WHAM, Rochester, which has just celebrated the ninth anniversary of its acquisition by the Stromberg-Carlson Telephone Mfg. Co. For the chief executive of WHAM once pictured his ideal career as one spent in an orchestra pit, with diversions galore just overhead.

A non-conformist always, Bill Fay is credited with having given WHAM the character it enjoys as one of the country's most distinctive broadcasting institutions. Yet there are folks backs in Hartland, Conn., where he was born Nov. 9, 1899, who still shake their heads when the Fay boy is mentioned. He often skipped classes in his grammar school days, but not to go fishing. Like other hookey players he got caught sitting beside the creek with a string of trout—but the fish were purely incidental. He was there to practice on his piccolo.

Years later, the piccolo mastered, he ran away from home while attending high school in Oneonta, N. Y.. whither his family had moved. After they had spent a week frantically searching for gypsies and circuses, Fay hitchhiked back to town, his savings left behind in a Manhattan music store. Over his shoulder was a dusty bass viol. Before he was 16, he was earning enough with the instrument to pay for voice lessons.

There followed somewhat prosaic years pursuing courses in higher education at the state normal school and at Albany Business College; then a year as a chief dispatcher's clerk for the Delaware & Hudson R. R. at Oneonta. and a term as accountant for the Otis Elevator Co. at Albany.

In 1923 the tedium of meaningless figures combined with the restlessness of spring to make deskbound existence unbearable. With characteristic independence he resigned, packed his belongings and set off to join a traveling production of "S. S. Pinafore". Held over in Schenectady, he visited WGY, sang for Kolin Hager, and wired the opera company to delete his role or find another baritone.

At WGY Fay devoted a few months to organizing a radio opera company and treating radio fans to entertainment hitherto unparalleled. That satisfied his "bass fiddle instinct", but the deposed accountant training rebelled at the sight of so much money being cast upon the waters. So abetted by Hager and A. O. Coggeshall, Fay induced the Beech-Nut Packing Co. to risk a portion of its budget on air advertising. The contract signed, he arranged the program and sang as one of the "Beech-Nut Harmony Twins" for over a year.

It was while at WGY that Bill Fay met Mildred Nadler. They were married in Amsterdam, N. Y., in August, 1924, destined, as he now knows, to have at least two children. Bill Jr. is nine, a minature edition of his idolized father, and tiny Julie Ann, a three-year-old miss of the type agencies use to beautify their advertising.

In 1927, I. R. Lounsberry, then of WMAK, Buffalo, found himself in need of a program manager. Being familiar with available material through his connection with the once famous New York State Network, he sent downstate for William Fay. In Buffalo Fay had enviable success in building prestige for his station through his daily broadcasts of International League baseball games during the seasons of '27 and '28. On the occasion of the opening of the Peace Bridge between Buffalo and Fort Erie, Ontario, Canada, he introduced the then Prince of Wales to the radio audience.

Meanwhile Stromberg-Carlson Co. had in 1927 taken over WHAM in Rochester and likewise was urgently in need of a program director. Again the New York State Network entered the picture. WHAM was affiliated with that chain, and E. A. Hanover, Stromberg-Carlson vice president in charge of broadcasting activities, knew of Fay's success in Schenectady and Buffalo. Fay entered Stromberg's employ in August, 1928.

Ever a diplomat, and an organizer and executive by virtue of his pioneering in the new art, William Fay met the precise requirements of Stromberg-Carlson and in 1929 was elevated to the managership of the then 5,000-watt station.

For three years WHAM progressed as Fay interpreted the industrial ideals of Stromberg-Carlson, shaking off the station's provincialism, crusading for higher ideals in the radio business, disdaining the allure of "easy money". The Stromberg company did it the "hard way", but 1933 brought a reward in the form of permission to use higher power. In March of that year WHAM went to 25,000 watts, and ten months later to the Valhalla of radio men — 50,000 watts.

It is not Fay's weakness to talk company business for publication, but it is generally known in the industry that WHAM came through the depression without retrenchment. More eloquent than any narration of Fay's originality, aggressiveness and ability is the sincere testimony that 38 staff members appreciate the genius which carried them through the depression with ranks unbroken.

Radio is Bill Fay's chief interest, although he finds time for the game of squash and for his avocation of Boy Scout Commissioner. He is a Mason and is active in Rochester Advertising Club affairs. He is one of those chaps who detests pretense, demands and gets loyalty.

PERSONAL NOTES

J. DUDLEY SAUMENING, formerly manager of WNOX, Knoxville, Tenn., has been appointed manager of WCSC, Charleston, S. C., with Hugh Deadwyler, former manager, becoming field representative of both WCSC and WIS, Columbia, S. C., which is under the same ownership. Frank Shepard of the WNOX sales staff has joined the commercial staff of WCSC.

CARL FRITZ, formerly director-announcer of WSUN, St. Petersburg, Fla., on Feb. 1 became commercial manager of WATL, new station in Tallahassee operated by Gilbert Freeman, publisher of several Florida weeklies.

NEIL TUTTLE, formerly of WGN and WBBM, Chicago, has joined the sales staff of WNOX, Knoxville, bringing the sales staff to five.

MOTT Q. BRUNTON, president of Julius Brunton & Sons Co., which operates KJBS, San Francisco, has been named foreman of the San Francisco grand jury for the next six months.

ROBERT J. SMITH, formerly with Hicks Adv. Agency in New York, has joined WFAS, White Plains, N. Y.. as director of development, which includes promotional activities.

PARKER WHEATLEY, recently an account executive with Aubrey, Moore & Wallace, has joined the staff of the University Broadcasting Council, organization set up by Chicago, Northwestern, and De Paul universities to experiment in the field of education by radio. Mr. Wheatley was previously program director and assistant manager of KYW.

J. LEONARD REINSCH, commercial manager of WHIO, Dayton, was married in February, the station's first anniversary, to Miss Phyllis McGeough, of Chicago. They spent their honeymoon in New Orleans.

FRANK KELLY, publicity director of WHAM, Rochester, has been promoted to sales director, effective March 1.

BERT A. PHILLIPS, for the last two years an account executive at KHJ, Don Lee network station in Los Angeles, has been made commercial manager of KFRC, San Francisco. He succeeds Owens Dresden, who was recently appointed manager of KHJ. Phillips has a background of nearly a decade of commercial radio experience. He was radio committee chairman of the Los Angeles Junior Chamber of Commerce for 1934, and chairman of that committee for the U. S. Junior Chamber of Commerce in 1935.

HARRY W. WITT, manager of KGB, San Diego, on March 1 is to be transferred to KHJ, Los Angeles, as sales manager, replacing Bert A. Phillips, transferred to KFRC, San Francisco, in a similar capacity. Robert K. Huston, KGB sales manager, has been elevated to the managerial post.

BARKLEY SHROEDER, for the last five years publicity director of WLW-WSAI, Cincinnati, and prior to that on the news staffs of Cincinnati newspapers, has become promotion director for the Duluth (Minn.) Chamber of Commerce.

C. L. JEFRY, formerly with West Coast stations, has joined the sales staff of WLBC, Muncie, Ind.

PHIL J. MEYER, owner of KFYR, Bismarck, N. D., and Mrs. Meyer are vacationing in the South and Southwest and plan to return to Bismarck about March 10 after a month's trip.

NORMAN BANKS, of 3KZ, Melbourne, Australia, arrived in Los Angeles in February and planned to include Mexico City and New York in his itinerary.

W. ST. JOHN PYM, chief inspector of schools to the London County Council and a former fellow and tutor of Trinity Hall, Cambridge, has been appointed director of staff administration of the British Broadcasting Corp.

MARTIN CODEL, publisher of BROADCASTING, and Mrs. Codel are parents of an 8¾ pound daughter, Martha, born Feb. 20.

Charles D. Isaacson

CHARLES DAVID ISAACSON, who in 1926 and 1927 was director of the old WRNY and WGL, New York stations, and who later became a music narrator on WOR, died in New York Feb. 15 after an illness of several weeks. He was 44. Recently he was associated with the *Brooklyn Eagle* in its quest for a broadcasting station license. A former newspaper musical columnist in New York and at one time with the former George Batten agency, Mr. Isaacson was also an opera impresario and concert director and was the author of several books on musical and other subjects. He is credited with having helped many young musicians who later achieved fame, including Mischa Levitski, Erno Rapee, Rosa and Carmela Ponselle and Max Rosen.

Burton Harrington

BURTON HARRINGTON, advertising manager of Ross Federal Research Corp., died suddenly Feb. 13 of a heart attack resulting from injuries suffered in the World War. He was 40, and is survived by his wife and two children. A noted copywriter, he was with various publications and was advertising manager of the Williamson Candy Co. (Oh Henry) and the John F. Jelke Co. (Good Luck margarine) before joining Ross Federal in 1934. He was buried Feb. 17 with military honors in Arlington Memorial Cemetery.

BEHIND THE MICROPHONE

NELSON CASE, NBC announcer in New York, was stricken with appendicitis as he reported for duty Feb. 19 and after announcing his *Esso Reporter* broadcast was rushed to Fifth Ave. Hospital for an operation. He is convalescing favorably.

RICHARD KINGSTON, former announcer of WFLA, Clearwater, Fla., has joined WTAL, Tallahassee, as program director.

AL TAYLOR, announcer, has been named production manager of WLLH, Lowell, Mass., filling the post vacated by Carl Jacobs, who has left radio. Elizabeth Lewis, formerly of WTIC, Hartford, has been named dramatic director. Hamilton G. Flowers has joined the announcing staff.

KAY BELL, formerly with the CBS press department and for the last two years secretary to Paul Whiteman, was married in Baltimore Feb. 15 to F. Chase Taylor, the "Col. Lemuel Q. Stoopnagle" of the comedy team "Col. Stoopnagle and Budd". His partner, Budd Hulick, was best man.

NORMAN R. GOLDMAN, of the WLS promotion staff, has written a serial of boys life titled *Joe Martin*, which has been auditioned by NBC for a group of Chicago agency people in expectation of network sponsorship. The NBC has prepared a presentation folder on the show.

MISS BETTY HUDSON, style commentator of WJSV, Washington, has returned from a trip to Paris where she attended style shows to gather broadcast material.

WARREN SWEENEY, announcer of WJSV, Washington, is the father of a girl born in February.

DAVID PENN, West Coast baritone, has joined WHIO, Dayton, as vocalist and news commentator.

HAL THOMPSON, formerly of KFJZ, Fort Worth, will join WFAA, Dallas, on March 4.

CRAIG BARTON, for several years a staff pianist at WFAA, Dallas, has been named coach of singing talent. Miss Della B. Crowder, continuity writer, has been named dramatic director.

JIMMY FIDLER, Hollywood radio commentator, was married in February to Roberta Law, actress, at Caliente, Mexico.

Radio's Long Arm

WHEN David Stone, announcer of WSM, Nashville, broadcast a father's appeal to find his 16-year-old daughter, a local justice of the peace in Danville, Ken., who was listening, heard a young couple knock at his door just at that moment. Recognizing the girl and the car, he stalled off the would-be-honeymooners long enough to phone the sheriff. A night in jail was their fate. Stone got a call from the sheriff eight minutes after broadcasting the description, and the father was still in the studio.

KENNETH HIGGINS, formerly on the continuity and announcing staff of KVOO, Tulsa, Okla., has joined KYA, San Francisco, in a similar capacity.

LINDSAY McHARRIE has returned to KHJ, Los Angeles, as production manager, replacing William Goodwin who has held the post since the recent resignation of Scott Perkins. Goodwin is returning to production work.

FRANK MILLS, who is majoring in dramatics at Drake University, has been added to the regular announcing staff of WHO, Des Moines.

E. C. BELGRAVE, actor, has joined the announcing staff of WKBZ, Muskegon, Mich. A. C. Tiffany, of Chicago, has joined the continuity department.

DONALD RALPH has joined the announcing and production staff of KGGC, San Francisco, coming from KYA, that city, where he held a similar position.

JENNISON PARKER, former continuity writer for KFRC, San Francisco, is in Portland, Ore., where he is recuperating from a throat infection. He plans to remain in Portland several weeks and then go to New York to enter radio.

MILTON ADAIR, sports announcer at KSFO, San Francisco, resigned Feb. 20 to accept an appointment as cadet in the U. S. Army Air Corps. He is stationed at Randolph Field, San Antonio, Tex.

JOHN McCORMICK, announcer at WGN, Chicago, is teaching his wife stunt flying. John is a licensed pilot and his wife has also learned to fly.

PHIL RICHMOND has resigned from the announcing staff of KJBS, San Francisco, to join KSFO, that city, in a similar capacity. His successor at KJBS is Jack Murphy, former manager of KWJJ, Portland, Ore.

LOUIS LANSWORTH and Freeman Sargent, both on the production staff of KFRC, San Francisco, and Mel Vickland, junior announcer, have left the station.

MISS SARAH HOBSON, secretary to Don E. Gilman, NBC western division vice-president, who was transferred to the Hollywood executive offices in November, has returned to San Francisco in the same capacity. Her successor in Hollywood is Nadine Amos, who was secretary to Harold Bock, in charge of NBC's press relations department there.

MEYER LIPPE, former New York playwright, has been named program director of Olesen transcription studios, Hollywood.

ELAINE FORBES, office secretary of Raymond R. Morgan Co., Hollywood radio agency, has resigned to take a newly-created post as secretary of the sales department of NBC in Hollywood.

TOMMY ROCKWELL, New York producer, arrived in Hollywood in February on a talent expedition, with possibility of opening West Coast offices.

LEONARDO JAMES, announcer and news correspondent in Buenos Aires, is in Hollywood on a two-month visit to this country.

FRANKLYN MacCORMACK, Chicago CBS announcer, has taken up the study of ballistics as a hobby and spends the hours before and after his traffic court broadcasts in the office of Sgt. Frank Ballou, ballistics expert of the Chicago Police Department.

BILL HEMSWORTH, announcer of KMOX, St. Louis, who was rushed from a studio program to the hospital for an emergency appendicitis operation, is improving steadily and should be back at the station by the middle of March.

L. E. JACKOBSON has joined the CBS Chicago production staff. Jackobson was formerly at WLW, Cincinnati.

CAROLYN SPEER and William Mitchell have been added to the staff of CFAC, Calgary, Alta.



Reaching
PRODUCTIVE
MARKETS

• Clever sales managers are realizing the value of cultivating the BIG VOLUME MARKETS.

The COLUMBIA DON LEE NETWORK offers the only localized SELLING COVERAGE in the twelve BIG VOLUME MARKETS of California, Oregon and Washington.

With this twelve-station network you reach your objective in one move.

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

Los Angeles Office, 1076 W. 7th St. San Francisco Office, 1000 Van Ness Ave.

10 to 1

PREFERENCE

THAT'S how one of the foremost leaders in the advertising field* looks upon BROADCASTING Magazine as a medium for sales and institutional messages .... a gratifying recognition of the fact that 56-plus per cent of BROADCASTING'S circulation (5,200 as of Feb. 1, 1936) "strikes where they are" .... reaches the right persons when they are in the right frame of mind .... *thinking Radio* .... namely, the national and regional radio advertisers and their agents. Said he:

"I would rather have one advertiser or agency reader of BROADCASTING Magazine for our type of advertising than 10 readers of any other general advertising trade publication. The reason is simply that they are radio-minded when they read BROADCASTING."

* NAME ON REQUEST



You Want Facts Here They Are!

Our New Coverage and Market Survey Is Ready

If you are interested in the coverage of the great Northwestern Ohio and Southern Michigan Market, we will be glad to send you a copy at once.

This survey was made by Jansky & Bailey, Washington, D. C., and is an unbiased engineering report of actual primary and secondary coverage.

Representatives:

Joseph H. McGillvra,
485 Madison Ave.
New York, N. Y.

John K. Kettlewell,
919 N. Michigan Ave.
Chicago, Ill.

A Columbia Basic Outlet—Operating on 2500 Watts Day —1000 Watts Night.

WSPD

Studios:
Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio



COEDS BEFORE MIKE—Here are journalism students of Colorado Woman's College, who took over the news service of KLZ, Denver, for a day. They dug up local news, edited INS wire reports, and took care of the broadcasting assignments. University of Colorado journalism students also had their day at KLZ, again as part of the course of study, and other schools are planning similar practical training.

MARY CAMILLA BOONE, director of the Boone Players of WOOD-WASH, Grand Rapids, and Naseeb Damoose, member of the company, announced their marriage last April. They have gone to Battle Creek where Damoose will superintend the sanitary department.

ROBERT KEEFE, formerly of WFBL, Syracuse, and Frank Cooley, formerly of WLW, Cincinnati, have joined the announcing staff of WOR, Newark.

DON GRAHAM has joined the announcing staff of WCOP, Boston.

FLOYD SPICER, formerly control man of WNEW, Newark, has been named night manager. Spencer Bentley, formerly an announcer, has been promoted to production man.

DR. F. MARSHALL SANDERSON, traveler and lecturer, has been named news commentator and publicity director of KGVO, Missoula, Mont.

ALFRED WALLENSTEIN, member of the board and first cellist of the New York Philharmonic, has resigned to devote all his time to radio. He is general musical director of WOR, Newark.

AARON ROSENTHAL, of KDYL, Salt Lake City, is the father of a girl born recently.

LESLIE BIEBL, formerly of WNEW, Newark, has joined WPTF, Raleigh, N. C., as announcer and continuity writer.

IRVING VICTOR, announcer of WWL, New Orleans, has resigned to go to Chicago.

EDUARDO HELLMUND, travel man of WHB, Kansas City, was married in February to Miss Eleanor Berger, Chicago society sportswoman.

In Serious Accident

ELIZABETH A. HOWELL, 21-year-old star of the *River Revelers* musical review on WWL, New Orleans, was killed instantly and James V. Wilson, WWL program director, was seriously injured, when a car driven by Mr. Wilson crashed into a heavy truck while they were en route Feb. 16 to a fishing party on the gulf coast. Mr. Wilson faces manslaughter charges, according to New Orleans reports. He formerly was a salesman and announcer with WJBO, joining WDSU in 1930, then WJBW and several years ago WWL.

Muzak in New York, Cleveland Dropped

MUZAK Inc., subsidiary of Wired Radio Inc., plans to get under way in the metropolitan area of New York within a month, according to announcement Feb. 18 by E. H. H. Connick, vice president. Wired Radio Inc. in turn is a subsidiary of the North American Co., public utility operators, and is affiliated with Associated Music Publishers, also a North American subsidiary.

Announcement of the New York plans followed discontinuance of service in Cleveland on Feb. 15, after several months experimental operation. The Cleveland effort, according to Mr. Connick, was to ascertain public reaction and to determine whether the plan was entirely feasible. He said the experiment was a success.

In New York, under existing plans, sets will be placed in public establishments such as hotels, restaurants, barber shops and tap rooms, at the outset, the charge initially to be $15 per month. Also a number of residences within the zone to be served—along Park Avenue—will be offered the wired radio facilities. Programs will be fed along telephone rather than power lines from a central station to be located in the Pocono Bldg., 4th Ave. & 17th St.

Equipment used in Cleveland, it is reported, is being moved to New York. A number of the Cleveland employes are to be transferred to New York. Only establishments in the five boroughs of New York will be served by Muzak, it was said. Only transcriptions of the AMP recorded library will be used in New York under the plan.

The original Wired Radio plan envisaged setting up service on a national scale competitive with space radio. Whether North American still has those plans in mind is conjectural. The plan was conceived essentially as a wired radio rental project with the company collecting revenues not only for the program service but through its power subsidiaries for energy used.

CARLYLE STEVENS, CBS announcer, is on leave of absence to regain his health in Arizona.

Furgason & Aston Opens In New York, Los Angeles

FURGASON & ASTON Inc., radio station representatives, have opened a New York office at 234 West 56th St. and will establish an office in Los Angeles as soon as a suitable location can be found. The firm already has quarters in Chicago and Detroit.

The New York office will be managed by G. Seaton Wasser and James M. Wade. Mr. Wasser was formerly vice president of Sound Pictures Inc., Cleveland, manufacturers of commercial films, and later joined Metropolitan Motion Pictures of Detroit, first as merchandising manager and for the last two years as New York sales manager in charge of radio transcriptions. Mr. Wade has been advertising manager of Procter & Gamble in Los Angeles, member of KHJ's sales staff, and recently sales director of Aerial Publicizing Inc., in New York. Both are graduates of Kenyon University in Ohio.

The Los Angeles office of Furgason & Aston will be under the direction of William E. Darden, who has been associated with Radio Art Guild, transcription manufacturers and program merchandisers, for six years.

FOLDING MICROPHONE STANDS

PERFECTLY RIGID—base has sufficient strength to support 150 lbs.—yet the stand weighs but 4 lbs.

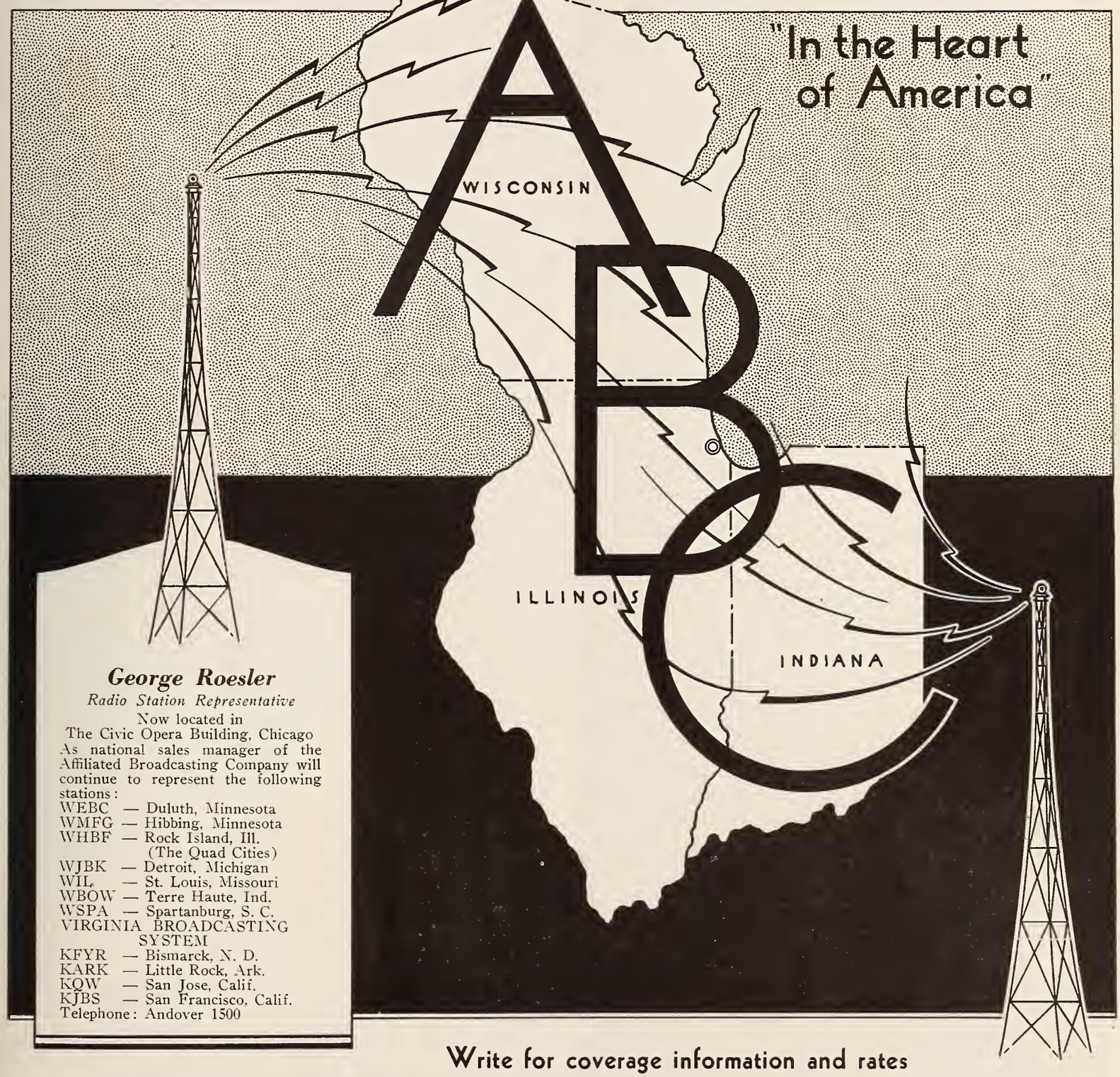


Price $35.00

Write for Discount and trial offer.

American Amplifier and Television Corp.
1427 Eye St., N. W.
WASHINGTON, D. C.

A New Approach to the Markets



George Roesler

Radio Station Representative

Now located in
The Civic Opera Building, Chicago
As national sales manager of the Affiliated Broadcasting Company will continue to represent the following stations:

WEBC — Duluth, Minnesota
WMFG — Hibbing, Minnesota
WHBF — Rock Island, Ill.
(The Quad Cities)
WJBK — Detroit, Michigan
WIL — St. Louis, Missouri
WBOW — Terre Haute, Ind.
WSPA — Spartanburg, S. C.
VIRGINIA BROADCASTING SYSTEM
KFYR — Bismarck, N. D.
KARK — Little Rock, Ark.
KQW — San Jose, Calif.
KJBS — San Francisco, Calif.
Telephone: Andover 1500

Write for coverage information and rates

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg, Chicago.

Best Daytime Station in the Land

WNAX

YANKTON, SO. DAKOTA

•

Complete Coverage of
A Great Farm Area

•

5000 Watts Daytime

Regional Channel

CBS Affiliation

570 Kilocycles

Full Time

Representatives

WALTER BIDDICK — West Coast

WILSON-DALTON — Chicago-Kansas City

NORMAN CRAIG — New York

IN THE CONTROL ROOM

WILLIAM MacDONALD has been named chief engineer of WLLH, Lowell, Mass., replacing George R. Luckey, who has taken a similar position at WORL, Needham, Mass. Clarence Morton has joined the control staff.

W. R. G. BAKER, formerly engineering head of RCA Victor Co., is now in charge of radio engineering and manufacturing at the Bridgeport, Conn., plant of General Electric Co.

J. D. KOLESAR, recently first operator and announcer of KGIM, Stockton, Cal., has been named chief engineer.

HENRY HULICK, chief engineer of WPTF, Raleigh, N. C., is recovering from an emergency appendectomy. Alton Trip, operator, has resumed his post after undergoing sinus treatment at Duke Hospital.

LAWRENCE Q. GAITHER, for five years an operator of KFJZ, Fort Worth, has joined KGKO, Wichita Falls, Tex.

FRANK MANDACINA, plant technician of KMBC, Kansas City, is the father of a girl born in February.

W. P. HUNTER, assistant engineer at WDAE, Tampa, has resigned to become chief engineer of WLAK, new station at Lakeland, Fla., which is being erected under the direction of G. G. Fletcher, former chief of the Amplifier Equipment Co., Lakeland.

E. K. BARNES, formerly recording supervisor at Freeman Lang sound studios, Hollywood, resigned in February to become consulting engineer of Universal Microphone Co., Inglewood, Cal. He will write a booklet on professional wax recording.

ROBERT DEHART, engineer of WKRC, Cincinnati, underwent an emergency appendectomy Feb. 19 and is recovering satisfactorily.

RAY LUCIA, control operator of WHAM, who operates amateur station W8BEN, has a record of having contacted "ham" stations in 60 countries.

E. THORNTON CONE, formerly sound effects man for Radio Release Ltd., Hollywood transcription firm, has joined KHJ, Los Angeles, in a similar capacity.

WILLIAM POWERS has been named control operator of WSUN, St. Petersburg, Fla., succeeding John Hogan.

FRANCIS HIGGINS, technical supervisor of WLBC, Muncie, Ind., is the father of a girl born in February.

WILLIAM PRICE, engineer of WOOD-WASH, Grand Rapids, was married recently to Charlotte Van Domlen of that city. He has resigned to return to a railroad position.

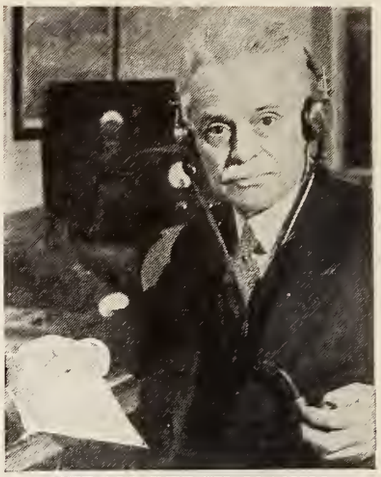
STEWART NASCHKE, who has been combining work on the *San Bernardino* (Cal.) *Sun* with relief operating at KFXM, San Bernardino, has been named shortwave news operator of KFXM.

TOM DERBYSHIRE has been named assistant chief operator of CFAC, Calgary, Alta.

L. McC. YOUNG, assistant chief engineer on the Chicago CBS staff, is author of an article on synchronization published in the March issue of the proceedings of the *Institute of Radio Engineers.*

M. L. MUHLMAN, editor of *Communication & Broadcast Engineering,* has resigned to become editor of *All-Wave Radio,* a new publication with offices at 16 E. 43rd St., New York.

MAX WEINER, chief engineer of WNEW, New York, is supervising building of new studios in the Proctor Theatre building.



HIRAM PERCY MAXIM

Deaths of Maxim, Stewart Mourned by Radio World

THE RADIO engineering world, from laboratory research chief to amateur pasttimer, is mourning the death of Hiram Percy Maxim, noted inventor and founder of the American Radio Relay League, who passed away Feb. 17 in a hospital in La Junta, Col., after suffering a throat infection. He was 67, and is survived by his wife, a son, Hiram Hamilton, and a daughter, Percy.

Founder and president of the ARRL and also of the companion world-wide radio amateur organization, the International Amateur Radio Union, Hiram Maxim was one of "ham" radio's most enthusiastic boosters. His international fame rested largely on his electrical and ordnance inventions, which included the Maxim gun silencer. He made his home in Hartford where he was president of the Maxim Silencer Co., of which his son is chief engineer and which makes silencers for guns, motor exhausts, safety valves, air releases and noise-abatement devices.

Amateur radio was also mourning the death less than a week earlier (Feb. 12) of Charles H. Stewart, ARRL vice president and also a vice president of the International Amateur Radio Union, who passed away at his home in St. David's, Pa., after a year's illness. He was one of the pioneers of amateur radio, starting in 1908 and being identified largely with its legislative problems since then.

Their successors will be named in May, by the regular ARRL board.

McNary Gives Up Activity For Clear Channel Group

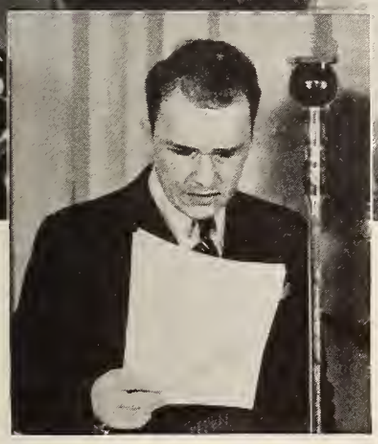
HAVING entered a private consulting engineering practice, J. C. McNary, former technical director of the NAB has relinquished his assignment as coordinator of the so-called "clear channel" group, he announced recently. This decision, he said, was mutually agreed to because of the feeling that any far-reaching changes in allocations are not in the distant offing. The individual stations on this matter will be represented by regular counsel for the present.

Stations in the "clear-channel" group, which organized to protect the assignments of exclusive wave stations and insure service to rural and remote listeners include WLW, WSM, KNX, WFAA-WBAP, WHO, WLS, WHAS, WJR, WOAI, WHAM, WSB, WGN, KFI.

WOR tried 1... ordered 34

Order yours today—immediate delivery





NON-DIRECTIONAL MICROPHONE

$70

in U. S. A. including jack and 20' of shielded cord.

WESTERN ELECTRIC'S non-directional mike makes a hit wherever it's tried. WOR tested it on the air one night—ordered 14 next morning—increased the order to 34.

At station after station, tests brought orders pouring in for 5, 10, 20 or more microphones. This new dynamic mike has so many advantages—is priced so low—that everybody wants it!

Production is now in full swing—there are plenty of non-directional mikes to fill your order immediately. Order one or a dozen today—you can have them promptly.

Distributed by Graybar Electric Co., Graybar Building, New York. In Canada: Northern Electric Co., Ltd.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

WJAY

THIS STORY MIGHT BE ABOUT YOU!

FIVE vacuum cleaners sold by ONE advertiser in ONE day last week following ONE ad on WJAY, no other advertising medium used.

TELL THE SAME STORY THEY'RE TELLING—"No one ever produced such results before".

USE THE SAME MEDIUM THEY'RE USING—

WJAY

The Cleveland station that gets results!

NEW RATE CARD JUST OUT

EDYTHE F. MELROSE
Manager

Joint Committee Seeks $142,000 Fund To Finance Study of Education by Radio

RAISING of a fund of approximately $142,000 for a series of radio educational projects designed to accomplish the goal of perfecting educational broadcasting was proposed at the first meeting of the Federal Radio Education Committee in Washington Feb. 17 and 18. The Committee was created by the FCC last Dec. 18 under the chairmanship of Dr. J. W. Studebaker, director of the U. S. Office of Education, and comprises 40 leading educators, broadcasters and representatives of religious, welfare and other groups.

While no tangible formula was agreed upon, it was decided to appoint five subcommittees to pursue further study and research of the projects submitted to the Committee by a steering committee which has been functioning for the last two months. It is expected that another meeting will be scheduled in the latter part of May or in early June.

A finance committee will be named by Dr. Studebaker to canvass the possibility of raising the funds for the eight separate educational radio projects. Roughly, it is estimated that $127,000 will be required for the projects, with additional money sought to defray the Committee's overhead for the balance of the fiscal year. The Committee, upon its creation, had funds of $27,000, of which half was advanced by the National Advisory Council on Radio in Education and half by the NAB on behalf of the broadcasting industry.

In a formal statement the Committee announced that after considering suggestions for a number of surveys and successful practices in the educational and public service uses of radio and adequate training of personnel it had voted to set up the five subcommittees to report at the next meeting. One of the items which provoked considerable discussion was that of a suitable definition of the term "educational broadcasting".

Finding a Definition

THE MEETING was opened by Chairman Sykes of the FCC Broadcast Division who introduced Dr. Studebaker. The scope of the committee's work was defined as follows: "To explore possibilities of effecting active cooperation between broadcasters and educators in promoting more effective educational broadcasting within the present system of broadcasting."

The agenda of the conference covered the following topics: "How can cooperation be effected between broadcasters and educators?"; "suggestions to the committee for possible plans of action"; and "suggested plans for action". Under the latter topic were covered the proposed surveys for which funds will be sought.

The first proposed project, titled "Successful Community Cooperative Efforts", would involve an expenditure of $4,000 for salary of investigator, clerical assistance, travel, and miscellaneous expenditures; the second, involving a survey of local stations, has an estimated cost of $38,100; the third, a survey of stations owned by colleges or universities, to cost $7,666.67; the fourth, a study of use of radio by state departments of education, $11,200; the fifth, experimentation in presentation and evaluation of a few series of broadcasts for school use, $33,300; the sixth, fellowships to study technique of successful broadcasts, $16,500; the seventh, job analysis of A-B-Cs of program building and broadcasting, $6,900; the eighth, a survey of teacher training courses in use of radio programs for instructional purposes, $9,600.

In advance of the meeting the planning committee sent out a questionnaire to committee meetings to get their views on the basic question of, "What is Educational Broadcasting?" First they were asked: "Is it the broadcasting of traditional subject matter in graded courses of study?" To this 10 answered "yes" and seven "no".

Other questions incorporated in the questionnaire and the votes were as follows:

Is it the broadcasting of informal informational programs in various subjects of public interest? Yes, 15; No, 1.

Is all broadcasting educational in the sense that it affects the level of national culture? Yes, 15; No, 2.

(a) In a well rounded broadcast schedule is there a place for pure entertainment features without any attempt to accomplish educational objectives? Yes, 15; No, 0.

(b) If so, is this any concern of educators? Yes, 8; No, 9.

It has been said that all broadcasting emanating from an educationally-owned station is to be considered educational broadcasting. Do you agree? Yes, 3; No, 14.

It has been said that nothing broadcast by a commercially-owned station is educational. Do you agree? Yes, 0; No, 17.

Do you agree that a program broadcast under commercial sponsorship may be educational? Yes, 17; No, 0.

Does the fact that a program is sponsored by a non-profit making organization insure educational value of the program. Yes, 0; No, 17.

Do you think it is probable that broadcasts sponsored by organizations — commercial or otherwise — will be propagandistic? Yes, 11; No, 3.

To the extent to which broadcasts, regardless of their sponsorship, provide adequate opportunity to listeners to understand the various factors of influence in given situations, do you agree that such broadcasts are educational? Yes, 15; No, 1.

Do you agree that the extent to which broadcasts, regardless of sponsorship, are designed to minimize certain factors with respect to particular situations, and overemphasize others, are propagandistic? Yes, 15; No, 0.

Does a program, which would be highly educational if sponsored by a non-profit-making organization, lose its educational value if sponsored commercially and with advertising propaganda introducing, interrupting or closing the program. Yes, 5; No, 8.

If you answered "no" to the question immediately above (a) what do you consider to be the implication for public education in programs of educational value sponsored by commercial organizations engaged in advertising? (b) should educators encourage students to listen to such programs as being educationally desirable? Yes, 8; No, 1.

(c) If you were a member of a board of education, would you be willing to permit such programs to be listened to by the students in the classroom? Yes, 8; No, 2.

In Charge of Planning

THE planning committee comprises Dr. Studebaker as chairman; C. F. Klinefelter, educational consultant of the Office of Education; James W. Baldwin, NAB managing director (Miss Judith Waller, NBC, Chicago, alternate); Dr. Levering Tyson, National Advisory Council on Radio in Education; A. D. Ring, FCC assistant chief engineer, and Dr. Cline M. Koon, radio specialist; Office of Education.

Members of the Education Com-



SUCCESSFUL MERCHANDISERS--

When 125 local dealers use a station, they know it pays. These dealers are using KFRO daily to reach the East Texas market.

You can reach this market with

KFRO

"Voice of Longview"
Longview, Texas

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

mittee who attended the meeting were:

Waldo Abbot, University of Michigan; James W. Baldwin, NAB; Morse A. Cartwright, American Association for Adult Education; W. W. Charters, Ohio State University; H. W. Chase, New York University; A. G. Crane, University of Wyoming; Lester E. Cox, KWTO, Springfield, Mo.; Walter Damrosch, NBC; M. S. Eisenhower, Department of Agriculture; Willard E. Givens, National Education Association; Tom C. Gooch, *Dallas Times Herald*, Tex.; Rev. George Johnson, Catholic University of America; Lambdin Kay, WSB, Atlanta; Edgar Bill, WMBD, Peorial, Ill.; John F. Killeen, FCC Director of Broadcasting; Cline M. Koon, Office of Education; Mrs. B. F. Lanworthy, President, National P. T. A.; Luella S. Laudin, Women's National Radio Committee; L. R. Lohr, President, NBC; H. B. McCarty, University of Wisconsin; C. S. Sarsh, American Council on Education (for Dr. Zook); Allen Miller, University Broadcasting Council (guest); E. R. Murrow, CBS (guest); A. D. Ring, FCC; Morse Salisbury, Department of Agriculture (guest); John Shepard, III, Yankee Network; Levering Tyson, National Advisory Council; Judith C. Waller, NBC; Frederick A. Willis, CBS; William Dow Boutwell, Office of Education (guest); C. F. Klinefelter, Office of Education, and J. W. Studebaker, U. S. Commissioner of Education, presiding.

Foundation for Research Organized by the ANA

THE new Advertising Research Foundation of the Association of National Advertisers, formed in February at a meeting of advertisers and agency executives, is designed "as a joint undertaking" and is to be "an instrument to serve the common cause of advertising", according to Lee H. Bristol, of Bristol-Myers Co., its chairman. The foundation has not yet started to function.

Besides Mr. Bristol, officers are: Richard Compton, Blackman Adv. Inc., vice chairman; Milton J. Blair, J. Walter Thompson Co.; Ken R. Dyke, Colgate-Palmolive-Peet Co.; Turner Jones, Coca-Cola Co.; Chester J. LaRoche, Young & Rubicam Inc.; H. K. McCann, McCann-Erickson Inc.; Allyn B. McIntire, Pepperell Mfg. Co.; Stuart Peabody, The Borden Co.; Guy C. Smith, Brooke, Smith & French Inc.; John Benson, president, American Association of Advertising Agencies, and Paul B. West, president, ANA.

General Baking to Discs

GENERAL BAKING Co., New York (Bond Bread) discontinued the *Adventures of Terry & Ted* on CBS Feb. 28 and beginning March 2, will use transcriptions on seven Eastern stations. The sponsor shifted to discs because of the coming of daylight saving, to permit schedules to fit each community. The quarter-hour discs, made by WBS, will be broadcast five nights a week, Monday through Friday. Stations, in addition to those that have been using them for some time, are: WHK, WOR, WWJ, WTAG, WDRC, WJAR, WCAU. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Spring to Witness Network Deletions

Number of Sponsors Closing Fall and Winter Campaigns

WITH completion of the regular fall and winter campaigns efforts of a number of network sponsors, BROADCASTING presents, based on information available up to press time, a list of accounts that sign off the networks within the next few weeks. The dates given here are the time of the last broadcast.

NBC

Union Central Life Insurance Co., Cincinnati with Roses and Drums, Sundays 5-5:30 p. m., March 29 (WJZ).

Life Savers Inc., Port Chester, N. Y. (candy mints) with The Life Savers Rendezvous, Wednesday, 8-8:30 p. m., with rebroadcast at 11:30, March 11 (WJZ).

L. C. Smith-Corona Typewriter Co., Syracuse (typewriters) with Nine to Five, Thursdays, 7:15-7:30 p. m., March 12 (WJZ).

Vick Chemical Co., New York (cold remedies) with Grace Moore-Vick's Open House, Mondays, 9:30-10 p. m., March 9 (WEAF).

Campana Sales Co., Batavia, Ill. (hand lotion) with Grand Hotel, Sundays, 6:30-7 p. m., March 15 (WJZ).

Wheatena Corp, Rahway, N. J. (cereal) with Popeye the Sailor Man, Tues., Thurs., Sat., 7:15-7:30 p. m., March 28 (WEAF).

Sherwin-Williams Co., Cleveland (paint, varnish) with Metropolitan Auditions of the Air, Sundays, 3:30-4 p. m., March 29 (WEAF).

Smith Bros., Poughkeepsie, N. Y. (cough remedies) with Melody Matinee, Victor Arden's orchestra, Sundays, 2-2:30 p. m., March 29 (WEAF).

Humphrey's Homeopathic Medicine Co., New York (tonic) with Sweethearts of the Air-Breen and De Rose, Wed., Fri., 5:15-5:30 p. m., Feb. 27 (WJZ); WEAF show remains on the air using the same title and talent.

Scott & Bowne Inc., Bloomfield, N. J. (Scott's Emulsion) with Gabriel Heatter as news commentator, Sundays, 5:45-6 p. m., March 15 (WJZ).

Spratts Patent Ltd., Newark (dog food) with Albert Payson Terhune, Saturdays, 5:45-6 p. m., April 4 (WJZ).

CBS

Pillsbury Flour Mills Co., Minneapolis (flour) with Mary Ellis Ames-Cooking Close-Ups, Wed., Fri., 11-11:15 a. m., Feb. 28.

Pompeian Co., Bloomfield, N. J. (cosmetics) with Tea at The Ritz, Mon., Wed., Fri., 4:45 p. m., Feb. 28.

Packard Motor Car Co., Detroit (motor cars) with Lawrence Tibbett, Tuesdays, 8:30-9 p. m., March 17.

Consolidated Cigar Co., New York (Harvester Cigars) with Teddy Bergman-Harv and Esther, Thursdays, 8-8:30 p. m., March 5.

H. J. Heinz Co., Pittsburgh (57 Varieties) with Meredith Moulton as Hostess Counsel, Mon., Wed., Frid., 10-10:15 a. m., with rebroadcast at 1 p. m., April 3.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal) with Vanished Voices, Mon., Wed., 6:35-7 p. m., March 25.

Larned Co., New York (Hill's nose drops) with The Imperial Hawaiian Band, Thursdays, 6:45-7 p. m., April 9.

MBS

Whelan Drug Stores Delaware Corp., New York (chain druggists), Yours Sincerely with Isham Jones, Sundays, 6-6:30 p. m., March 29.

United Cigar Stores Delaware Corp., New York (chain stores), Good Evening Serenade with Isham Jones, Fridays, 8:30-9 p. m., April 3.

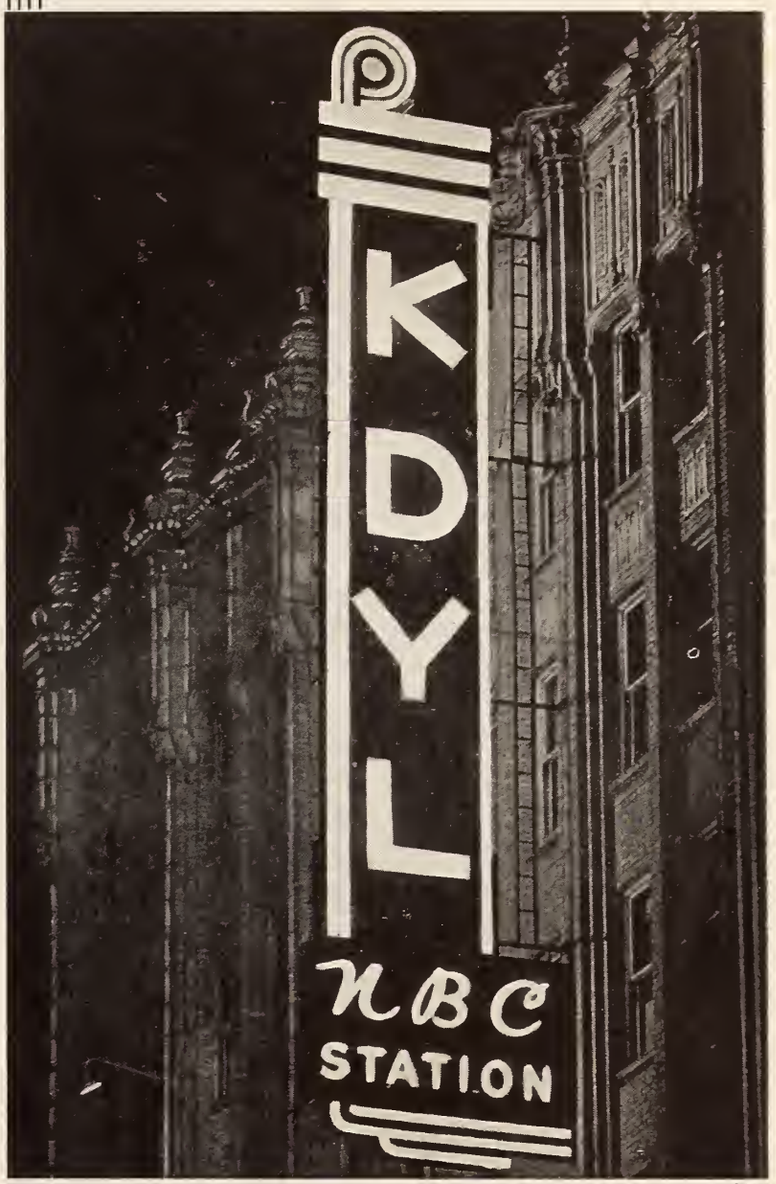
Drene Plans New Series

PROCTOR & GAMBLE Co., Cincinnati (Drene) is planning to place another series of WBS transcriptions on an unannounced list of stations shortly. The series will consist of 13 weekly quarter-hour discs. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

W	W	W	W	W	W	W	W
L	L	L	L	L	L	L	L
B	B	B	B	B	B	B	B
C	C	C	C	C	C	C	C

Muncie — Ind.
Muncie — Ind.
Muncie — Ind.

HERE IS
a Sign of
BETTER
BUSINESS



The Advertisers' Choice
BECAUSE IT'S
The Listeners' Preference
in Salt Lake City

Representatives
JOHN BLAIR & COMPANY
CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

FCC Investigation Work Reorganized as Shifts in Law Personnel Are Made

REORGANIZATION of program investigation activities of the FCC Law Department has been effected with the transfer of Andrew G. Haley, attorney, from that work to the Telegraph Division. Mr. Haley has handled most of the preliminary work in these investigations, notably in medical program cases.

Transferred to the Broadcast Section of the Law Department were Miss Annie Perry Neal, of Louisburg, N. C., assigned from the Telegraph Section, and Frank U. Fletcher, from the Telephone Section. Both have been assigned to investigation work under George B. Porter, assistant general counsel for the Broadcast Division.

With the shift in personnel, it is expected that there will be a change in method of investigation. There has been much criticism from the industry over procedure of FCC investigations on programs and the Broadcast Division some weeks ago ordered a change in policy under which it reserved to itself the function of initiating actions against stations on program citations insofar as the writing of letters of notice or of complaint are concerned.

Miss Neal has been with the FCC since the fall of 1934. She is a native of Louisburg, N. C. Mr. Fletcher, who came to the FCC in September, 1934, is a native of Raleigh, N. C.

PAUL J. POTTER, 28, speaker on Los Angeles radio stations on radio and DX topics, died in February.

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

Gift Horses in Research

By STATION BREAK

STATION BREAK has always looked with suspicion upon the injunction against looking gift horses in the mouth. It may be perfectly all right . . . that is, unless you expect to have to rely upon the gift horse in an emergency. In which case an ounce of knowledge may be worth a pound of gratitude.

* * *

RESEARCH is often the gift horse of business. You may be thankful for the survey deposited on your desk and intrigued by its gayly colored charts and impressively marshalled tables. But it may be prudent to season appreciation with circumspection and to examine closely the nature of the beast which is to carry you to a conclusion regarding your advertising and sales campaign.

* * *

WE DO NOT mean to infer that the donors of surveys should always be viewed with the fear, which, in Homeric times, seems to have been reserved for the Greeks. Most of the fellows who pay for research are honest and well-meaning . . . despite their secret hope that all of the facts will favor their own station or organization.

* * *

THE REAL trouble is that nothing is bought so much in a "pig-in-a-poke" fashion as is research . . . largely because the average buyer knows so little about the article for which he is paying. Frankly, we'd like to collect 10% annually on the money which goes out in the wastebasket in the form of poorly conceived and badly presented surveys.

* * *

ALL OF WHICH brings us to the question raised in our last column as to the value of surveys which forget to tell how they were made. Our answer is found in the questions to ask in evaluating market and advertising research, prepared several years ago by the Research Committee of the American Association of Advertising Agencies. We know of no better criteria by which to judge survey gift horses. We present them herewith.

1. *Who made the survey?* What were the qualifications of those who conducted it, made the tabulations and the interpretations? What was their interest in the results?

* * *

2. *Does the report tell clearly how, when and where the survey was made?* This is more complicated than it looks and embraces a number of supplementary questions . . . such as the following: Why was the study made? Who financed it? Exactly when was the data collected? Are copies of the questionnaires and instructions included? . . . *We don't think there is anything more important to evaluating a survey than this item and the following one* . . . How was the field work conducted and supervised?

* * *

IN ADDITION, answer to the above question should include detailed information as to the localities where information was gathered, including the number of calls, and how they were distributed to get a *cross-section of the group being studied;* actual data as well as percentages and averages; explanations as to how percentages and averages were arrived at, and similar items.

* * *

3. *Is the sample adequate?* Be sure it's a real cross section. Be sure it's large enough. There's no single rule for the latter. The principle that the smaller the total group under observation or the greater the number of variables that might affect their behavior, the larger must be the sample, is a sound one to follow.

* * *

4. *Have data collected in one city or section been used to draw conclusions for the country as a whole?* And how we like to speak for the world with a fence around it out of the experience in our own little back yard!

* * *

5. *Are percentages figured for groups or classes that contain too small a number of instances?* Two thousand interviews may sound impressive . . . but they have nothing to do with the significance of the fact that 80% of the Swedes interviewed listened only to station XXX, if only 40 Swedes were included in the sample.

* * *

6. *Are percentages of increase figured on ample bases?* One hundred added to ten is a 1000% increase, but 100,000 added to a million is but 10%. Insist upon the actual figures as well.

* * *

7. *Was information obtained by mailed questionnaires?* We quote the Committee: "Information obtained by mail usually does not represent a true cross section of the market or of the population . . . proof should be furnished that the questions are of such a nature, and that sufficient safeguards have been set up to insure representative replies." In other words . . . give the gift horse an extra look.

* * *

8. *If questionnaires were used, were questions such as to give fair and adequate answer?* No lead questions allowed.

* * *

9. *Is causal relationship attributed to one single factor, when other contributing factors are present?*

* * *

10. *Was information gathered of such a nature that the memories of the people interviewed might have resulted in inaccuracies as to fact?*

11. *Can the type of information be relied upon as accurate?*

12. *Have any original or unique statistical methods been employed and if so, have they been explained adequately?*

13. *Are charts misleading? A change of scale may completely distort the picture.*

* * *

THERE you are. If the survey meets these tests you need not worry. The gift horse will carry you wherever you may be obliged to go, no matter how rough the going.

* * *

WE'VE presented these criteria not only for the recipients of surveys, *but also for the buyers of research services.* If your prospective research agency can give a satisfactory common sense answer to these questions the danger of buying a "pig-in-a-poke" will be greatly minimized.

* * *

A FINAL comment: It is our humble opinion that if research presentation were standardized along these lines, more could be accomplished in the way of building increased confidence in and appreciation of research than could be effected in any other way.

ALWYN BACH and Clyde Kittell have resigned from the New York NBC announcing staff, but will continue to fulfill the commercial commitments.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

American System Of Radio Favored By Party Leaders

Farley, Snell for Status Quo; Oppose 'Supreme Court' Plan

UNQUALIFIED endorsement of radio by the American plan was expressed by leaders of both the Democratic and Republican parties in interviews over CBS last month on the subject "Broadcasting and the American Public". A half-dozen figures in public life participated in the series.

Chairman Farley of the Democratic National Committee, in an interview Feb. 14 with CBS commentator Boake Carter, who conducted the series, declared he did not believe that the American people would stand for a monopoly of broadcasting facilities "either in the hands of a single private company or in the hands of the government".

On allocations of political time, Mr. Farley asserted he believed the broadcasting companies have been fair. As for the charge that the administration is censoring broadcasting, he said: "I brand that charge as 100% false. There is not a single shred of evidence to support it."

No Serious Abuses

ASKED about any dangers facing broadcasting today, Mr. Farley said: "The public seems to like its radio programs, and while there are complaints, some legitimate and some otherwise, I know of no crying abuse in the radio broadcasting field which needs adjustment. If any grave wrong is attempted by the radio people, you may be sure the American people will be quick to make their will known in overwhelming fashion."

Mr. Farley concluded that he felt the present method of control of communications was adequate for the time being and that he did not favor a "Supreme Court" of communications with life members at this time.

On Feb. 13, Rep. Snell of New York, minority leader of the House, declared in his CBS interview that he felt the American system was superior to that of government operation, and added: "It still would be better, in my opinion, and according to my political philosophy, if government control as it is asserted today were lessened."

Mr. Snell said he thought that radio should have editorial privileges only to a "limited extent". Declaring the situation differed as between newspapers and stations, he asserted the newspaper stands for its editorials, whereas the station cannot be held responsible for speeches of individuals. Freedom of the air, he added, "must not be interfered with by the government, the radio stations, or any other agency or individual."

Political speakers who run overtime, Mr. Snell asserted, should be cut off and thus forced to adjust their speeches to the time allotted. He excluded the President, if he confined himself to "an accounting of his stewardship as President and that alone".

Mr. Snell opposed a "Supreme Court of the Air", with members appointed for long terms, on the ground that it "might quickly lead to direct censorship and this should be avoided at all costs".

Other speakers in the series included David Lawrence, noted writer and editor of the *United States News*, Feb. 17; Dr. James F. Coke, editor of *Etude*, musical publication, Feb. 7; O. H. Caldwell, editor of *Radio Today*, Feb. 19; William Green, president of the American Federation of Labor, Feb. 21; George H. Payne, FCC Telegraph Division member, Feb. 15.

The Bill of Rights

MR. LAWRENCE, championing freedom of the press and of radio, advocated a body of competent engineers to regulate radio. "For no other purpose, however," he asserted, "do we need a radio commission so far as broadcasting is concerned, and I for one, favor the repeal of all provisions of existing law which directly or indirectly attempts to give the government commissions any authority over radio broadcasting. I favor such repeal because I believe the present law violates the letter and the spirit of the bill of rights of the Constitution. * * *

"Editors should be free from government interference whether they are preparing programs for the air or the printing press, whether they are scheduling speakers for a large convention hall or for the great convention hall of the modern networks. This is truly freedom of speech to speak before a microphone in the studio or before a soap-box on the street corner."

Mr. Caldwell said the electric light companies are the principal beneficiaries of broadcasting in a monetary way. From the operation of radio sets about $150,000,000 a year is collected by them, or twice the amount necessary to operate all stations and networks in the country. For each dollar the broadcaster collects, "they hand two dollars on a silver platter to the electrical utilities."

Sings 'Em All

FORD DEALERS of St. Louis are sponsoring Pete Bonsema in his "Try to Stump Me" program, the stunt that he and his partner in the team of Al & Pete used so successfully for Martha Washington Candy a half-dozen years ago. Pete claims to know more than 20,000 songs and defies the audience to name one that he can't play. The Ford program is broadcast over KMOX six mornings a week.

FOR FAILURE to put in an appearance at a scheduled hearing, the FCC on Feb. 21 denied the application of Eugene DeBogory for a new 1,000-watt station in Dallas. He had asked for the high-fidelity experimental broadcast frequency of 1570 kc.

STUDIO NOTES

MEMBERS of the program department of WGAR, Cleveland, are assigned to each commercial account. The program men, closer to the actual scene of operation of radio studios, when necessary, make calls with the salesmen covering certain accounts. Salesmen and program employe confer on ideas for various potential accounts and then visit the prospect together to outline the plan.

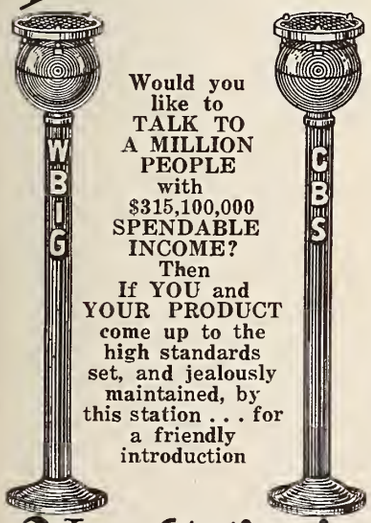
W2XR, New York high-fidelity station on 1550 kc., now operating five days weekly from 5 to 8 p. m., plans to extend its schedule either to 10 p. m. or to include Saturdays and Sundays, letting the audience decide in a poll. One of the station's big commercials is Wanamaker's, New York department store.

WBT, Charlotte, N. C., finding its present quarters in the Wilder Bldg. inadequate, is looking for a new site. Consideration has been given to the idea of having a real estate firm erect a building to its specifications in return for a long-term lease.

KFWB, Hollywood, will observe its eleventh anniversary in March with a special program including film celebrities.

WNEW, Newark, 24-hour-a-day independent station, observed its second anniversary in February.

"PAUSE for Station Announcement"



Would you like to TALK TO A MILLION PEOPLE with $315,100,000 SPENDABLE INCOME? Then If YOU and YOUR PRODUCT come up to the high standards set, and jealously maintained, by this station . . . for a friendly introduction

Your Station is WBIG in Greensboro, N.C.



They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water... in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR
"CLEVELAND'S FRIENDLY STATION"
Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

WHAT'S THE FUNNY MAN SAYIN', SI?

If the boys in the backwoods are trying to listen to WAVE, they're certainly getting an ear-ache! Because our signals are awfully weak, out thar! But listen: Our NBC programs are good and strong to the 325,717 people who live practically within sight of our tower. And that 325,717 does more than 25% of all the retail business in Kentucky—not even to mention the rest of our 1,132,692 potential listeners!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO DEFIES THE BLIZZARDS

And Storm Victims, Marooned in Subzero Drifts, Get News From the Outside World

WIDESPREAD blizzards in February found broadcasters continuing to provide invaluable service in keeping the public informed as to weather conditions and forecasts, as well as directing relief work and in many cases acting as the only means of communication.

Typical of such service was the experience of WCLO, Janesville, Wis., which devoted its entire facilities at the height of a storm to providing public service and getting relief to marooned motorists and farmers. With all roads snowbound for two days, WCLO provided the only means of spreading information in its area.

Can radio do an audience coverage job? Ask Joseph Ott, district director of WPA in Spokane. He had KFPY broadcast a notice at 9:30 p. m. Feb. 13 that all WPA work in Spokane would be suspended the following day because of inclement weather. The decision came too late for newspaper editions and the radio announcement alone was used.

"There were 600 men involved to whom he wanted to get the message," said Mr. Ott. "Not more than half a dozen of the 600 men appeared for work, showing that the radio information had almost 100% effectiveness.

R. E. Fitzpatrick, D. E. Howser and C. P. Lonie, engineers at the WMAQ transmitter at Bloomingdale, Ill., 25 miles from Chicago, spent a recent week end on the job, when the heavy snow and subzero temperature combined to keep them from getting out or anyone else from getting in to them. As there are plenty of emergency rations stored at the transmitter station the men suffered no hardships and rather enjoyed their "Little America" experience.



MISSOURI ESKIMOS—Jimmie Gardner (left) and Larry Sherwood, special events operator and director, respectively, of KMBC, Kansas City, were garbed like this when they trudged their way to Hatfield, Mo., isolated by snow. They hired a team and bobsled for equipment and struck out on foot across fields, beating the first sledload of food supplies by two hours. The program was carried by CBS.

Canadians Seek Tax

MORE radio listeners have paid their license fees to the end of January than in the entire previous fiscal year, the Radio Branch of the Canadian Department of Marine reports. There are now 829,538 licensed receivers in the Dominion, as against 812,335 on March 31, 1935, the end of the last fiscal year. With two months to go the figures should be considerably higher, especially now that a relentless system of prosecutions for license evasion has begun. In outlying and rural districts which in the past have been but lightly skimmed by the radio inspectors, a thorough canvass is now being made to collect the $2 annual fee, and all those not possessing a license are being prosecuted.

KSTP Opens Drive To Force Peddlers From Twin Cities

Sustaining Series Shows Evils Of Fly-by-Night Merchants

IN AN EFFORT to save the legitimate, established merchant from the increasing inroads being made by the house-to-house canvasser, KSTP, St. Paul, has opened a drive on the business racketeer. The program is a series of weekly presentations of dramatic sketches, designed to point out the evils of patronizing the house-to-house canvasser, the "fly-by-night" doorway merchant.

The series marks the first time that any station has turned its attention to a campaign to aid established, reputable, tax-paying businessmen. The cooperation of the St. Paul Association, the Civic and Commerce Association of Minneapolis and the Better Business Bureau of Minneapolis Inc. have been enlisted.

Inroads on Merchants

THE house-to-house canvasser, fostered by the depression, has begun to make serious inroads on the business of the reliable merchant. So serious has the problem become that the management of KSTP has been studying the question for weeks, trying to devise a forceful, dramatic way in which to impress upon the public, particularly the taxpayer, the dangers of patronizing the doorstep merchant.

After weeks of study the dramatic presentations were decided upon, and, with a view to making the message even more forceful, an attempt is being made to limit the series exclusively to "rackets" being worked currently in Minneapolis and St. Paul. When new "rackets" spring up, the station collects all information concerning them, checks its data; then begins preparation of another sketch.

The series began early in February, with one drama which combined two "rackets" then being worked in the Twin Cities, one the so-called "puff sheet;" the other the "loose-leaf encyclopedia" racket. Already the series has won high praise from business organizations in both cities. They declare that within a short time the sketches will make the public so "racket-conscious" that the chiseler will be driven out of existence.

During these presentations care is taken to show that there are certain canvassers who are operating on a legitimate basis; that their methods are clean-cut and honest; that there is little danger in patronizing them.

Time for the programs is donated by the station, and no effort is being made to obtain a sponsor. In that way the series becomes even more forceful. Time also presented a problem, for the station felt that it should select a period with the largest audience. It was decided to use the program midweek, 6:15-6:25 p. m. Wednesdays. Players from drama courses at the University of Minnesota are used.

BOB BURNS has been signed by Paramount Pictures to appear in *Rhythm on the Range*, new Bing Crosby picture.

the First and Only
complete and up-to-the-minute . . .
MARKET DATA BOOK
on the
TWIN CITIES



A New . . . Accurate . . . Comprehensive 1936 Yearbook giving a detailed picture of market conditions in the 8th U. S. Retail Market . . . including analysis of incomes and living standards of Northwest families . . . analysis of their purchases . . . primary and total radio coverage; KSTP facilities, network features, and merchandising aids. Collected and collated by KSTP's New Sales Promotion Department from latest, authentic surveys by Federal Government agencies and industrial Statistical and Research bureaus. 36 fact-packed pages! A mine of needed information!

KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS-ST. PAUL

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN. . . . or our NATIONAL REPRESENTATIVES: in New York . . . Paul H. Raymer Company — in Chicago, Detroit, San Francisco . . . John Blair Company.

WTMV
in the
ST. LOUIS AREA



Costs Less Than
$1.50
per THOUSAND
LISTENERS

Radiocasts Viewed As Newspaper Aid

"I FIRMLY believe that reader interest and the circulation of the newspaper is increased through radio news bulletins. For this reason newspapers and radio should work together as allies instead of competing with one another." This formed the keynote of a talk delivered before members of the Colorado Press Association last month by J. I. Meyerson, executive of the *Oklahoma Daily Oklahoman*, and currently manager of KLZ, Denver, which that newspaper's publisher recently acquired.

Discounting one of the publishers' chief worries about radio, that of the newscast, Mr. Meyerson said:

"The news as given over the air is by necessity so brief that no one, even if he listens to every hourly newscast, is satisfied with the number, length, or details of these radio bulletins." Illustrating this, Mr. Meyerson said that KLZ receives daily 30,000 words and uses only 6,500, or one-fifth of the total news received. To get the full facts, the public is forced to read its daily newspaper, he said.

"The only decided effect newscasting has had upon the circulation of a newspaper," continued Mr. Meyerson, "is in the publishing of extras. Here I believe that newscasting has decreased the number of these special editions put on the streets. Most circulation managers do not regard this as important, since they looked upon 'extras' more as a service to the public than a money-maker." Mr. Meyerson spoke also on the subject of advertising effectiveness of radio as compared with newspapers and other media, protesting the narrow-mindedness of some media in claiming everything and belittling the other fellow. He urged cooperative effort to the end of providing better service to the advertiser and the consuming public. He concluded his talk by recommending that all publishers of newspapers arrange some kind of tie-up with a radio station. Radio will develop for the newspaper a longer list of subscribers, a higher degree of reader interest, better control of the situation, and enable the performance of a more rounded-out public service, he asserted.

Bakery Tests 'Chandu'

RICE BAKERY Co., Baltimore, on March 2 will begin a test campaign for its products over WRC, Washington, reviving the *Chandu the Magician* transcription series for 104 broadcasts on a five-night weekly basis. Henry J. Kaufman Adv. Agency, Washington, is handling the account, which will concentrate on newspaper and dealer tieups with the radio series. If the campaign is successful in Washington it will be extended into the Baltimore and Wilmington territories.

Want Cage Series

WLBC, Muncie, Ind., has been broadcasting local high school basketball games for a decade. When Indiana stations were informed Feb. 9 that broadcasts would be forbidden unless all seats were sold, WLBC urged listeners to get in touch with school authorities. In a few days the receipt of hundreds of letters and petitions signed by some 15,000 listeners led to a change in the ruling which now requires that seats in the Muncie gym need be only one-third filled to permit broadcasts.

HARRIS RADIO PLAN IS RECEIVED COOLLY

ALTHOUGH he again exhorted newspaper publishers to bring pressure to bear upon the press associations to cease selling their news to broadcasting stations, E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item* and chairman of the Publishers National Radio Committee, failed to see action taken by the Inland Daily Press Association at its Chicago meeting Feb. 19 and in fact heard opposition to the efficacy of his idea expressed from the floor. Mr. Harris' speech was largely a reiteration of his paper before the recent convention of the Pennsylvania Newspaper Publishers Association (BROADCASTING, Feb. 15).

The cool reception accorded Mr. Harris' views by Inland, an association of smaller Middle Western dailies, augurs a similar attitude at the convention of the American Newspaper Publishers Association in New York April 21-24 at which Mr. Harris is expected to render a report setting forth a plan for reorganization of the Press-Radio Bureau on some basis which excludes UP and INS from selling news to stations. Neither of those organizations, according to their own statements, has any intention of relinquishing their radio clientele in the firm belief that radio has already shown itself capable of gathering its own news and that there is no danger of sponsor control of broadcast news matter as shown by their experience of nearly two years with around 100 station clients.

It is Mr. Harris' contention that newspapers are surrendering their property rights to radio and allowing radio to undermine their business, especially with facsimile and television on the way. He admitted before the Inland convention that radio is here to stay but expressed doubt whether radio can bear the cost of news-gathering on a large scale without "pilfering" from newspapers. This view runs directly contrary to the oft-expressed conviction in many publishing circles that Transradio and the networks and others have shown themselves capable of gathering news efficiently for sale to radio stations.

New Birmingham Station Is Sought by Newspaper

APPLICATION for a new station in Birmingham was filed with the FCC Feb. 18 by the *Birmingham News*, one-time operator of WAPI, which also has pending before the FCC a voluntary lease assignment of WSGN, Birmingham 100-watter. The newspaper asked for 500 watts night and 1,000 day on 590 kc., but it is believed it will eventually seek that assignment for WSGN rather than for a new station.

Although the FCC Broadcast Division on Feb. 21 granted D. D. Roderick, publisher of the *El Paso Times*, authority to erect a new 100-watt station there, it was stated that counsel for KTSM, El Paso, will protest the grant. Among other newspaper applicants in the last few weeks were the *Elmira* (N. Y.) *Star-Gazette*, seeking 250 watts day on 1200 kc.; *Ogdensburg* (N. Y.) *Advance*, seeking 250 watts on 1270 kc.; *Santa Barbara* (Cal.) *News Press*, seeking 500 watts on 1450 kc. Examiner Bramhall also recommended granting the *Merced* (Cal.) *Star* a new 250-watt daytime station on 1040 kc.

MUSICAL salutes to American cities were added as a feature of the Texaco program on the NBC-WEAF network starting Feb. 25.

Jack Daly

JACK DALY, veteran radio character actor who has been playing the role of "Detective O'Toole" in Wrigley's *Myrt & Marge* serial, died suddenly of a pleurisy attack Feb. 22 at Michael Reese Hospital, Chicago. Daly, who was also a member of the General Mills *Jack Armstrong* cast, had formerly been starred in the *Fu Manchu* series and had played lead roles in the *Empire Builders*, *Rin Tin Tin Thrillers*, and many other radio dramas.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
•
ALONE!
The only Radio entrance to the rich resort - industrial section of this state that leads the entire Southeast in volume of retail sales!

A BILLION DOLLAR MARKET
NOW 5000 WATTS
WOW
OMAHA, NEBRASKA
COVERS THE NATION'S BREADBASKET
The Middlewest is a Billion Dollar Buying Market which can be tapped for sure-shot results through WOW. To get your share of this business go after it aggressively and intelligently through WOW.
Owned and Operated by Woodmen of the World Life Insurance Association
JOHN BLAIR & CO., *Representatives*
New York - Chicago - Detroit - San Francisco
ON THE N. B. C. RED NETWORK

Radio Station WFLA-WSUN
STUDIOS TAMPA • CLEARWATER • ST. PETERSBURG
N B C AFFILIATE
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

"Plug" Kendrick says:



"Market Data? All facts you want about the 13th U.S. market—just ask... WIRE"

Finest MERCHANDISING STAFF IN INDIANAPOLIS

NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
WM. G. RAMBEAU CO. - N. Y. - Chicago - Frisco

Survey of Programming Policies

(*Continued from page 16*)

taries or similar products. Included in this number were 27 (or 35%) of the local stations. Most of these stated, however, that the bulk of their revenues came from local accounts, and that their only business of a national or regional character consisted of electrical transcriptions or standard brands.

Forty-four per cent of the stations had at one time or another consulted the Federal Trade Commission; 24%, the Food & Drug Administration; 5 stations, the Post Office Department; 8 stations, the Proprietary Association; and 29 stations, the American Medical Association. In addition, many other stations indicated that they consulted other agencies than those mentioned, including state and local governmental agencies, the National Better Business Bureau and affiliated local Better Business Bureaus, and other public or private agencies.

The products concerning which information was sought covered a wide range, although the bulk of them consisted of food and drug items. Among these were reducing teas and compounds, various "health" foods, ache and pain reducers, laxative foods, vitamin-tonic products, kidney remedies, hair dyes, nostrums and "cure-alls", and others of questionable nature. In addition to these, inquiries were addressed to the American Medical Association concerning chiropractors so-called "systems" and "clinics" and electrical health appliances; and to the Federal Trade Commission regarding advertising requesting listeners to send in money, trade practices, selling methods, a method of merchandising direct by mail, contests and lotteries, certain correspondence schools, and fraudulent advertising in general.

Matters of Good Taste

THE purpose of Question 4 was to obtain the policies of stations regarding products, the advertising of which for the most part involves matters of good taste. Only a very few of the stations refuse all accounts in this category, although the majority refuse one or more. Eighty-seven stations, or 41% of the total, stated that it is their policy not to prohibit accounts by classes of types, but to consider each product and the advertising copy on its individual merits, and to refuse only that which is not in good taste. Ninety-six stations, or 46%, refuse depilatories; 81 stations, or 38%, refuse deodorants, a few stations specifying only bodily deodorants; 72 stations, or 34%, refuse laxatives; and 20 stations, or 9%, refuse cosmetics.

A separate compilation of policies regarding the advertising of alcoholic beverages, only 15 stations making no comment on this matter, shows that 120 stations, 61% of those which answered this specific point, refuse hard liquor accounts. However, deducting the stations which are located in states which do not permit liquor advertising, since the answers of these stations are not solely indicative of station policy, 101 stations, or 52%, refuse liquor accounts. Fifteen of the stations which permit liquor advertising, accept no such accounts for periods prior to 9, 10 or 11 o'clock in the evening. Others restrict such advertising to trade names or brief announcements, endeavoring to eliminate all matter designed to increase the total consumption of liquor. Seventy-nine stations, or 40% of the total, refuse wine accounts; and 51 stations, or 26%, refuse beer accounts.

All but one of the clear-channel stations, 3 of the regional stations, and 6 of the local stations stated that they refuse their facilities to all those mentioned in Question 5. In addition, various stations debar one or more of the following classes of advertisers: Mind readers, numerologists, palm readers, handwriting experts, "personal problem" advisers, so-called "phychologists", dream doctors, sex lectures, mystics, and religious fanatics. Some stations stated that they do not use such features for other commercial accounts or on a sustaining basis, and a few stations that they debar any whose appeal is based on superstition, ignorance, bigotry, or harmful propaganda. Several stations said they refuse their facilities to faith healers, except where faith healing is a part of the religion. A few stations debar advertising doctors and dentists, and others include with these chiropractors.

The object of Question 6 was to reveal station attitudes towards the so-called "blood and thunder" episodes in children's programs (designed primarily for a child audience and presented at a suitable hour for children). Fifty-four per cent of the stations which answered this question stated that they prohibit all such episodes in children's programs. Many of the stations affiliated with networks made the point that this policy applied only to programs originated locally, and that they had no control over network programs broadcast over their stations.

There was some evidence of a recent change in attitude towards these programs on the part of certain stations, several pointing out that the policy of prohibiting such episodes was newly adopted, and that certain programs now running would have to be changed before present contracts with advertisers would be renewed. Twenty-seven stations said that they had no such programs, but did not commit themselves on policy; seven stated that they had no established policy in this matter; and 5 stations did not answer this question. Only 7 stations answered the question with an unqualified "no".

Fifty-three stations, or 26% of the total, stated that their policy was not to prohibit "blood and thunder" episodes in children's programs, but to consider each program on its individual merits. In most of these cases comment indicated that the stations believed that such episodes handled properly added "spice" to the programs without the deleterious effects frequently attributed to them. Not infrequently comment ran to the effect that these episodes in children's programs were prohibited unless they conveyed the moral that "crime does not pay". Surprisingly few of the stations commented on the suspense element in such programs, an aspect which has received much adverse criticism. A few, however, mentioned that they paid particular attention to this feature, requiring that the dramatic peak be reached somewhere near the middle of the program, and that the suspense carry-over be only of a general nature, not of unfinished incidents.

Some Conclusions

IN SUMMARIZING the results of this survey caution must first be observed in attempting to draw meaningful or truthful generalizations from such a multiplicity of diverse answers. However, the following conclusions seem to be reasonably valid as expressions of consensus opinions: First, a substantial majority of the stations believe that the time devoted to commercial announcements should be limited to a fixed proportion of the

Mr. Wright Says:

We'll certainly recommend inclusion of WMBD, Peoria, on every regional radio and merchandising campaign we are privileged to handle.

RUSSELL C. COMER ADVERTISING COMPANY

Mr. Charles C. Caley
Manager National Advertising
Radio Station WMBD
Peoria, Illinois

January 17, 1936

Dear Mr. Caley:

You have set no price on the wonderful merchandising assistance you have given us on Derby Mustard, (for Glaser, Crandell Co.), and on Tastyloins (for Booth Fisheries Corporation), so please allow us to pay you off in thanks, if that is possible.

Your excellent services, covering atore contacts, station mailings, aid in securing new jobbing outlets and their advertising cooperation -- even hiring and directing a local detail man -- have contributed immensely to the tremendous sales increases recorded on above products in Peoria and WMBD coverage area.

Such services as these, having directly to do with SALES, are the kind that often make the difference between success and failure in a localized campaign.

Allow us to register appreciation, too, for your station's fine handling of commercials and the program cooperative measures taken to promote Tastyloin recipes and special "drive" details. We'll certainly recommend inclusion of WMBD, Peoria, on every regional radio and merchandising campaign we are privileged to handle.

Yours very truly,
RUSSELL C. COMER ADVERTISING CO.
A.E.Wright

Thank you, Mr. Wright. You can count on us to give every possible worthwhile merchandising assistance — *and* so can all other agencies and advertisers as many already know. Let us show YOU why we broadcast for 175 local advertisers and 70 national advertisers last year!

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.
Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

Watch our page ad in March 15 Broadcasting for news of WLS activities in February

total program period, with 10% of night hour programs and slightly higher percentages of night 30-minute and 15-minute programs, and about 15% of the total program period on day programs, being fairly indicative of what stations believe to be reasonable limits.

Second, the stations generally appreciate the need not only for careful editing of commercial continuities, but the consultation of expert services for opinions concerning products and advertising claims in order to protect their listeners, although in many cases adequate provision has not been made in station organization for this important function.

Third, while opinion is divided, a large proportion of the stations believe that certain types of products should be excluded from the radio because the advertising of them offends good taste, opinion being strongest against "cure-alls", with varying degrees of objection to hard liquor, depilatories, wine, deodorants, laxatives, and beer in the order named.

Fourth, opinion is practically unanimous that "side-show" programs have no proper place in radio broadcasting, this category including astrologers, fortune-tellers, faith healers, medical charlatans and others with similar appeals.

Fifth, the weight of opinion seems to favor the elimination of "blood and thunder" episodes from children's programs, although opinion is divided also on this matter.

DEMOCRATIC POST IS TAKEN BY HIGH

STANLEY HIGH, recently appointed director of talks of NBC, will report for duty with the Democratic National Committee in Washington the week of March 1, working with the Democratic speakers' bureau for the forthcoming campaign. President Roosevelt himself asked NBC to release High for employment by the committee. Reports that he will become the Democratic radio chieftain for the coming campaign were officially denied by Chairman Farley.

Plans of the Democrats for radio remain undetermined, although the residue of its indebtedness to the networks for time bought during the 1932 campaign was due to be paid by March 1. The Republicans already have a radio staff at work in Washington and New York headed by Thomas Sabin, formerly with WBZ-WBZA.

Mr. High is a former foreign newspaper correspondent, an author and a lecturer on public affairs. He joined NBC first as a commentator and then as talks director after having been editor of the *Christian Herald*. His exact status with the Democratic National Committee is still undetermined, it was stated officially, and it is not yet certain whether Herbert L. Pettey, FCC secretary who handled radio for the committee in 1932, again will be drafted by the committee for radio duties.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

Copyright Threatens Industry Split

(Continued from page 9)

ment suits of Warner houses, seeking maximum damages of $5,000, rather than the minimum of $250, the networks feel that nearly all of the suits are faulty. One suit of $675,000 against CBS already has been withdrawn. Moreover, the songwriters' plaint against Warners injects a new note as to whether ASCAP licenses cover such performances of Warner-published numbers. Finally, the networks and some 55 stations which signed five-year ASCAP extensions prior to the Warner withdrawal maintain that those contracts cover all Warner music anyway—another legal question that must be adjudicated.

Other suits have been filed in different parts of the country by Warner subsidiaries. There was one against KFI, Los Angeles, by Remick Music Corp., asking damages of $10,000, and alleging infringement of *Whistle Your Blues Away*. Another was filed against WWL, New Orleans, by Witmark for $5,000 alleging infringement of *In a Shanty in Old Shantytown*.

In most of the suits filed in New York, extensions have been granted by the Federal Court for Southern New York in filing of answers. In the majority of cases the answers are now due the first week in March.

On Feb. 24 Remick dropped the two suits against WOR, which had been filed in New York, and apparently intends to refile them in New Jersey, since WOR is licensed as a New Jersey station. Two additional suits filed are against CBS affiliates, WBBM, Chicago, for *Gypsy Sweetheart*, and KMOX, St. Louis, for *Young and Healthy*. Each asks $5,000.

Attack on Warner

ALL EYES in the industry will be turned toward the next annual convention now that the feeling within the industry has become so heated. The convention date, slated for late July, has not been definitely set by Mr. Baldwin and his executive committee and probably will await action of the next board meeting, expected in April. Mr. Baldwin is inclined to favor an earlier convention probably in mid-June—to avoid summer heat in Chicago, but that time may not be available.

The attack of Mr. Romberg against Warner houses was followed by a vitriolic tirade from Irving Caesar, songwriter, who berated Warner for withdrawing from ASCAP. Mr. Romberg, in his letter of Feb. 14, wrote:

"While your letter recognizes the interest of song writers in 50% of the proceeds derived from the use of their songs in radio, yet we resent the implication, both from your letter and your recent activities, that the rights in question belong to you or your subsidiaries, to handle in any way you see fit. Our members and their assignees are interested not only in the proceeds but in the rights themselves. They insist that you have no right to make contracts affecting those rights without our consent.

"This letter is sent pursuant to a resolution of the Council of SPA."

The letter was in reply to one under date of Feb. 5 from Herman Starr, Warner vice president in charge of the music companies, in which he gave a "progress report" on radio licensing. He listed 216 stations which had signed Warner contracts and said that negotiations were in progress with other stations so that the total "is growing from day to day." Moreover, Mr. Starr said the plan was purely temporary and is preliminary to the determination of a "per use (or per piece) basis of compensation, if possible".

The result of a per use system, Mr. Starr said, "would be that the composer, author and publisher of each composition used would receive respectively the proper share of compensation for each use. While the system may be more complicated than that heretofore used by the American Society, it will be just as equitable as mechanically possible.

"One of the important provisions of the provisional license agreement which has been executed, requires every broadcaster to furnish a report of each and every musical composition used on each and every broadcast. With this information at hand, we will be able to determine the number of uses of the compositions of our repertory and the amount of the fee received for each use, and to pro rate 50% of the sum allotted to each composition used among our authors and composers entitled thereto.

"The calculation will be purely mathematical, and will result in payments to our composers and authors on the basis of use and sums received (after reasonable expenses of collection) and not upon the basis of politics, favoritism or other intangible elements."

Caeser in a letter Feb. 17 to Warner, attacked its action in leaving ASCAP, in negotiating separate contracts with stations, and in filing "absurdly large" damage suits against the networks. "In order to make headlines," he wrote, "you subject the whole principle of copyright to the hazard of drastic regulation by Congress." He said his consent as an author had never been procured in any of these actions.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY
Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

WKY Rings the Register for Oklahoma City Retailers



From one of Oklahoma City's leading men's stores:

"The way WKY pulls results continues to amaze us.

"Our 5-minute broadcast last Thursday, for instance, featuring men's athletic underwear produced 1800 unit sales in two days despite zero weather, the first experienced here in years."

MAY BROTHERS

Affiliated with the Oklahoman, the Times, and the Farmer-Stockman

Representative: E. Katz Special Advertising Agency

WKY OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA, Dallas

Bulova Watch Co., New York, 63 weekly *sa*, thru Biow Co. Inc., N. Y.
Armand Co., Des Moines (cosmetics), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 52 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Swift & Co., Chicago (All-Sweet margarine), 52 *sa*, thru J. Walter Thompson Co., Chicago.
Employers Casualty Co., Dallas (insurance), 52 *sp*, thru Ira E. DeJernette Adv. Agency, Dallas.
American Book Mart, Chicago (catalogues), 13 *sp*, thru E. H. Brown Adv. Agency, Chicago.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry feed), 52 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Northrup, King & Co., Minneapolis (seeds), 150 *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Capper's Household Magazine, Topeka (recipe contest), 6 *sp*, thru Presba, Fellers & Presha Inc., Chicago.
Horse & Mule Assn. of America, Chicago, 13 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Weco Products Co., Chicago (Dr. West's toothpaste), 22 *sp*, thru J. Walter Thompson Co., Chicago.
Higdon Cigar Co., Quincey, Fla. (Mexican Commerce cigars), 13 *sa*, direct.
Murine Co., Chicago (eye wash), 52 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko chick feed), 26 *ta*, thru Weston-Barnett Inc., Waterloo.
Devoe & Raynolds Inc., New York (paint), 78 *ta*, thru J. Stirling Gethcell Inc., N. Y.
American Washing Machine Mfrs. Assn., Cleveland, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Continental Oil Co., Ponca City, Okla., 26 *t*, thru Tracy-Locke-Dawson Inc., Dallas.
Wasey Products Inc., New York (Musterole), 3 weekly *t*, thru Erwin, Wasey & Co. Inc., N. Y.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), weekly *t*, thru Kenyon & Eckhardt Inc., N. Y.
Magnolia Seed Co., Dallas (Square Brand seeds), weekly *sp*, thru Dicklow Adv. Agency, Dallas.

WGAR, Cleveland

Swift & Co., Chicago (meat), 36 *sa*, direct.
RCA Mfg. Co., New York (radios), 39 *sa*, thru Lord & Thomas, N. Y.
National Optical Stores Co., Montreal, 78 *sa*, thru Humphrey, Prentke & Associates Inc., Cleveland.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food, Prido shortening), 282 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
La Fendrich Cigar Co., Cincinnati, 52 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Pocahontas Oil Co., Cleveland (Blue Flash gasoline), 130 *t*, thru Griswold-Eshelman Co., Cleveland.
Piso Co., Warren, Pa. (proprietary), 12 *sp* (MBS), thru Aitken-Kynett Co., Philadelphia.
Ironized Yeast Co., Atlanta (proprietary), 12 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WNAC, Boston

Acme White Lead & Color Works, Detroit (paint), 26 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 63 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Starck Piano Co., Boston, 100 *sp*, thru George J. Kirkgasser & Co., Chicago.
Sears, Roebuck & Co., Boston (retailer), 52 *sp*, thru Chambers & Wiswell Inc., Boston.
Boston Food Products Co., Boston (Prudence corn beef hash), 21 *sa*, thru Ferry-Hanly Co., N. Y.
D'Arrigo Bros., Boston (broccoli, celery), 190 *sa*, thru Harold Lewis, Boston.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Winners cigarettes), 9 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

KFXM, San Bernardino, Cal.

Richfield Oil Co. of Los Angeles, Los Angeles, 5 weekly *t*, thru H. C. Bernsten Adv. Agency, Los Angeles.
Rio Grande Oil Co., Los Angeles, weekly *t*, thru Hixon-O'Donnell Inc., Los Angeles.
Southern California Edison Co., Los Angeles (electric appliances), 5 weekly *ta*, direct.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WKBZ, Muskegon, Mich.

Household Finance Corp., Chicago (personal loans), 7 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Eberle Brewing Co., Jackson, Mich., daily *sa*, direct.
Tivoli Brewing Co., Detroit, daily *sa*, thru MacManus, John & Adams Inc., Detroit.
Fox Head Beverage Co., Chicago (beer), daily *sa*, direct.

KFRC, San Francisco

General Brewing Co., San Francisco (beverages), 4 daily *sa*, thru McCann-Erickson Inc., San Francisco.
Duart Mfg. Co., San Francisco (cosmetics), 3 weekly *sp*, thru Howard E. Williams Adv. Agency, San Francisco.

WADC, Akron

Pure Oil Co., Chicago, 65 *t*, thru Freitag Adv. Agency, Chicago.
Knox Co., Los Angeles (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Pitt Publishing Co., Pittsburgh (American Weekly), weekly *t*, direct.
Lambert Pharmacal Co., St. Louis (Listerine cough drops), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 91 *sp*, thru S. M. Epstein Co., Detroit.
Nitragin Co. Inc., Milwaukee (fertilizer), 13 *sa*, thru Western Adv. Agency Inc., Racine.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte, N. C.

Dethol Mfg. Co., Washington (insecticide), 2 weekly *ta*, thru Aitkin-Kynett Co., Philadelphia.
John C. Michael Co., Chicago (quilts), 26 *sa*, thru Northwest Radio Adv. Co., Seattle.
Pure Oil Co. of the Carolinas, 5 *t*, 65 *t*, 26 *sp*, thru Freitag Adv. Agency, Atlanta.
Armand Co., Des Moines (cosmetics), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Standard Oil Co. of New Jersey (Essolene), 6 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.

WMCA, New York

A. H. Lewis Medicine Co., Chicago (Tums), 20 weekly *sa*, thru H. W. Kastor Adv. Co. Inc., Chicago.
Capatone Products Inc., New York (hair lotion), weekly *t*, direct.

KDYL, Salt Lake City

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 28 *sa*, thru Wade Adv. Co., Chicago.
Utah Power & Light Co., Salt Lake City, 13 *sp*, direct.

WAAB, Boston

F. W. Washburn Co., Brockton, Mass. (Waleco candy), 20 *sa*, thru Broadcast Adv. Inc., Boston.
Boston American, Boston (newspaper), 9 *sp*, direct.



From Roanoke (Va.) Times

Radio Campaigning Can Be Very Realistic

KNX, Los Angeles

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 10 *t*, thru Brooke, Smith & French Inc., N. Y.
Lancaster County Seed Co., Paradise, Pa., 2 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Father Flanagan's Boys' Home, Boystown, Neb. (magazine), 4 *sa*, thru Bozell & Jacobs Inc., Chicago.
Golden State Co. Ltd., Los Angeles (dairy products), 5 weekly *sp*, thru Scholts Adv. Service, Los Angeles.

WGN, Chicago

Kellogg Co., Battle Creek, Mich. (cereals), 260 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Pie Bakeries Inc., Newark, N. J., 26 *sp*, thru J. M. Mathes Inc., N. Y.
Milk Minerals Corp., Chicago (health food), 52 *sp*, thru Camphell-Sanford Adv. Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (Prido shortening), 12 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

KMOX, St. Louis

Household Finance Corp., Chicago (family loans), 2 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
St. Louis Ford Dealers, St. Louis (automohiles), 6 weekly *sp*, thru McCann-Erickson Inc., Chicago.
Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Jones Dairy Farm, Atkinson, Wis. (sausage), 3 weekly *t*, thru J. L. Sugden Adv. Co., Chicago.
American Washing Machine Mfrs. Assn., Cleveland, 3 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Milton Bradley Co., Springfield, Mass. (games), 3 weekly *sa*, direct.

KGO, San Francisco

Japanese Crab Canners & Packers Assn., San Francisco (canned crab), weekly *sp*, thru Botsford, Constantine & Gardner, San Francisco.
Pacific Trading Co., San Francisco (canned clams), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Saylors Chocolates Inc., Alameda, Cal. (candy), 5 weekly *sp*, thru Doremus & Co., San Francisco.

WSPD, Toledo

Casco Co., Canton, O. (proprietary), 3 weekly *ta*, thru R. W. Clark Adv. Agency, Akron.
Kosto Co., Chicago (dessert), 39 *sa*, thru Perrin-Paus Co., Chicago.
Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KSFO, San Francisco

Murine Co. Inc., Chicago (eye wash), 12 weekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Old Age Revolving Pension Ltd., San Francisco (political), weekly *sp*, thru Frank E. Cox Radio Adv. Oakland, Cal.
Hoyt Heater Co. Ltd., Oakland, Cal. (water heaters), 2 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.

WMAQ, Chicago

Pontiac Dealers of Cook County, Chicago (autos), 13 *sp*, thru Schwimmer & Scott, Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 23 *sp*, thru Wade Adv. Co., Chicago.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

REMINGTON RAND Inc., New York (typewriters) on March 31 starts *Human Side of the News* on 22 NBC-WEAF stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CONTINENTAL BAKING Co., New York (Wonder bread) on March 3 starts *Renfrew of the Mounted* on 44 CBS stations, Tues., Fri., Sat., 6:45-7 p. m., repeat at 7:45. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Peet's Granulated) on March 9 starts *Goose Creek Parson* on 12 Pacific Coast CBS-Don Lee stations keyed from KHJ, Mon., Thurs., 7:45-8 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

GENERAL ELECTRIC Co., Cleveland, on March 30 broadcasts one-time dealers program on 67 NBC-WEAF stations, 11-12 noon. Agency: Maxon Inc., Detroit.

ELGIN NATIONAL WATCH Co., Chicago, on March 17 starts *Elgin Revue* on 60 NBC-WEAF stations, Tuesdays, 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on April 5 starts Jack Hylton orchestra on coast-to-coast NBC-WJZ network, Sundays, 9-9:30 p. m. Agency: Burnett Co. Inc., Chicago.

WECO PRODUCTS Co., Chicago (toothpaste) on Feb. 22 started *Dr. West's Celebrity Night* on 36 NBC-WEAF stations, Saturdays, 10:30-11 p. m. Agency: J. Walter Thompson Co., Chicago.

HEALTH PRODUCTS Corp., Newark (Aspergum) on Feb. 23 started *National Amateur Night* on MBS plus WFIL, WGAR, WNAC, WPRO, WCAE, Sundays, 6-6:30 p. m. Agency: William Esty & Co. Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Old English wax) on Feb. 28 started *Lazy Dan, the Minstrel Man* on 40 CBS stations, Fridays, 7:15-7:45 p. m., repeat at 11:15. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Bi-So-Dol) on Feb. 28 started *Broadway Varieties* on 40 CBS stations, Fridays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

RICHFIELD OIL Corp., New York, on March 2 starts *Jimmie Allen* discs on 4 Yankee stations, Mon., Wed., Fri. Agency: Fletcher & Ellis Inc., N. Y.

SNIDER PACKING Corp., New York (catsup) on Jan. 28 started for 13 weeks (renewal Oct. 6, 1936) *Snider Songsters* on 12 Yankee stations. Tues., Thurs. Agency: Stewart, Hanford & Frohman Inc., N. Y.

KRAFT-PHENIX CHEESE Corp., San Francisco (creamed cottage cheese) on March 6 starts for 13 weeks *Slices of Life* variety show, on 5 NBC-KPO stations, Fridays, 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., San Francisco.

HASTINGS CLOTHING Co., San Francisco (clothing) on Feb. 20 started for 52 weeks, *90 Days In Time*, story behind the headlines, with Harold Burdick, commentator, on NBC-KPO, Thursdays, 9:15-9:30 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis (Wheaties) on Feb. 24 renewed *Jack Armstrong* on 18 CBS stations, Mon. thru Fri., 5:30-5:45 p. m., repeat at 6:30. Agency: Blackett-Sample-Hummert Inc., Chicago.

SOCONY-VACUUM OIL Co., New York, on Feb. 28 renewed *Flying Red Horse Tavern* on 36 CBS stations, Fridays, 8-8:30 p. m. Agency: J. Stirling Getchell Inc., N. Y.

SUN OIL Co., Philadelphia, on Feb. 4 renewed *Lowell Thomas* on 16 NBC-WJZ stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham Inc., Philadelphia.

COX GELATINE Co., New York, on March 19 renews *Jack Berch, the Kitchen Pirate*, on 5 NBC-WJZ stations, Thursdays, 11-11:15 a. m. Agency: Joseph Katz Co., N. Y.

AMERICAN RADIATOR Co., New York, on March 15 renews *Fireside Recitals* on 18 NBC-WEAF stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

FELS & Co., Philadelphia (Fels Naptha soap chips) on Feb. 17 renewed vocal trio on 6 Yankee stations, Mon., Wed., Fri., 10:45-11 a. m. Agency: Young & Rubicam Inc., N. Y.

AMERICAN HOME PRODUCTS Inc., New York (Kolynos toothpaste) on Feb. 17 renews for 17 weeks *Just Plain Bill* on 27 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL BAKING Co., New York (Bond bread) on Feb. 23 renewed *Frank Crumit & Julia Sanderson* on 28 CBS stations, Sundays, 5:30-6 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GENERAL FOODS Corp., New York (Jell-O), renewing *Jack Benny* March 1 on 59 NBC-WJZ stations, Sundays, 7-7:30 p. m. with repeat at 11 p. m., is placed by Young & Rubicam Inc., New York (listing in Feb. 15 issue incorrect).

Foresees Rate Rises

A GENERAL increase in the cost of time on the air during 1936 is predicted by James L. Free, president of Free & Sleininger Inc., station representatives. Already most of the stations represented by his firm have announced increases in their rates, Mr. Free stated, and further raises are being planned. The steepest rise has been in the cost of spot announcements, he said, both because previous rates for this type of service had been far too low and because of a desire on the part of the broadcasters to encourage advertisers to use fewer announcements and more program periods. These rate increases have had no ill effects on the use of spot broadcasting, Mr. Free added, citing the fact that Free & Sleininger billing had reached six new highs in the last six months, each month showing more time sold than the month before, and with no sign of a letup.

Join the Parade of National Successes Now on —

WSOC

Believe It or Not Ripley
Major Edward Bowes
Jack Benny
One Man's Family
Hit Parade
Fred Waring
Sinclair Minstrels
Voice of Firestone
Grace Moore
and many others.

Wire or write for rates to—

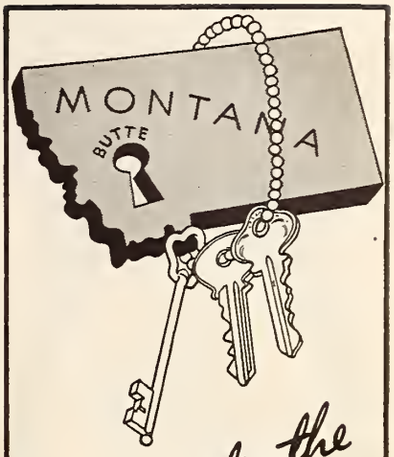
WSOC
Charlotte, N. C.

FRIENDLY RIVALS
WOW, KOIL Aid Each Other
By Wire Facilities

THE FRIENDLY relations between hard-hitting competitors in Omaha were emphasized the past week when a group of political enthusiasts wanted a special KOIL program piped into a hotel where KOIL did not have a wire. However, WOW had a wire there, and WOW and KOIL are hooked together by wire. So the WOW wire was used for the KOIL program. Next day WOW was picking up a special program from Lincoln, and the wire went bad. KOIL had a wire there, but wasn't using it, so by a little fast switching KOIL fed WOW program.

Later WOW wanted to pick up the Seventeenth Infantry band, but its usual point for such pick-up was not available. So, the band was shifted to the Elks ball-room where KOIL has a remote pick-up, KOIL's apparatus picked up the band, carried it to the KOIL studio, and fed it across the street to WOW. This doesn't mean that the two stations have an alliance, however; each knows a hundred reasons why time should not be purchased on the other.

THE FIRST hearing to be held before the FCC on telephone line rates for broadcasting has been scheduled before the Telephone Division on April 3. The case is on protest of WCOA, Pensacola, Fla., alleging unreasonable line rates on its CBS network connection.



the key to the western Montana market—

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA • NEW YORK-CHICAGO
WALTER BIDDICK CO. • PACIFIC COAST

Bing Crosby CBS
Gale Page NBC
Ray Hendricks MBS

KFPY

in Spokane, Washington

Out Where the Stars Begin

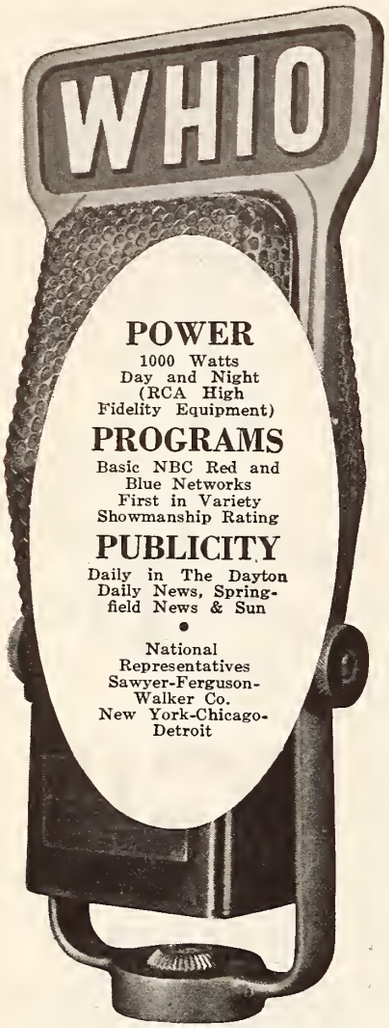
★

KFPY operates the KFPY Artists Bureau, the only artists bureau in the Pacific Northwest . . . and is equipped to produce ANY type of program.

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO



AGENCIES AND REPRESENTATIVES

HOLLY SHIVELY has left the press department of CBS in Chicago to join the radio publicity staff of Lord & Thomas as assistant to M. Lewis Goodkind. Prior to joining Columbia, where she has had charge of publicity for network accounts in Chicago and Milwaukee, Miss Shively served on the *Chicago Herald & Examiner.*

SAMUEL G. WINGFIELD, formerly of N. W. Ayer & Son Inc., New York, has been appointed director of publicity for Kenyon & Eckhardt Inc., New York.

DE GARMO-KILBORN Corp., New York agency, has changed its name to De Garmo Corp., following withdrawal of Orson Kilborn.

E. D. EDDY and Maurice C. Lodge have joined the San Francisco offices of Erwin, Wasey & Co., as account executives. Eddy was formerly Los Angeles manager of J. Walter Thompson Co., and at one time headed the agency of Eddy & Clark Inc., in Akron. Lodge was advertising manager for Kirkman & Son, New York, for eight years, and prior to that was associated with Geyer Co.

ROBERT B. YOUNG, who for 12 years headed his own agency in San Francisco, has joined the Frederick Seid Adv. Agency, that city.

GEORGE LYNN, formerly radio account executive for Doremus & Co., San Francisco, is directing publicity for the Republican Central Committee, in that city.

STANLEY BREYER has been added to the staff of the Sidney Garfinkel Adv. Agency, San Francisco, as production manager in charge of radio, succeeding Miss M. S. Leib, resigned.

Haunted House Wanted

N. W. AYER & SON Inc., New York, inserted a classified ad in New York newspapers in a search for a haunted house from which the *Eno Crime Clues* program could originate March 10. The phone number of Prentice Winchell, writer of the continuity and known to the radio audience as Stewart Sterling, was used in the ads. Responses indicated that Brooklyn and Astoria had the most spooks. The Eno program is scheduled to be broadcast from a haunted house. Winchell advertised some months ago for real Eskimos for a Lucky Strike *Red Trails* program then on NBC.

FREEMAN KEYES, who has been general manager of Philip O. Palmer & Co. Inc., Chicago, since Mr. Palmer's death last fall, has joined Hays MacFarland & Co., Chicago, as radio director.

ARTHUR SIMON, formerly with the NBC treasurer's office, New York, has temporarily assumed charge of the radio department of Faraon J. Moss & Associates, Los Angeles agency. He will return East in May.

LELAND L. LEVINGER, for the last five months account executive of KYA, San Francisco, has joined the staff of D'Evelyn & Wadsworth Inc., that city, in a similar capacity, and will service radio along with other accounts. Wayne Wooldridge has resumed the KYA post after a six-month illness.

WARNER-CLIFTON Adv. Agency, San Francisco, has been dissolved, and W. S. (Pat) Warner has organized his own agency under the firm name of W. S. Warner Co. A. T. Clifton, partner in the defunct agency, has not announced his plans.

ALLEN G. MILLER of the Miller Adv. Agency, Grand Rapids, who writes and announces his own program over WOOD-WASH, Grand Rapids, acted as master of ceremonies at a special stage show featuring the Boone Players of WOOD-WASH and the ten winners of the WOOD-WASH amateur finals. The show, arranged for the annual dinner of the Grand Rapids Advertising Club, was produced by the Miller Agency and the Boone Players. Among guests of the Club was Stanley Barnett, manager of WOOD-WASH.

REISS ADVERTISING, New York, has moved to the RKO Building, 1270 Sixth Ave., New York.

KENNETH FICKETT, formerly of the program staff of WOR, and Irving Mitchell, who has been engaged in theatrical and radio work on the West Coast for the last eight years, have joined the radio department of Batten, Barton, Durstine & Osborn Inc., New York. Mr. Fickett was a member of the BBD&O radio staff prior to joining WOR. They will handle radio continuity and production work.

A. N. HARTSHORN, formerly with J. Walter Thompson Co. in New York, has joined the copy department of Hughes, Wolff & Co. Inc., Rochester, N. Y.

ARTHUR KASS, formerly in charge of sales for Peter Dixon & Associates Inc., has established offices and studios at 221 W. 57th St., New York, as radio advertising consultant. Associated with him are Sue Tohrner, radio talent agent, and Estelle Wolff, of the New York University School of Advertising.

DUDLEY H. MUDGE, recently director of advertising and new product developments for Libby, McNeill & Libby, Chicago, and formerly of J. Walter Thompson, has joined Young & Rubicam Inc. in an executive capacity in its New York office.

HENRY HAYWARD, New York head of F. Wallis Armstrong Co., accompanied the Burns & Allen unit to Hollywood in February but expected to return early in March.

MARGARET LEWIS, radio executive of Advertising Arts Agency, Los Angeles, and president of the Los Angeles Advertising Association of Women, in February joined Boyd-Cummings Inc., Los Angeles.

New Radio Headquarters Started in Hollywood by J. Walter Thompson Co.

J. WALTER THOMPSON Co. late in February began reconstruction of a building adjacent to the NBC Hollywood studios for its radio activities, with the completion date set for April 1. The two-story structure is located on the NBC grounds and was formerly an annex of the Consolidated Film Laboratories, occupants of the property before the NBC lease.

Reconstruction will consist largely of inside decoration. The building will house the complete radio department of the agency, but the general business of the firm will continue to be handled at the downtown headquarters. The building will be used largely for office space, but will also have conference rooms, a rehearsal hall and audition room.

Danny Danker and Herb Polesie, in charge of talent for radio shows of clients, will make headquarters at the new location but will operate a sub-office in the Roosevelt Hotel, Hollywood.

The present radio production quarters on North Plymouth Blvd. will be abandoned in favor of the new location, with Calvin Kuhl continuing in charge of production, assisted by Samuel Moore, chief script writer. Frank Woodruff and Ed Rice, formerly with the New York office, will do dramatic and continuity work respectively.

Do You Know,

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan Without Any Sales Expense



WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

LANG-WORTH planned programs

TAX FREE DANCE MUSIC

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

RADIO ADVERTISERS

NATIONAL FRUIT & VEGETABLE EXCHANGE, New York (cooperative marketing organization) has appointed Gardner Adv. Co., New York, to handle its advertising. A radio campaign is contemplated.

UNITED STATES TOBACCO Co., New York (Dill's Best and Model smoking tobacco) has appointed Arthur Kudner Inc., New York, to handle its entire advertising account, including the *Pick and Pat* show on CBS. The Kudner agency took over the account on Feb. 19.

WHEATENA Corp., Rahway, N. J. (cereals) effective March 10, has appointed Rohrabaugh & Gibson, Lincoln Liberty Bldg., Philadelphia, to handle its advertising.

PHILLIPS PACKING Co., Cambridge, Md. (canned soups and other foods) has appointed Blackman Adv. Agency, New York, to handle its advertising and merchandising activities except in Philadelphia and the South Atlantic States. John B. Bissell is the account executive.

BEYER Inc., Lockport, N. Y. (styptic powder) has named Tyler Kay Co. Inc., Buffalo, as its agency and is planning to use radio along with other media.

VESTAL CHEMICAL LABORATORIES Inc., St. Louis (Wax-Rite) has placed its account with Clifford F. Broeder Adv. Agency, St. Louis.

REINSCHILD CHEMICAL Co., New Rochelle, N. Y. (Regulin remedy) has named Arthur H. Fulton Co., New York, as its agency.

JULIUS GROSSMAN SHOES Corp., New York (Pedemode shoes) has appointed Gussow, Kahn & Co. Inc., New York, as its advertising counsel.

NESTLE-LeMUR Co., New York (hair lotion) is advertising through Calkins & Holden, New York.

SWEETS Co. of America Inc., New York (Tootsie Rolls) has named Reese, Rossiter & Co., New York, to service its account.

CAROLINA POWER & LIGHT Co. is broadcasting the *Charlie Chan* transcription serial thrice weekly on WPTF, Raleigh, N. C.

GRIESEDIECK-WESTERN BREWERY Co., Belleville, Ill. (Stag beer) has appointed J. Walter Thompson Co., St. Louis, as its agency.

E. A. KLINE & Co. Inc., New York (Medalist cigars) has appointed Morton Freund Adv., New York, to handle its advertising.

FINE PRODUCTS Corp., Atlanta, is advertising a number of its products through Gottschaldt-Humphrey Inc., Atlanta, but Thomas' meat sauce is not among them, as incorrectly stated in the Feb. 1 issue.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER



KRAFT MERCHANDISING—Kraft Phenix Cheese Corp., with an NBC- WEAF weekly hour, promotes the program on lids for cheese jars by using this display, in red, white and blue.

JOHN P. HARDING Inc., Chicago (meat packers) has placed its account with Russell C. Comer Adv. Co., Chicago.

KEN-RAD Corp., Owensboro, Ky. (radios) has shifted its account to Douglass Allen & Leland Davis Inc., Cincinnati.

FASHION FROCKS Inc., Cincinnati, is advertising through Keelor & Stites Co., Cincinnati.

JOLIE COSMETICS Corp., New York, has named Moore & Hamm Inc., New York, as its agency.

SPAIDE SHIRT Co., Butler, Pa., is advertising through Carr Liggett Inc., Cleveland.

CALWHEY Co., San Francisco (Calwhey) has named Chas. R. Stuart, that city, to service its account.

WSM FOREIGN NEWS
Events Abroad Are Dramatized By Large Cast

UNDER the title *America's Flag Abroad*, WSM, Nashville, has inaugurated a dramatic portrayal of foreign news items. Continuity is checked by the Department of State. With a cast of 40 taking part, the first program laid the foundation for American diplomacy, reenacting the first great American diplomat's greatest triumph: Benjamin Franklin's success in gaining the support of France during the Revolutionary War.

After a brief opening announcement, headlines covering current foreign news in each of several countries are read. Suitable music follows, with further explanation, and then the dramatization is begun.

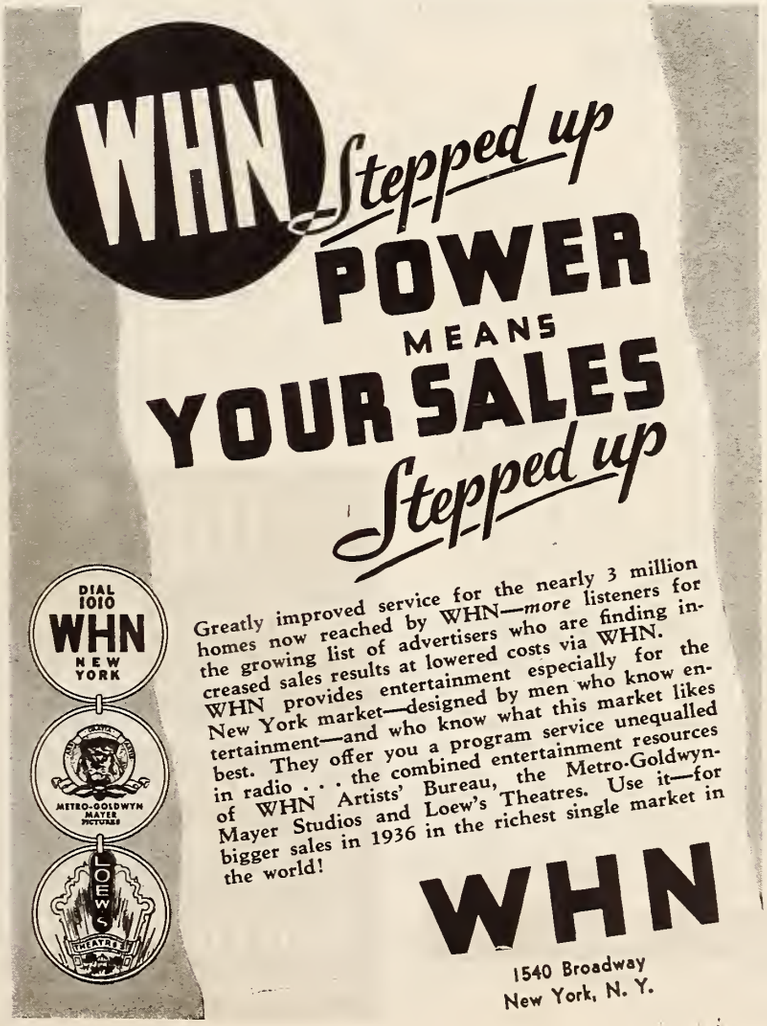
ALLEN CHEMICAL Co., Toledo (sinus remedy) has named C. E. Rickerd Adv. Agency, Detroit, to service its advertising account.

BALDWIN PIANO Co., Cincinnati, has named Chester C. Moreland Co., Cincinnati, as its agency.

BLUE VALLEY CREAMERY Co., Chicago, has placed its account with John H. Dunham Co., Chicago.

E. L. BRUCE Co., Memphis (Terminex) has appointed Raymond Powell Co., Memphis, as its agency.

HAMILTON CARHARTT COTTON MILLS Inc., Detroit (work garments) has placed its advertising with Maxon Inc., Detroit.



UNITED STATES RECORDING COMPANY

WAX RECORDING SERVICE

Master - Electroplate Stamp. 50 copies as low as $98.00.

Satisfactory quality or you do not pay.

●

New Process
DIRECT RECORDING SERVICE

Airchecks — Auditions Program builders on black Acetate. Quality comparable to wax recordings.

"Off The Air"

15	min.	as	low	as	$2.75
30	"	"	"	"	4.00
45	"	"	"	"	6.00
60	"	"	"	"	7.75

Fully equipped to handle four programs simultaneously.

●

ARTIST AND SCRIPT SERVICE

Reasonable rates for excellent talent. Give us your problems or ideas. We will adapt them to script and render a recorded test within 48 hours.

●

FREE FREE

Noncommercial, sustaining, educational and semi - educational transcriptions.

Non Political.

NAtional 2975
633-636 Earle Bldg.
WASHINGTON, D.C.

Standard Radio Releases Library of Sound Effects

ENTERING an entirely new field, Standard Radio, Inc., Hollywood, announces it will release a library of sound effects on or about March 15. The initial release will consist of 20 double-faced 78 rpm 10-inch discs. These will be manufactured by RCA-Victor and all pressings will be on Victrolac.

There is no intention on the part of Standard Radio to compete on a quantity basis with sound effects records now on the market, according to Seth Ely, Standard Radio president. Don Allen, sound effects engineer at Warner Bros. station KFWB, Hollywood, came to Standard Radio March 1 to handle actual production of the effects, work on which has been in progress for over six months. The experience of film studio effects experts, together with working radio production men, will be used in making the best effects possible. The Standard effects will be available with labels in several different languages.

GUNTHER BREWING Co., Baltimore, will sponsor baseball and racing news seven days weekly on WBAL, with Don Riley as commentator. I. A. Goldman & Son, Baltimore, is the agency.

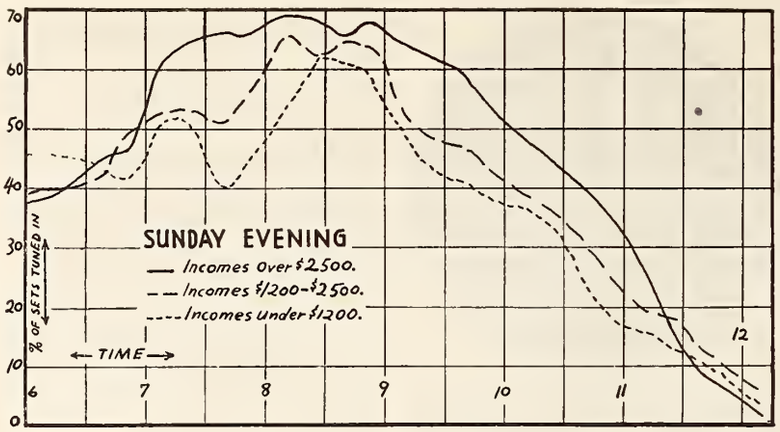
Business Is Good in

Gadsden, Alabama

WJBY

B. H. Hopson — Pres.

J. W. Buttram — Mgr.



How They Listen According to Income Levels

Science Meters the Radio Audience

(*Continued from page 7*)

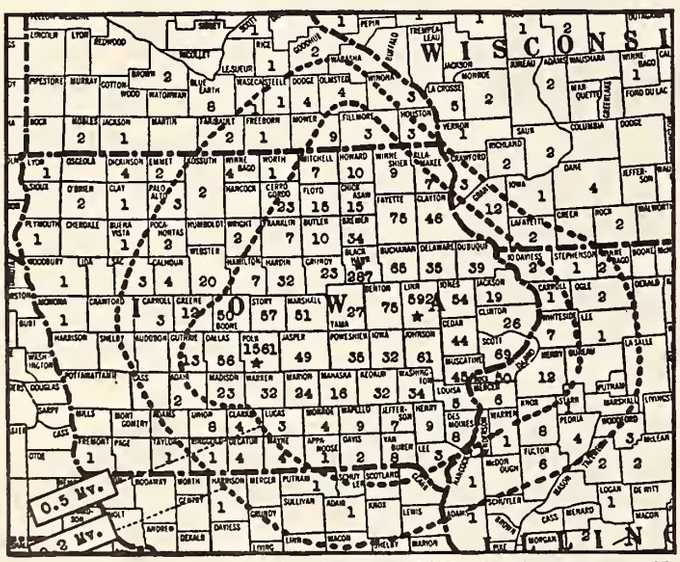
by 6% of all radio sets. If the same people listen every time the program is broadcast, then only 6% of the potential audience is reached. On the other hand, if the program is broadcast five times a week, and if different people listen every day, 30% of all radio-equipped homes may be reached in a single week. For every program the true situation lies somewhere in the wide range between these two extremes. But where? Since in the Boston survey the Audimeters were installed in individual homes for one-week periods, it has been possible to figure out how large a turnover of audience has been attained by programs broadcast more than once a week. By making installations for monthly periods, similar turnover data can be worked out for programs broadcast once a week.

There appears to be an increasing demand among advertisers for facts which will help them to do a more effective job. Advertising will probably never be reduced to the same scientific basis as bridge-building. But science and engineering are, after all, made possible primarily by the advisability of methods for exact measurement, in objective terms, of such phenomena as weight, volume, area, or count. To the extent that more kinds of measurement and more precise measurements are made available, the more nearly will the art of advertising approach a science. And as this happens, a great deal of the waste which is today based on the necessity of using guesswork may be expected to be eliminated.

Chandu Series

EARNSHAW-YOUNG Inc., Hollywood, corrects an item appearing in the Feb. 15 issue of BROADCASTING relative to the transcription serial *Chandu the Magician.* The firm states that the series was created, produced and placed by it and is still its property. The program is currently being released over a number of stations here and abroad and new releases are under negotiation or definitely under contract.

CAN THE IOWA NETWORK DO A JOB AT NIGHT?



Projected on map—4,213. Not shown on map—65.

One announcement made at 7:57 p. m., Jan. 7, 1936, over KSO and WMT netted 4,278 pieces of mail

THE IOWA NETWORK

KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

WMT linked with either KSO or KRNT forms the Iowa Network

Representatives: John Blair & Co.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

TRANSCRIPTIONS

BEGINNING the week of March 2, the music and continuity of the *Musical Clock,* NBC Thesaurus feature, will be arranged so that each program may be divided into two half hour periods—each half hour a separate program in itself. It will be necessary only for station announcers to break the program where indicated and close with the signature and final announcement.

STANDARD RADIO Inc., Hollywood and Chicago, announces the addition of WIL and WLBF during the past month to the list of Standard Library subscribers. The *Sons of the Pioneers,* a transcribed series produced by Standard Radio Inc., has been purchased by WBNY, WBNS, WHBU, WDBJ, KGCX, WATL, KVOE, KDLR, WQBC, KXYZ.

DECCA RECORDS Inc., New York disc firm, has completed a series of 13 quarter-hour transcriptions for Dodge autos, using Harry Richman, Gertrude Niesen, Howard & Shelton, Tim & Irene, Kay Thompson and Frank Parker. Goodrich Tire Co. has recorded a series of 13 quarter-hour discs of B. A. Rolfe and orchestra, Mills Brothers, Boswell Sisters and masked tenor. Mennen Co. has recorded 13 one-hour shows titled *Famous Jury Trials.*

MACGREGOR & SOLLIE Inc., San Francisco transcription firm, is cutting a series of ten announcements for Philco Radio & Television Corp. of California, in San Francisco, to be placed on Pacific Coast stations in a test campaign. The transcription concern has also started cutting a series of political speeches for the Republican State Committee of San Francisco. New stations subscribing to the MacGregor & Sollie library service since Jan. 1 are KIRO, Seattle; KIT, Yakima, Wash.; KIUP, Durango, Col.; KGIW, Alamosa, Col.; KIDW, Lamar, Col.; KIDO, Boise, Id.; KENF, Shenandoah, Ia.; KSCJ, Sioux City, Ia.; KLPM, Minot, N. D.; KGGU, Mandan, N. D.; KRLH, Midland, Tex.; KTAR, Phoenix, Ariz.; KICA, Clovis, N. M.; KMMJ Clay Center, Neb.; WIL, St. Louis; WRAK, Williamsport, Pa.; KALB, Alexandria, La.; and WOCL, Jamestown, N. Y.

THE transcribed contract bridge series of the Culbertson system, 78 episodes of which were recorded by Transcription Service Bureau, Hollywood, have been placed on 16 stations as well as in Australia. Merchandise tie-ins called for lesson sheets of which several thousand were distributed through local sponsors where the series was used. The Bureau, operated by C. C. McIntosh, was discontinued in February when he merged with his brother who operates a Los Angeles transcription business as R. U. McIntosh & Associates, and became office manager of the organization. The firm will add the series to its catalog list and will distribute through its branch offices in Chicago, New York and Dallas.

SHORT talks by leading economists are being recorded by Decca Records Inc. under the auspices of the Economist's National Committee on Monetary Policy.

RAYMOND R. MORGAN Co., Hollywood, announces that Ex-Lax Inc., has renewed its contract for the Morgan-produced transcription program *Strange As It Seems,* by John Hix. Joseph Katz Co., Baltimore, is handling the account.

The Building Boom is reflected by still better business conditions in

MISSOULA MONTANA

1000 Watts **KGVO** 1260 Kc.

FCC Acts to Bar Coaxial Monoply

Facilities Must Be Available to Those Properly Equipped

STRICT barriers against any monopoly use in television of the A. T. & T.'s proposed experimental New York-to-Philadelphia installation of the coaxial cable were erected by the FCC in a revised order Feb. 26 authorizing the project with a certificate of public convenience and necessity. A. T. & T. and New York Telephone Co. which will operate the experimental installation, were ordered to accept the terms of the FCC within 30 days and to commence the cable's construction by July 1, 1936. It was indicated the A. T. & T. would accept the terms.

To guard against monopolistic use of the cable for television the FCC stated that the telephone companies "shall not make any unjust or unreasonable discrimination or undue or unreasonable preference between different persons equipped with suitable facilities for the transmission and reception of television." The coaxial cable, which may provide the medium for nation-wide chain television broadcasting, will be installed for testing over the 90-mile stretch between New York and Philadelphia. The location is regarded as significant in television development because the three American leaders in the visual broadcasting field — RCA, Philco and Farnsworth — are conducting their operations in those two cities.

No Preference Allowed

DURING the standardization or test period of the cable the A. T. & T. shall not "make or give any undue or unreasonable preference to any television system so as to exclude any other available and practical television system," it was ruled. The order provided that the A. T. & T. report every 60 days to the FCC on the persons requesting and granted television or facsimile experimental transmission use of the cable, together with the number of days and hours and the time and place of their tests and the terms and conditions for such work.

The FCC noted that witnesses and counsel for the A. T. & T. in the three cable hearings, including Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, had emphasized that the telephone company had no idea of discriminating against any television experimenters in the use of the cable for transmission or reception with suitable apparatus. The Commission recognized in its findings that the A. T. & T. "obviously" had to have standards on the apparatus used by television eyperimenters on the cable to protect its facilities.

The FCC report referred to a brief filed by the NAB which urged that if the line is installed it be made available upon equal terms to all. "A principal cause of concern is an apprehension," the FCC commented. "that some advantage over others might be obtained" by the A. T. & T. With respect to the future use of the circuit for television. The Commission ordered that complete reports on the physical progress of the cable and on expenditures be made every 60 days and that all costs during the experimental stage be kept in a suspense account. Quarterly reports on the engineering and operating activities of the new cable system were also ordered. The FCC will consider the question again before the cable is placed in commercial use.

The coaxial cable installation was first proposed by the A. T. & T. last July and in August the FCC issued an authorizing order. The A. T. & T. requested a rehearing on Oct. 29 and the Commission held two sessions, Nov. 25 and Jan. 6, to delve fully into the experimental and potential commercial uses of the cable.

Listening Is Free

THE enthusiasm is strong but the talent a bit weak on the Sunday afternoon child band concert sponsored on WMT, Waterloo, by Shanks-Adams Music Co., the performers having taken music lessons only three months. The program is designed to boost interest in junior music circles. Recently a listener to the remote broadcast spent several minutes complaining about it on the phone to George Olson, control operator, who finally asked the phoner's name. "After thinking it over we might want to refund your money," he said.

Colgate's Ziegfeld Series

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap) on Feb. 22 started its new *Ziegfeld Follies* series on a CBS network, Saturdays, 8-9 p. m., replacing the *Palmolive Beauty Box Theater*. The Feb. 22 program was in the nature of a stop-gap program due to the illness of Fannie Brice, Follies' star. Minerva Pious substituted for Miss Brice. Al Goodman, orchestra leader, also was absent due to illness, with Gus Haenschen conducting in his place. James Melton and Patti Chapin are other artists on the program. Benton & Bowles Inc., New York, is the agency.

DON ALLEN, formerly of KFWB, Hollywood, has been placed in charge of production and marketing of the new sound effects library to be made available March 15 by Standard Radio Inc.

Agency Takes Manager

WITH the resignation of Roland Trenchard as manager of WHOM, Jersey City, to take charge of the foreign language department of Bess & Schillin Inc., New York agency, Miss Anne Clancy has been promoted to assistant to Harry O'Mealia, WMOM president. She will also bear the title of station manager, being elevated from the program directorship which she has held for the last five years. Mr. O'Mealia also announced the promotion of Don Lurkin from announcer to publicity director.

Wyeth Expanding

WYETH CHEMICAL Co., New York (Jad salts) will launch *Miss Wiggs of the Cabbage Patch* as a live show on WHN, New York, March 2, 6:45-7 p. m., on a five-weekly schedule, Mondays thru Fridays, inclusive. It is the same script used on CBS earlier this year. An extensive disc campaign will be placed on many stations in the near future. WBS is to make transcriptions of the live WHN programs off the wire. Blackett-Sample-Hummert Inc., New York, is the agency.

Wildroot Adds Discs

WILDROOT Co. Inc., Buffalo (hair tonic) is using WBS transcriptions on WJR, Detroit; WHK, Cleveland, and KMOX, St. Louis. The talent is the same as the CBS network show, *Ted Husing and the Charioteers*, and the discs were recorded off the wire from CBS studios in New York. Batten, Barton, Durstine & Osborn Inc., New York, is agency.

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

BEST BY TEST

Now You Be The Judge
100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.
Eliminate surface noise by using needles made to fit the requirements.
Steel Cutting Needles for Acetate.
Playback Needles for all Transcriptions.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W. ACTON CO.
370
7th Ave.
New York
City



Send for Samples

STEEL LEADS A PARADE



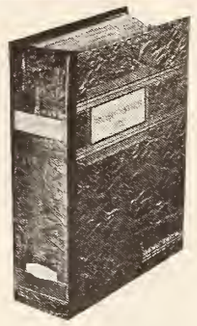
- Steel and associated industries are leading the industrial parade.
- Steel means PITTSBURGH.
- Pittsburgh means WCAE.
- WCAE means INCREASED BUSINESS.
- Join the parade. SPOT your advertising NOW! In Pittsburgh! On WCAE!

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO
NEW YORK
CHICAGO
SAN FRANCISCO

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

PROGRAM NOTES

WNOX, Knoxville, celebrated the favorable TVA decision of the Supreme Court with three special programs. The first, an hour and a half of speeches and music, went on 20 minutes after the news reached Knoxville headquarters of TVA. It was held in a vacant building downtown. A fleet of 10 taxies brought the 55-piece Knoxville High School Band, and the station's 14-piece sustaining hill billy band alternated in selections. The second show was in informal celebration starting at 7:30 p. m. in the ballroom of the Andrew Johnson Hotel. Lowell Blanchard, chief announcer, conducted the show. The third went on the following Sunday. Called *TVA—Land of Promise*, it stressed the future possibilities of the Tennessee Valley. Twelve ministers spoke, with music by a WNOX quartet.

PROCEEDS of the *WKBZ Roundup*, broadcast by the Muskegon, Mich., station, are divided among those taking part. The programs utilize the station's sustaining talent and the show is a sellout every week.

THE *Comedy Script Writers' Forum* on WMCA, New York, and Inter-City Group, uses six or seven amateur scripts in the quarter-hour period, each script being 60 seconds long. Twenty-six actors were used in a recent program to take the different parts. Authors are introduced to the air audience.

KGGC, San Francisco, is receiving favorable comment from individuals as well as civic and church organizations for its policy of deleting all crime from its news and editorial broadcasts. Luther L. Putnam, commentator, who presents these features, eliminates all stories of criminal acts that might lead to the glorification of crime in the minds of youthful listeners.



WMCA ON THE AIR — That's what a neon sign tells crowds at remote broadcasts of this New York station. The idea was conceived by Donald Flamm, WMCA president. Here is Postmaster General James A. Farley speaking at a recent affair, with the neon sign at his right.

BECAUSE Charlotte, N. C., has lost its minor league baseball club. WBT is arranging to make the Washington Senators, nearest major league team, the Charlotte home team and is discussing plans for play-by-play accounts with prospective sponsors.

WHIO, Dayton, celebrated its first anniversary in February with an hour broadcast which covered all remote pickups including a police court tribute and a street program. In the year WHIO's NBC commercial programs have risen from eight to 39 hours a week.

A NEW participating commercial on WHK, Cleveland, for housewives is *Gossip by Gibbons*, with Guilbert Gibbons, staff announcer famed for sports and special events broadcasts as commentator. Gibbons started off the series by explaining that he didn't know a thing about the problems of housewives and that he would depend on them to keep him posted and answer each other's questions, which they are doing.

WHEN the College of Puget Sound recently held a forensic tournament for high schools, KVI, Tacoma, broadcast the winners. Schools from more than 16 cities and towns in Western Washington entered teams in the debate division and one or more speakers in the extempore contest.

WMCA, New York, last month observed the first anniversary of its *Fox Amateur Hour*. A gun is used instead of a gong, the theater lights turning green while a siren whines, a song jingles and an ambulance drives out on the stage to pick up the victim.

UTAH POWER & LIGHT Co. has inaugurated the *Melody Master* on KDYL, Salt Lake City, using dramatic cast, mixed chorus and string ensemble for a Monday half-hour program. Another new KDYL program is *The Society Column of the Air*, sponsored by Crawford & Day, home furnishers. Miss Evelyn Blood, daughter of Governor Henry H. Blood, is cast as Alice True, editor of the column.

LIVE TALENT has replaced transcriptions on the first half of the daily one-hour program for Drug Trade Products, Chicago, over WBT, Charlotte, N. C. Dick Hartman and his *Tennessee Ramblers*, Holly Smith and Johnny McAllister received the call.

FOR middle-aged and elderly listeners WHK, Cleveland, has started a weekly program titled *When You and I Were Young*, with organ and vocalist.

KSFO, San Francisco and Oakland, has a program with a cast spread over seven miles across the San Francisco bay. The Tuesday night minstrel show, *Georgia Jubilee*, is aired simultaneously from the San Francisco and Oakland studios, with music and dialogue interchanged across the span between. Ralph Edwards, announcer in the San Francisco studios, is master of ceremonies.

KROW, Oakland, Cal., has a unique morning program, *Commuters Clock*, which serves a double purpose. It provides accurate "watch setting" time and also calls attention to San Francisco commuters to train schedules.

WNBX, Springfield, Vt., and WFEA, Manchester, N. H., were hooked up for the colorful pageant opening the Dartmouth Winter Carnival, the program being sponsored by the Dartmouth Cooperative Society of Hanover (skis). Broadcast Builders Inc., Hanover, merchandised and produced the program. Harry Ackerman, of NBC, was guest announcer, and Ray Knight, NBC artist, was carnival queen judge. Fred Wheeler, manager of WNBX, and Charles Evans, manager of WFEA, assisted in arrangements.

TO OBTAIN cooperation of the radio audience in discovering the cause of reception interference WPTF, Raleigh, N. C., is broadcasting a series of talks in which the public is asked to report reception problems. Civic bodies, a local newspaper, radio stores and electric companies are cooperating.

PAGE BOYS at WBBM, Chicago, are all studying for radio careers. Bob Kania wants to be an engineer and spends his spare time following engineers around on remotes. Al Goodwin sticks close to his typewriter and has his eye on a continuity writer's job. Ben Kirk pores over coverage maps and rate cards, aiming to be a salesman. James Wilson, who hopes to get a chance at production, has already taken the first step by purchasing a stop watch.

THE FUNERAL service held for Albert C. Ritchie, four-time Governor of Maryland, was broadcast direct from Christ Protestant Episcopal Church by WBAL, Baltimore, giving Marylanders, isolated by conditions made by recent storms, an opportunity to pay their final respects to Maryland's leading citizen. Immediately following news of the death, Edwin M. Spence, general manager of WBAL, made preparations to broadcast the same evening a memorial program, including Gov. Harry W. Nice, Herbert R. O'Connor, Attorney General, and Dr. Hugh H. Young.

THE SALE NEVER ENDS . . .

When you buy a transcribed radio program from the Radio Transcription Company of America, "the sale never ends."

TRANSCO doesn't merely sell you an order of wax discs. It sells you a service that begins, and doesn't end, with the actual sale and order.

The organization's travelling representatives call on our clients regularly throughout the year with advice on radio merchandising problems, information about TRANSCO programs, and even with up-to-the-minute news from the broadcast field generally.

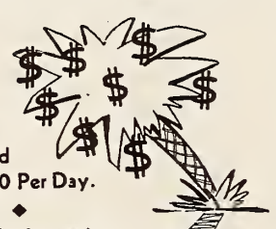
The firm supplies envelope stuffers, artistic creations done with art in colors, for all of its programs. Then there is the publicity sheet that tells about the program and artists for use in making your commercial announcements or for newspaper publicity. The catalog sheets contain more vital information about the different productions. Personal letters answer promptly any specific inquiries you may care to ask.

These supplementary aids are just a sample of the service that this transcription firm gives to its clients. The sale never ends. The Radio Transcription Company is not satisfied to just deliver the recordings. It must, and will, continue to assist the stations to sell the program.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

A HISTORY of early California, *Gold Rush Days*, is sponsored on KFRC, San Francisco, three nights weekly by the Albert S. Samuels Co., (jewelers & optometrists), that city, with Louise Taber as commentator.

RCA-VICTOR dealers broadcast a small edition of the Major Bowes amateur program when the Major's No. 8 amateur unit visited Tampa in February. The feature was sponsored on WFLA-WSUN.

WBAL, Baltimore, cooperated with state police and relief agencies in obtaining aid and providing information for isolated inhabitants of Smith and Tangier islands in Chesapeake Bay.

KNX, Hollywood, on Feb. 29 staged a four-hour program from midnight to 4 a. m. (PST) in cooperation with the *Newark News* Radio DX Club. An international tinge was added to the broadcast by speeches from foreign consuls stationed in Los Angeles. Studio talent and motion picture names were used for the entertainment features.

KHJ, Los Angeles, has increased its daily news periods to six with the addition of a midnight quarter-hour program. The station is now on the air 19 hours a day.

AN ever-increasing volume of mail is being pulled by Edward Hoffman Co., St. Paul furniture dealer, using the *Hearth & Home* transcription series of the Mid-West Recordings Inc., on WTCN, Minneapolis. The disc series is designed particularly for furniture stores.

THEY like hillbilly acts so well in metropolitan New York that requests for studio passes to WMCA for *Zeke Manner and His Gang* must be made ten days in advance, even though the show is heard in mid-day. The program goes on twice daily at 11 a. m. and 2 p. m., and is piped to the Inter-City Group.

TO PERSUADE tardy motorists to buy their 1936 city and driver's licenses. James A. Taylor, license commissioner of Kansas City, called on WHB for aid. Announcements made before the morning municipal court broadcasts brought an immediate jump in license sales.

LISTENERS of WOR, Newark, vote on their favorite amateur compositions in a song-writers' contest started Feb. 20 by the station. Only unpublished amateur songs are heard. Pat Ballard and Charlie Henderson are in charge of the series.

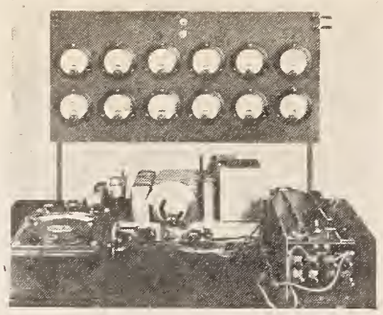
LYMAN MANNING, political writer and lecturer, is believed to be radio's first woman political commentator, having started a series of programs on WNEW, Newark. She gives the woman's viewpoint in her comments.

JIMMY EVANS is broadcasting a summary of high school, preparatory and parochial school sports events three evenings a week over WBBM, Chicago. The program also features interviews with prominent prep stars.

DRAWING of places for the world's championship sled dog derby last month was staged in the studios of WLNH, Laconia, N. H., and the proceedings were broadcast. Mushers from all over the United States and Canada were present, with several hundred persons observing the ceremonies. The Derby was fed to Inter-City.

A SERIES titled *Romance in Business*, scheduled for 26 weeks, started Feb. 16 on KTUL, Tulsa. Sponsor is Mid-West Chevrolet Co., and dramatizations of the rise of Tulsa retail stores is presented by cast of five. The client also plans another type quarter-hour show for three times during week.

DON WILSON, NBC announcer, and Harry Conn, writer of the Jack Benny scripts, have bought a race horse which they have named Jack Benny.



NEVER MISS A NOTE—These six decibel meters of a new type are operating continuously for a year in the Weston Electrical Instrument Corp. laboratory, checking the signal characteristics of WOR, Newark. They are operated by a fixed frequency receiver turned on last June.

EQUIPMENT

WKBZ, Muskegon, Mich., has installed new Brush crystal microphones throughout, including remote equipment and Brush pickups are being purchased for records and transcriptions. The microphones are of the large non-diaphragm 24-cell crystal type.

KYA and KGGC, San Francisco, have installed new Hammond pipe organs purchased from Sherman Clay & Co., that city. WHB, Kansas City, has also installed a Hammond organ.

WFLA-WSUN, Clearwater-St. Petersburg, Fla., has purchased a General Radio 730-A transmission monitoring assembly for installation at the Bayview output station.

KFXM, San Bernardino, Cal., is planning to remodel its transmitting equipment under the direction of Paul Oard, chief engineer. Changes will embrace replacement of crystal control units, buffer stages, oscillator circuits, etc., with latest composite equipment.

A NEW Wurlitzer pipe organ, embodying every development of modern pipe organ science and designed especially for radio use, will be installed, tuned, tested and ready for operation in Studio G of the NBC Chicago headquarters shortly after March 1.

MUSIC students at Tennessee Polytechnic Institute have been assigned the Lawrence Goodman Pianologue on WSM, Nashville, as required listening and must write criticisms of each program.

ACTION!

ONE announcement on WTMJ at 9:00 A. M. requesting program opinions brought a baking company 1140 letters postmarked the same day, plus many telephone calls. If you want listener-action, try—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.



THE LONG ARM OF LONG DISTANCE

Somewhere there's a station executive, an agency representative, a merchandising man, a sponsor, a singer, whom you want to see and see quickly. One out of 120,000,000 people—100 or 1000 miles away.

Reach for your telephone and the long arm of Long Distance will pick that one person out of the crowd for you in less than two minutes (1.5 minutes, average time). You can talk back and forth as easily as if you were face-to-face.

These quick, personal contacts, multiplied a few or many times a day, save you time, energy and money and make you a more productive partner in the business of broadcasting.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

EVERY HOUR
of the
Day Is A Profitable
Time On
WBAL

•

One advertiser received 5,638 returns in response to an announcement on a program broadcast at eleven o'clock in the morning.

•

Another advertiser received 12,140 returns in response to an announcement made on a program broadcast at 4:15 in the afternoon.

•

A third advertiser received 40,217 returns on a program broadcast 7:30 in the evening.

•

Results such as these do not happen; they are due to one definite thing—

•

An active, wide-awake listening audience.

•

Station WBAL reaches a market of far more than 3,500,000 alert listeners.

•

When You Buy
WBAL
You Sell Maryland

WBAL

BALTIMORE

Basic NBC Blue Network

10,000 Watts • 1060 kcs.

National Representatives

HEARST RADIO

New York - Chicago - San Francisco

Tin Pan Alley Stages Duffy Bill Show

(*Continued from page 9*)

tile to the Duffy measure, announced that two other bills were before the committee — the Daly bill (HR-10632) and the Sirovich bill (HR-11420), both favorable to ASCAP but the latter the most favorable. The Daly bill would keep the innocent infringement clause of $250, while the Sirovich measure, as a compromise, would reduce it to $125 but not eliminate it as would the Duffy bill.

Mr. Buck was given free rein in his testimony as the first witness. He called the Duffy bill everything from "insidious" to a measure conceived by the "power trust", but he did not amplify how that power trust happened to be in the picture. He charged broadcasters, hotels and motion picture interests with "sensitizing" Congress with propaganda against ASCAP. He harped on the term "racketeers". Then he made Berlin, Charles Wakefield Cadman, Gershwin and Mrs. Ethelbert Nevin, widow of the author of *The Rosary*, stand up and take bows. Also on hand were Nathan Burkan, ASCAP general counsel; E. C. Mills, ASCAP general manager; Deems Taylor, Mabel Wayne, Ferde Grofe, Oley Speaks, Otto Harbach, Irving Caesar, Edgar Leslie, Bill (*Last Round-Up*) Hill and George M. Cohan. At least, that is what ASCAP's prolific publicity said.

Buck was unhampered by facts in his testimony. He charged that the broadcasters were "writing their own ticket" in the Duffy bill. He played to the vanity of the "busy members" of Congress. He denied that ASCAP ever collected or ever wanted to collect "a cent" from bootblack stands, delicatessens or small establishments. He told of how sheet music and record sales had tobogganed since radio's advent. He said elimination of the $250 innocent infringement provision would "legalize piracy" of music.

Government Suit

BUT one statement by Buck may bring repercussions. He threw out the veiled hint that the Department of Justice, if it has not dropped, at least is not pressing its anti-trust suit against ASCAP. He said when the suit opened last June, "ASCAP met the charges and hasn't been there since", but was ready to go any time of the day or night. The Department has officially announced however that it will press its suit against ASCAP and that the present respite is the result only of agreements upon stipulations by the parties involved.

Buck said ASCAP's gross receipts last year were $4,000,000, of which $2,500,000 came from broadcasters. Other ASCAP officials, however, have informed the broadcasting industry that collections from radio amounted to a little short of $3,000,000.

After Mr. Buck had completed his protracted statement he was put through a rather mild grilling by only two of the dozen committee members present. Rep. Church (R.-Ill.) protested against the committee's procedure. He said orderly conduct of the hearing required hearing of the proponents of the Duffy bill first, rather than its opponents. After a lot of wrangling in which Lanham (D.-Tex.), Daly (R.-Pa.), Perkins (R.-N. J.) and Sirovich, favored ASCAP's presentation not only first, but in rebuttal, the first day's session broke up in tumult with no decision on the issue.

Before Sirovich pounded the gavel, however, Rep. O'Malley (D.-Milwaukee), youthful member of the committee, managed to get in a few resounding blows against ASCAP. He charged ASCAP was guilty of singling out small establishments, like taverns, and getting tribute from them by allegedly coercive methods. This Buck denied, and Rep. O'Malley politely informed him he didn't know what was going on in his own organizations.

ASCAP Savings a Club

AT THE second day's hearing Feb. 26 ASCAP ran riot again, with General Counsel Burkan doing most of the rioting. In the opinion of observers who have attended many Congressional hearings, it was the greatest exhibition of a witness "running" a hearing ever seen. Mr. Burkan and Mr. Buck again had things pretty much their own way, although Rep. O'Malley pursued his charges against ASCAP as a "legal racket" which had used strong-arm methods in mulcting small users.

The ASCAP strategy, it was apparent from the outset, was to turn tables on opponents by employing the arguments the opponents themselves have used. For example, Burkan persistently put into the record the assertion that the "broadcasters" are the racketeers, not ASCAP, and that the broadcasters "put a gun to ASCAP's belly" and demanded preferential treatment, not the other way around. On the preceding day, Buck had referred to the broadcasters as "termites" who wanted music for nothing.

Rep. Lanham, an ASCAP supporter, opened Wednesday's session by asking about the "power trust" charges made by Mr. Buck. The ASCAP president replied that it was the North American Co., which controls Wired Radio Inc., that planned to enter broadcasting without selling advertising. It was difficult to see where this justified the charge that radio was controlled by the "power trust", but this apparently did not register with Committee members unable to differentiate between "wire" and "space" radio.

Elaborating on the Wired Radio

Hold the Press!

A NEW FAST MOVING PROGRAM

Do you want a story that will have more audience appeal and interest than any transcribed program in existence????

What could offer more background than the offices of a great Metropolitan newspaper for EXCITEMENT —THRILLS—ROMANCE—COMEDY—and HUMAN INTEREST?

Any sponsor can be proud to offer HOLD THE PRESS to his listeners. There are 65 fifteen-minute programs in Series A.

YOU MUST HAVE SAMPLES TO JUDGE THE MERITS OF THIS PROGRAM—SO WHY NOT SEND FOR THEM TODAY?

We have a program that will fit your needs.

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.



UNIVERSAL

Combination FLOOR STAND

A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.

Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif., U. S. A.

"threat", Buck talked about the public's apathy toward radio advertising and how wired radio, without advertising, in his opinion, would supplant space radio. Moreover, he asserted that performing rights societies of other countries, having government-owned broadcasting, derive more money from them than does ASCAP here. This statement, unsupported by figures, likewise was not controverted by committee members.

Into all this discussion was drawn the 2-cent per record royalty received by composers for recording of their works. A provision in the Duffy Bill to this end was opposed, not only by Buck and Burkan, but also by Deems Taylor, composer. They asked for the free right to bargain on such performances. Likewise no mention was made of transcription rights and royalties collected by Music Publishers Protective Association, sister organization of ASCAP in the mechanical field.

Mr. Burkan took the stand when Rep. O'Malley resumed his examination of President Buck. After Buck said his salary was $35,000 a year, a colloquy among the committee ensued. Burkam began to berate the action of Wisconsin courts in throwing out ASCAP infringement suits. He charged this was being done on a "legal technicality". At this point Rep. Daly demanded not only an investigation of the federal judge in question, but also alluded to "impeachment" proceedings. Later he withdrew certain of his remarks after Rep. O'Malley had branded them inaccurate.

Rep. O'Malley then referred to a letter he had from the U. S. Attorney in Wisconsin stating that ASCAP had sought to collect $150 from a hall used for a single golden wedding celebration. Mr. Burkan answered this was "false and malicious" and he offered to pay the expenses of anyone who would come before the committee and substantiate any such charges.

Declaring the Duffy bill seeks to "abolish" ASCAP, Mr. Burkan said that broadcasters "put a gun up against our belly" and demanded that ASCAP give them five-year contract extensions last year. He said that ASCAP capitulated and gave them the extensions. Broadcasters, on the other hand, have charged that ASCAP did the "hold-up," forcing broadcasters to accept the extensions under duress.

The Government Suit

MR. BURKAN read to the Committee from the "confidential report" of NAB managing Director Baldwin, sent to the membership on Feb. 18. He referred particularly to that phase of it referring to "conferences" of broadcasters with Andrew W. Bennett, special assistant to the Attorney General, in charge of the anti-trust suit against ASCAP.

Questioning the right of Mr. Bennett to confer with the broadcasters on such "contract matters", Mr. Burkan assailed both Mr. Baldwin and Mr. Bennett. He referred to Baldwin as the "fellow" who had been conferring with committee members on the Duffy Bill.

Deems Taylor opposed the Duffy Bill on the ground that it had been "colored" to a great extent "not by the creators but by the exploiters of music." He opposed the compulsory license fee for phonograph records and also the elimination of the $250 infringement clause, declaring the latter is the "rock upon which ASCAP rests."

Sigmund Romberg said he for years had favored legislation which would permit American entry into the International Copyright Union to protect the work of American authors abroad, but added that whenever such a bill is offered, efforts are made to "take something away" from composers. He asked for speedy enactment of legislation to permit entry into the International Copyright Union.

Radio Has Defenders

THE TIDE turned somewhat at the third day's hearing on Feb. 28. Committee members, irritated over the way in which Buck and Burkan attempted to "run the show," insisted upon direct answers to questions. Some telling blows against ASCAP on cross-examination also were registered by Rep. Deen (D.-Ga.) who on Feb. 19 had delivered an address over NBC favoring the Duffy bill.

Support for government ownership of broadcasting developed when Rep. Dunn (D.-Pittsburgh) charged that ASCAP was not getting a square deal from broadcasters, whom he called "robbers" and "racketeers". He said he advocated government taking over all stations, presumably because of the ASCAP expressions.

The hearing wound up dramatically, when Chairman Sirovich, who called himself an author as well as a surgeon and a legislator, attacked broadcasters as "murderers of music" who are responsible for the Duffy Bill. He called the provision of elimination of the $250 innocent infringement clause "an outrage", and asserted that ASCAP was attempting to "protect broadcasters against the invasion of wired radio and television.

"The day isn't far distant," declared Sirovich, "when the broadcasting organizations themselves will be destroyed by television. Where will little and big radio stations be then?" In a flourish of oratory, Sirovich concluded that he was in "sympathy with the composers" and that they ought to get what they want. There was an outburst of applause from the ASCAP cheering section.

Buck and Burkan, under examination by Rep. Deen, attempted to continue their tactics of the preceding day in evading direct answers to questions. Protests to the chairman brought more direct responses. Burkan charged the NAB with being a "powerful" organization, rich in funds, and with a membership of all stations. Actually the membership is little more than half of the roster of 630 stations.

Burkan read again from the Baldwin copyright report of Feb. 18, purporting to show that the NAB had been lobbying around Congress for months, and he again mentioned the "invisible hand of the power trust" behind radio. He charged that Congress had been deluged with telegrams paid for by NAB.

To this Rep. Deen responded by reading telegrams sent by Buck and by many composers to Senators opposing the Duffy Bill. He asked whether there was anything "wrong" about a constituent wiring his Congressman, and Burkan finally admitted there wasn't.

Burkan declared that elimination of the $250 minimum infringement clause would spell the "end of this Society". He said that without the clause ASCAP would be lucky to get $500,000 a year, as against the $2,500,000 he declared it obtained last year.

Why Warners Quit

"WHY did Warner Brothers break away from the Society?" asked Rep. Deen.

"Plain greed", answered Buck. He added they asked for more money from ASCAP, but that ASCAP was not out to get "all the traffic can bear". Moreover, he held that Warner attempted to dispose of its publishing houses to broadcasters, and that he wouldn't be surprised" if at this time they were in a huddle with broadcasters on a sale.

Again Buck referred to the Baldwin Feb. 18 report, wherein it was stated that both NBC and CBS had negotiated for purchase of Warner houses, but he read too far—since the report stated that these negotiations ended last June, and had not been resumed.

Rep. O'Malley sprung a surprise when he read into the record a telegram from a Chicago lawyer, Daniel C. Gallery, stating that 125 cases now are pending in that city in which ASCAP is suing tavern keepers and other small users for alleged infringements. Buck denied it. So did Burkan, who "objected" to its inclusion in the record. He then was politely informed that witnesses did not have the right to object to introduction of evidence by members of the Committee. Burkan once again offered to "pay the railroad fare" of the lawyer to substantiate this charge.

Buck evaded a question by Rep. Dunn as to whether he believed ASCAP would be better off "if the government would take over broadcasting". That, said Buck, is a difficult question, and would "require exhaustive study".

The Committee adjourned until March 3, at which time ASCAP is expected to continue its opposition. It will be followed by other opponents, including the Authors League, Music Publishers Protective Association, and similar organizations.

Mr. Baldwin, and perhaps legal counsel, are expected to appear for the broadcasting industry. Categorical denials of the many allegations made by ASCAP witnesses probably will be the nucleus of the NAB argument.

How Cold Is It?

AT KSTP, St. Paul, the temperature announcing business is driving announcers frantic. The reason: They get three hourly temperatures and each varies greatly. One comes from the Minneapolis weather bureau, a second from the St. Paul weather bureau, and the third from the top of the Minneapolis federal building. The other morning the readings were, respectively, 18 below zero, 20 below zero and 10 below zero. And no matter how the boys word them, the telephones keep the station busy immediately afterwards, "I thought you said it was 10 below, and now you say it's 20!"

BELIEVE IT OR NOT—



OUR READERS BITE OFF 76.5" OF FINGER NAILS WAITING FOR EACH ISSUE OF

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

MAY WE ADD YOURS?

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____



EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — All America Cables

Mackay Radio

Advertisers' Gift to Retailers

(Continued from page 11)

Decker, the local sales representative for Campbell's tomato juice, drop in to see us.

Mr. Decker came in and the entire situation was discussed with him.

The suggestion was made that he might advantageously contact local retail grocers on this program and arrange for about 250 window displays. (See accompanying photo of sample window display.)

On the window, we displayed the regular poster of the *Burns & Allen* program supplied by the agency, and in addition, a 17″ x 5½″ special poster, printed in 2½″ tomato-red letters, which read: "Listen to this program over WMAS every Wednesday at 8:30 p. m."—A definite local tie-up, and something that converted a network program into a local offering of interest to the people of Springfield, and more important still, *told the public where Campbell's tomato juice could be bought locally.* Counter displays, shelf displays, and as a matter of fact, if it should be the policy of the company, a special might be arranged occasionally, although I don't know whether or not it was actually done in this instance.

A slug might also be arranged for in local newspaper advertising, and too, direct mail calling attention to the program by the retailer would not be amiss. By following up a network program and tieing in with it, the retailer has everything to gain and nothing to lose.

Mr. Decker is quite a frequent visitor to WMAS, and he is interested in what we are doing, as we, too, are interested in his problems.

Where to Buy?

OTHER representatives come into the station frequently. In every case either the agency or the manufacturer was requested to have the representative contact us, and in a number of instances, through close cooperation between the station and the company's representative, a lot of good has been accomplished.

After all, there are few network programs that tell, specifically, where a product can be bought locally. Is it not obvious, therefore, where a national advertiser is paying for time on a local station, not only should the public in that vicinity know where the product may be bought, but the manufacturer should get a return for the money spent. This function definitely belongs to the local sales representative of the manufacturer who is contacting regularly with the retailer.

Furthermore, it should be to the sales representative's interest, for the sake of increased sales volume, to take a vital interest in the network program of his company and see to it that a definite tie-up be made between his sales outlets and the selling power of the network program.

The more a sales representative cooperates along these lines the more localized a network program becomes, and proper functioning right down the line at points where the network program is used cannot help but be productive of good sales results.

The local radio station has a function. Its main task is contacting the local sales representative. The station knows little or nothing of the sales policies of the advertiser and if the former gets too deeply into the mysteries of distributing problems it is likely to get into some kind of a jam.

A local radio station can do valuable work, however, by conferring with the manufacturer's local sales representative, and the cooperation of the two can accomplish a great deal towards making network programs more productive for the national advertiser.

Personally, I thoroughly believe in completing the triangle of retailer, manufacturer, and radio station, but feel that if the demands become too great it might be an impossibility to carry out all the necessary functions in spite of the good intentions of the radio station.

It is obvious, however, that the manufacturer should prevail upon his own local sales representative to interest himself in his own network program, doing the things that are necessary to bring about increased local volume through the fact that the network program is coming through a local station.

I don't believe there is a radio station in the country that would refuse cooperation with any or all local sales representatives, not only for the benefit of the station, but for the benefit of the manufacturer whose interest lies in the sales of the retailer in that particular locality.

Electrolux in Florida

ELECTROLUX Inc., New York (refrigerators) is using a series of 26 live spot announcements daily except Sunday to promote its new kerosene burning Electrolux over five Florida stations. The stations are WQAM, WJAX, WMFJ, WRUF, WDBO. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Iron Fireman Discs

IRON FIREMAN Co., Portland, Ore. (automatic coal feeder), thru Gerber & Crossley Inc., Portland, has purchased a series of 13 quarter-hour military band transcriptions from MacGregor & Sollie Inc., San Francisco transcription producers, to be released nationally starting March 5.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

Did You Get Your Copy of the 1936 YEARBOOK?

It has been mailed to all regular subscribers to BROADCASTING MAGAZINE . . . . a 322-page volume that took us a whole year to compile, edit and produce . . . a reference directory that should be on the desk of everyone identified with the business of broadcasting . . . a compendium more valuable to radio advertising executives than their local telephone directory.

The 1936 Year Book, among other features, contains the following directories and tabulations important in the daily routine of every advertising agent, radio advertiser, program builder, broadcast executive, etc.:

Directories of U. S. and Canadian Broadcasting Stations
(By call letters, frequencies and states, with executive, sales, program and engineering heads, with local addresses, telephone numbers, etc.)

National and Regional Networks
(With personnel, rate cards, lists of accounts and agencies, etc.)

Advertising Agencies Handling Radio Accounts
(With addresses, phone numbers, radio personnel)

Radio Outline Map of the United States
(Showing all cities having radio stations)

Cumulative List of National and Regional Advertisers Using Radio

Station Representative Directory

Newspaper Ownership of Radio Stations

Directory of Transcription, Recording, Program and Talent Services

Station Subscribers to Press Association Services

Stations Accepting and Rejecting Liquor Accounts

Radio Editors of U. S. and Canadian Newspapers

Directories of Radio and Advertising Associations, Market Research Organizations, etc.

Directories of Consulting Engineers, Radio Attorneys, etc.

Bibliography of Radio Literature

Executive, Staff and Field Personnel of FCC

Text of Communications Act of 1934; also FCC Regulations

Directory of Broadcasting Equipment Manufacturers

Lists of Short Wave, Television and Experimental Radio Stations

World Log of Radio Stations, Indicating Whether They Sell Time

and many other features

BROADCASTING
Broadcast Advertising
870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

(Add $1.00 for each Foreign Subscription)

Name.....

Address.....

City.....

State.....

Firm Name.....

Your Position.....

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

FEBRUARY 14 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

(No meeting held Feb. 18.)

FEBRUARY 21

APPLICATIONS GRANTED:

WFBR, Baltimore—License for use aux. trans. as main, main as aux.

NEW, Dorence D. Roderick, El Paso—CP 1500 kc 100 w unltd.

WHDH, Boston—CP change equip.

WKRC, Cincinnati—Extension exp. auth. 1 kw D & N.

WREC, Memphis—Extension exp. auth. 1 kw N 2½ kw D.

KMBC, Kansas City—License for aux. trans.

WMT, Cedar Rapids—License for spec. auth. 1 kw N 2½ kw D directional N.

KGVO, Missoula, Mont.—License for CP new equip., change to 1260 kc 1 kw.

WDBO, Orlando, Fla.—Extension exp. auth. 1 kw D.

KFBK, Sacramento — License for CP 1490 kc 5 kw unltd.

WOKO, Albany, N. Y.—License for CP 1430 kc 500 w N 1 kw D unltd.

KHBC, Hilo, Hawaii—Modif. CP new equip., change from 1420 to 1400 kc, increase from 100 to 250 w, extend completion.

WINS, New York—Renewal license.

WIBM, Jackson, Mich. — CP change trans., install vertical antenna.

WCAO, Baltimore—CP change equip.

WREC, Memphis — Modif. CP extend completion.

WGBI, Scranton—Extension exp. auth. 500 w.

WIP, Philadelphia — Extension exp. auth. 1 kw.

W1XAV, Quincy, Mass. — License exp. 100 w.

W1XER, Quincy—License gen exp. 500 w.

NEW, NBC, New York—CP exp. relay visual service 177,000 kc 15 w; W2XF and W2XK, CP increase power.

SPECIAL AUTHORIZATIONS—WCBD, Waukegan, Ill., extension temp. auth. studio at Zion, Ill.; KFKA, Greely, Col., extension temp. auth. temp. antenna; WFAM, South Bend, Ind., extension temp. auth. Simul.—WWAE 6 a. m. LS; WIS, Columbia, S. C., extension temp. auth. 560 kc 1 kw N 5 kw D; WJEJ, Hagerstown, Md., extension temp. auth. 50 w spec. hours; WHIS, Bluefield, W. Va., extension temp. auth. composite trans.

SET FOR HEARING: New, Ben S. McGlashan, San Diego; New, The Tribune, Great Falls, Mont.; NEW, Lookout Brdcstg. Corp., Chattanooga; NEW, E. Anthony & Sons Inc., Pawtucket, R. I.; NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.; NEW, R. C. Goshorn & Lester E. Cox., Jefferson City, Mo.; NEW, Power City Brdcstg. Corp., Niagara Falls; NEW, Steffen Ice & Ice Cream Co., Wichita; NEW, J. T. Bilben & N. G. Barnard, Walker, Minn.; NEW, Peninsula Newspapers Inc., Palo Alto, Cal.; WCBD, Chicago; NEW, W. E. Day, Creston, Ia.; NEW, Johnson & Perry, Cedar City, Utah; NEW, State Capitol Brdcstg. Assn., R. B. Anderson, pres. Austin, Tex.; WGAR, Cleveland.

MISCELLANEOUS: KFPM, Greenville, Tex., denied reconsideration hearing; KFOX, Long Beach, Cal.; denied reconsideration and grant assign license to Hal Nichols Inc.; KFRU, Columbia, Mo., granted use N hours when relinquished by WOS; W. T. Knight Jr., Savannah, denied reconsideration hearing applic. new station; WGBF, Evansville, Ind., denied temp. auth. Simul.-KFRU reduced power spec. hours.

APPLICATIONS DISMISSED:

WGAR, Cleveland—Modif. license 890 kc 500 w 1 kw LS unltd.

WCOL, Columbus, O.—CP 1210 kc 100 w 250 w LS unltd.

NEW, M. M. Oppegard, Grand Forks, N. D.—CP 1310 kc 100 w 250 w LS unltd.

NEW, Bismarck Tribune Co., Bismarck, N. D.—CP 550 kc 1 kw 5 kw LS unltd.

KGFG, Oklahoma City—CP 1370 kc 100 w 250 w LS SH.-KCRC.

NEW, American Brdcstg. Corp. of Ohio, Cleveland—CP 880 kc 1 kw unltd.

NEW, A. E. Hughes, d.b Valdosta Brdcstg. Co., Valdosta, Ga.—CP 1500 kc 100 w unltd.

NEW, Ralph E. Smith, San Diego—CP 1200 kc 100 w D.

APPLICATIONS DENIED: NEW, Eugene DeBogory, d.b Dalls Radio Research Engrs., Dallas—CP 1570 kc 1 kw unltd.

RATIFICATIONS:

KILB, Shreveport—Granted auth. operate exp. freq. (2-12).

KABH, Shreveport—Same.

Peoples Pulpit Assn., New York—Designated for hearing applic. transmit Judge Rutherford's program from Los Angeles to XENT (2-14).

Jehovah's Witnesses, New York—Denied temp. auth. transmit Judge Rutherford's program to XENT, XERA, COCH.

KWKC, Kansas City — Cancelled temp. auth. to Tome Cleveland to operate KWKC and granted interim auth. to Charlotte Duncan and contracting parties subject action on formal applic. (2-19).

WREC, Memphis — Granted extension. temp. auth. 1 kw D & N (2-17).

FEBRUARY 25

APPLICATIONS GRANTED:

WGAR, Cleveland—Auth. antenna measurement.

WSYR, Syracuse—Extension license one month.

KFDM, Beaumont, Tex.—Renewal license, 560 kc 500 w D 1 kw N.

KFAB, Lincoln, Neb.—Renewal license.

WTAG, Worcester, Mass.—Renewal license, also aux. trans.

KGMB, Honolulu—Renewal license.

KARK, Little Rock, Ark.—Renewal license.

WIBW, Topeka—Renewal license.

WJAR, Providence, R. I.—Extension exp. auth. 500 w N.

W2XIS, New York—Modif. CP gen exp. 100 w.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, extension exp. auth. 560 kc 1 kw N; WDBO, Orlando, Fla., extension temp. auth. added 750 w N; WNAD, Norman, Okla., temp. auth. spec. hours; WIOD-WMBF, Miami, extension temp. auth. temp. antenna.

SET FOR HEARING—WHIO, Dayton, applic. CP change equip., increase to 5 kw D.

ORAL ARGUMENTS—NEW, Paul R. Heitmeyer, Salt Lake City; NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; NEW, Wyo. Radio Educ. Assn., Cheyenne; WFEA, Manchester, N. H.; NEW, W. H. Kindig, Hollywood; KFAC, Los Angeles; WCAO, Baltimore; WICC, Bridgeport, Conn.; WIP, Philadelphia.

MISCELLANEOUS—WJEJ, Hagerstown, Md., temp. extension license granted; NEW, ABC Brdcstg. Co., Big Spring, Tex., dismissed with prejudice applic. CP 1500 kc 100 w D.

RATIFICATION—WOEG, Schenectady, granted auth. 50 w exp. for special event (2-20).

Examiners' Reports . . .

WRBL, Columbus, Ga.—Examiner Hill recommended (I-197) that applic. renewal license 1200 kc 100 w unltd. be granted.

WCMI, Ashland, Ky.—Examiner Seward recommended (I-198) that motion of applicant for continuance of hearing be denied; that motion of respondents to dismiss with prejudice be granted.

KFJM, Grand Forks, N. D.—Examiner Walker recommended (I-199) that applic. CP change from 1370 kc 100 w (SA Exp. 250 w LS) unltd. to 1410 kc 1 kw unltd. be denied.

NEW, Merced Star Pub. Co., Merced, Cal. — Examiner Bramhall recommended (I-200) that applic. CP 1040 kc 250 w D be granted.

WDAE, Tampa—Examiner Hyde recommended (I-201) that applic. increase to 1 kw 5 kw LS unltd. be granted.

NEW, Thames Brdcstg. Corp., New London, Conn. — Examiner Walker recommended (I-202) that applic. CP 1500 kc 100 w D be granted.

Applications . . .

FEBRUARY 14

W1XEH, Avon, Conn.—Modif. CP exp.

W2XIS, Bronx, N. Y.—Modif. CP exp.

NEW, Charles T. Copeland Jr., W. H. May, Troy, Ala.—CP 1210 kc 100 w D.

NEW, Evans Brdcstg. Co., Kansas City—CP 1370 kc 100 w unltd., facilities KWKC.

WTRC, Elkhart, Ind.—Modif. CP change equip., increase power, to move trans. locally, approve antenna.

W9XAA, Chicago — License for CP change location.

KRKO, Everett, Wash.—Vol. assign. license to KRKO Inc.; CP new equip., increase from 50 w to 100 w 250 w D, modif. license.

FEBRUARY 15

NEW, J. E. Churchwell, G. O. Russell, H. O. Freeman Jr., d/b Panama City Brdcstg. Co., Panama City, Fla.—CP 1500 kc 100 w D.

NEW, Smith, Keller & Cole, San Diego—CP 1200 kc 100 w D.

APPLICATION RETURNED — KRKO, Everett, Wash., vol. assign. license to Seattle Brdcstg. Co.

FEBRUARY 18

WTAG, Worcester—CP cange equip.

NEW, Nolan S. Walker, Canton, O.—CP 1200 kc 100 w 250 w D unltd., asks facilities WHBC.

NEW, Birmingham News Co., Birmingham—CP 590 kc 500 w 1 kw D unltd.

NEW, Red River Valley Brdcstg. Corp., Sherman, Tex.—CP 1310 kc 100 w D.

KSO, Des Moines—CP change equip., increase from 1 to 2½ kw D.

WWAE, Hammond, Ind.—Modif. license from Sh.-WFAM to unltd. D to LS, Sh.-WFAM N.

NEW, Pemberton Gordon, Jefferson City, Mo.—CP 1310 kc 100 w D.

KICA, Clovis, N. M.—Vol. assign. license to Western Brdcstrs. Inc.

APPLICATIONS RETURNED — NEW, KFAD Brdcstg. Co., Emmons L. Abeles, Sec., Bismarck; WBNO, New Orleans.

FEBRUARY 21

NEW, Edwin A. Kraft, Petersburg, Alaska—CP 1420 kc 100 w unltd.

NEW, Elmira Star-Gazette Inc., Elmira N. Y.—CP 1200 kc 250 w D.

WMAL, Washington—Modif. license from 250 w 500 w D to 500 w D & N.

WEVD, New York—Modif. license to unltd., asks facilities WBBC, WLTH, WARD and WVFW, amended from 1300 to 1400 kc.

WDBJ, Roanoke, Va.—CP new equip., increase from 1 kw to 1 kw N 5 kw D, move trans. & studio locally.

NEW, Radio Air Service Corp., Cleveland—CP gen exp. 50 w.

WDAE, Tampa, Fla. — Extension exp. auth. 2½ kw D, change equip.

NEW, Grover C. Maxwell, George A. Sancken, Herbert C. Lorick, Augusta, Ga.—CP 610 kc 250 w 500 w D unltd.

WIOD-WMBF, Miami—CP change equip.

NEW, Ben L. Taylor, Mr. & Mrs. Phil B. Whitaker, Chattanooga—CP 1200 kc 100 w D.

NEW, R. J. Laubengayer, Salina, Kan.—CP 1500 kc 100 w unltd.

KDON, Del Monte, Cal.—Vol. assign. license to Monterey Peninsula Brdcstg. Co.

NEW, Western Broadcast Co., Los Angeles—CP gen exp. 100 w.

APPLICATIONS RETURNED — NEW, Rensselaer Polytechnic Institute, Troy, N. Y.; NEW, Roy H. Cooper, Dover, O.; NEW, News Pub Co., Henderson, Tex.; NEW, Bluffton Brdcstg. Co., Bluffton, Ind.; WCRW, Chicago; NEW, H. L. Corley, Trinidad, Col., amended.

FEBRUARY 26

NEW, Harold F. Gross, Edmund C. Shields, Saginaw, Mich.—CP 1210 kc 100 w 250 w D unltd. (facilities WJIM if WJIM applic. 1010 kc is granted), amended to 950 kc 500 w D, omit WJIM request.

WJBK, Detroit — Modif. CP change equip., install antenna, extend completion.

NEW, Jonas Weiland, Kinston, N. C.—CP 1210 kc 100 w 250 w D unltd., amended to 1210 kc.

NEW, I. T. U. Radio Station Inc., Indianapolis—CP 560 kc 1 kw 5 kw D unltd., facilities WIND, amended to change studio to 2820 Meridian St., change antenna.

WEMP, Milwaukee — CP new equip., change from 1310 to 1010 kc 100 w to 250 w 500 w D unltd.

APPLICATION RETURNED — NEW, Central Labor Council of Los Angeles, Inglewood, Cal.

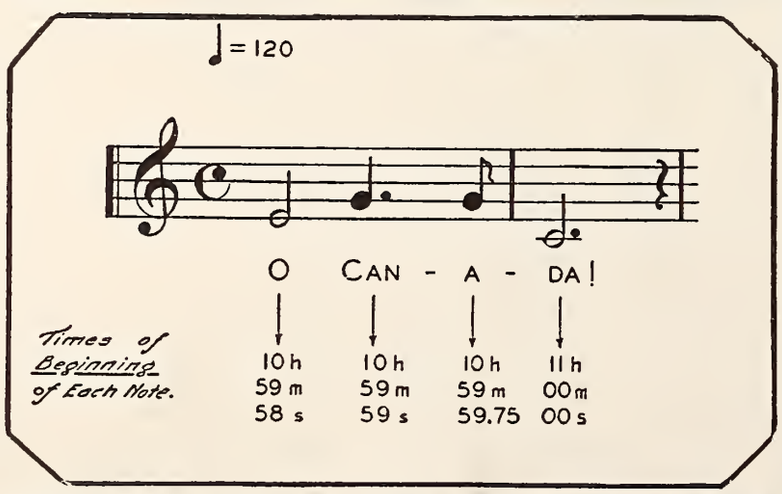
FEBRUARY 28

NEW, Courier-Post Pub. Co., Hannibal, Mo.—CP 1310 kc 100 w unltd.

NEW, Glenn Van Auken, Indianapolis—CP 600 kc 1 kw D.

KJII, Klamath Falls, Ore. — CP change equip.

APPLICATIONS RETURNED — NEW, C. E. Sykes, O. W. Johnson, S. T. Beare, Corinth, Miss.; NEW, Hershel Talbot Walton, E. Liverpool, O.; WIOD-WMBF, Miami.



KILLING TWO BIRDS — The Canadian Radio Commission networks identification call is also a time signal, radiated daily from the Commission's frequency laboratory at 11 p. m. This is how it is done.

WBNS-WCOL Hold Staffs

NO CHANGES in the staff of WBNS and WCOL, which are affiliated with the *Columbus Dispatch* and *Ohio State Journal*, have been made with the exception of the appointment of William McKinnon as program director of WCOL, according to a statement Feb. 27 by R. A. Borel, WBNS manager. The staff of WBNS, he added, remains the same with the exception of the division of sales work into two sections, under William Orr as local sales director and the other under Frank S. Fenton as national sales director.

H. FENDRICH Inc., Evansville, Ind. (Le Fendrich cigars) on Feb. 23 began a new series of musicals titled *Smoke Dreams* over 3 MBS stations (WGN, WLW, WGAR), keyed from WLW, Sundays, 3:45-4 p. m. (EST). Ruthrauff & Ryan, New York, handles the account.

EMANUEL LEVI, vice president and general manager of the *Louisville Courier-Journal* and *Times*, who has had general supervision over WHAS, has resigned to become publisher of Hearst's *Chicago Herald & Examiner*.

Conflict in Network and Local Programs Upsets Schedules as Chicago Shifts Time

ON SUNDAY, March 1, the City of Chicago officially moves its clock ahead one hour in compliance with an order of the Council placing the city on Eastern Standard Time. Because this automatically brings all network programs into the city an hour later, program directors at all Chicago chain outlets have been working overtime the last few weeks trying to iron out the countless conflicts between national and local advertisers. Speaking about WBBM, CBS Chicago key station, Frank Rand, of CBS, says:

"The most cursory investigation reveals that the coming change of time is going to cause almost hopeless confusion. On March 5, for example — and the same condition will exist, of course, on other days —we will find ourselves in the embarrassing position of trying to fill conflicting contracts."

Program Shifts

NETWORK advertisers whose programs reach Chicago during the later evening hours are in several cases moving their broadcasts to other times.

Other network advertisers who cannot secure earlier time are disturbed about the change. J. H. Platt, advertising manager of the Kraft-Phenix Cheese Co., which sponsors Bing Crosby's Thursday evening broadcasts, says:

"The change shoves our program, now in Chicago at 9 to 10 p. m. up an hour to 10 to 11 p. m. This will reduce our potential audience in Chicago considerably, because many people will have gone to bed. Our sales department is badly upset over this possibility. Studies have shown that the peak radio audience is between 8 and 10 p. m. Beginning at 9:30 p. m. there is a sharp drop and after 10 only the folks who want to listen to dance music are interested in radio."

Such juvenile network programs as Kellogg's *Singing Lady*, Ovaltine's *Orphan Annie* and General Mills' *Jack Armstrong*, all of which have been heard in Chicago on repeat broadcasts, will now include Chicago in their earlier broadcasts, and so will continue to reach Chicago children during the 5 to 6 hour. This takes care of the Chicago situation all right, but puts the programs an hour earlier than before for listeners to Chicago stations who reside outside of the city and suburbs in localities that will continue to operate on Central Standard Time.

"This means," says Robert Barrett, radio executive at Blackett-Sample - Hummert Inc., which places the Ovaltine and General Mills programs, "that we are making the change for 30% of the audience of the Chicago stations, as we estimate that 70% of these stations' coverage is located outside of the area that is adopting the new time."

The same point of view is reflected by WLS, which has decided not to follow the rest of Chicago but to remain on CST. An audience survey conducted by the station revealed an overwhelming majority of WLS listeners opposed to the change in time, the figures being 65,718 opposed and 1,211 favoring EST. George Biggar, promotional director, said that WLS feels that it was granted 50,000 watts in order to serve not only Chicago but the entire surrounding territory, and that it would be doing an injustice to the 7,500,000 people living outside the metropolitan area but within 200 miles of Chicago if it shifted to EST.

Chief beneficiaries of the move are WAAF and WJJD, each gaining an extra hour of broadcasting time in the evening. WAAF signs off at Chicago sunset and WJJD, which is on the same wave length as KSL, at the time of sunset in Salt Lake City. Curiously enough, WAAF is owned by the *Drovers Journal*, which is strongly opposing the time shift.

ACCURACY

FREQUENCY CHECKS

100 Watters?

Yes, we check many, including such leaders as KWBG, KIUL, WHEF, KFPL, KFXR, KFYO, KICA, KGFL, WPAD, KCMC, KGFG, KGFW, KGDE and others.
Single Measurement $1.75
Weekly Measurements ____$5.00 per mo.
Precision AT Crystals at lower Prices

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

ACCURACY



BETTER than .01%

is what we guarantee all Scientific Radio Service Crystals. Why experiment—use the best.

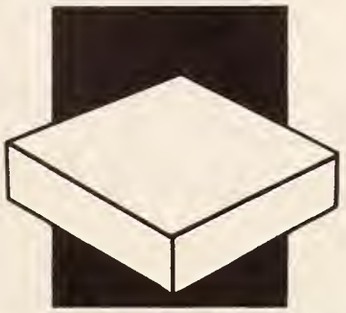
CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals___$90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-361

AIR TIGHT



PACKING

PRESTO GREEN SEAL

Scores Again

ONCE again Presto engineers score with their scientifically constructed non-corrosive metal air tight shipping and storage container! The heavy chemical coating of the non-inflammable Presto Green Seal disc is exceptionally sensitive. Therefore, the metal container will accord the utmost protection to this surface, plus maximum efficiency in handling.

ONE of the many outstanding features of the Green Seal disc is that it can be processed in the same manner as wax discs. Any number of duplications in shellac, acetate faced or acetate can be made from a Green Seal master. These processed records are similar to any phonograph or transcription record and can be used in the same manner, and played with any type of steel needle.

Write today for a sample disc. Hundreds of the largest broadcasting and transcription studios have adopted the Green Seal disc as their standard.



Also manufacturers of the Presto Instantaneous Recorders. The compactness, convenient portability, and unfailing reliability of the Presto Recorder have made it a favorite wherever quality reproduction and uninterrupted operation are more than just "important".

MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Complete descriptive catalag an the Recarder and ather Presta equipment supplied upon request.

Write regarding braadcast station applications af the Instantaneaus Recarder.

Distributor: NORMAN B. NEELY
1656 No. Serrano St., Los Angeles, Calif.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

THE SCHOOL OF EXPERIENCE
W9XAL
W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

SOURCE OF CBS ANNOUNCERS

Members of New York Staff Come From Everywhere; And Have Small-Station Experience


Mr. Carlile

THE PARADOX that the majority of New York announcers come from elsewhere, as explained by John S. Carlile, CBS production manager, and Don Ball, assistant manager, stresses two requirements—that the voices of radio represent the voices of America and that small-station experience serves as a preliminary to network experience.

"Columbia requires," says Carlile, "that its announcers be representative of America and not of New York or any other locality. Our staff is composed of men from every section of the country. Furthermore, announcers must receive basic training at a smaller station before coming to WABC." Ball adds that "a thorough, basic knowledge of radio and the necessary training are best secured at independent stations where, in addition to announcing, the man is called upon to do research, continuity, program work, etc."

There are only two New Yorkers on the CBS New York staff, David Ross and Kenneth Roberts. Two were born outside the United States—Andre Baruch in Paris and Carlyle Stevens in Canada. The others and their birthplaces follow: Dell Sharbutt, Forth Worth; Art Millet, Chicago; William Brenton, Hartford; John Reed King, Wilmington, Del.; Hal Moore, Mt. Vernon, Ind.; Bert Parks, Atlanta; Frank Gallup, Boston; Bob Trout, Wake County, N. C.; Paul Douglas, Philadelphia; Ted Husing, Deming, N. M.; Larry Harding, Waukegan, Wis.

J. Walter Thompson Co. Appoints Vice Presidents

J. WALTER THOMPSON Co. has announced the election of five vice presidents in American offices. Howard Henderson, former manager of the Cincinnati office, has been elected a vice president and transferred to New York. Henry M. Stevens, until recently manager of the St. Louis office, has been made a vice president and transferred to New York. Arthur C. Farlow, account executive in San Francisco, has been transferred to St. Louis to take the position formerly held by Mr. Stevens and Kelsey Denton of the New York office has been sent to the San Francisco office.

R. Lynn Baker, manager of the San Francisco office, has been elected a vice president in charge of the three Thompson offices on the West Coast—San Francisco, Seattle and Los Angeles. Mr. Baker will continue to make his headquarters in San Francisco. Kenneth W. Hinks, former Berlin manager and also former West Coast manager, will become a vice president in the Chicago office as will Merton V. Wieland, of the Chicago staff.

Kraft Cheese in West

KRAFT-PHENIX CHEESE Corp., San Francisco (creamed cottage cheese) on March 6 will start a 13-week variety program titled *Slices of Life* on five stations of the NBC-KPO network, Fridays, 9:30-10 p. m. (PST). Kraft at present is broadcasting Bing Crosby weekly on an NBC-WEAF network, this account being placed from the Chicago office of J. Walter Thompson Co., whose San Francisco office is handling the new West Coast series.

"POWER ENOUGH"
to pay back handsome profits

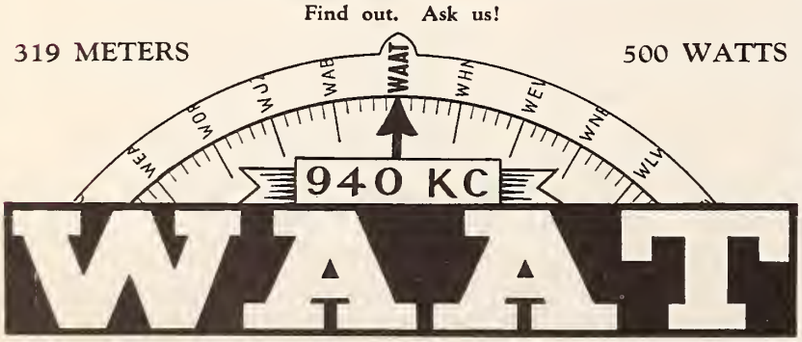
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

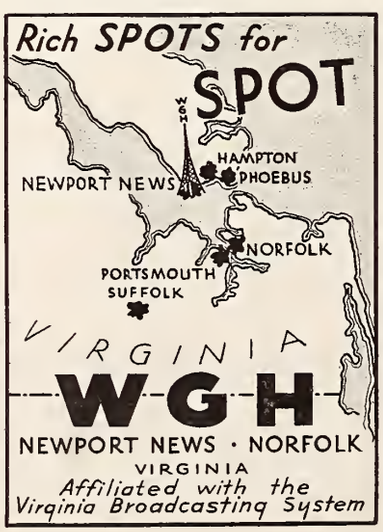
P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



JERSEY CITY ★ AND SUBURBS



Life Memberships For FCC Proposed

Gov. Landon Advances Idea to Remove Danger of Politics

AN FCC with seven members appointed for life rather than for terms of not more than seven years, as at present, is favored by Gov. Alf M. Landon, of Kansas, one of the leading candidates for the Republican presidential nomination.

Gov. Landon expressed his views on radio regulation to Harry C. Butcher, CBS Washington vice president, who visited him in Topeka last month in order to arrange for his broadcast from Lincoln on Feb. 29 commemorating the Nebraska's Founders Day celebration.

In a letter to BROADCASTING received Feb. 17, Gov. Landon confirmed his conversation with Mr. Butcher and declared that his views had been "correctly reported". To the CBS vice president he said he favored an FCC with life members, which would be similar to the U. S. Supreme Court.

Eliminating Politics

BY SUCH a development, in Gov. Landon's opinion, the last vestage of "politics" might be removed from radio regulation. Allocation of facilities and regulation of broadcasting, along with other lines of communication, he believes, then would be placed on the highest plane.

While Gov. Landon agreed with Mr. Butcher that no station ever had been deleted for "political broadcasting" and that perhaps there have been no examples of outright administration censorship of programs, he did comment on certain reports he had received of alleged playing of "politics" on the FCC. One instance, it was said, related to a newspaper application for facilities. The publisher of the newspaper happened to call on the FCC examiner who heard testimony on his application and found him engrossed in the editorial pages of the particular newspaper, perhaps with the idea of determining whether it was Republican or Democratic.

Tom Moore Cigar Spots

WEBSTER - EISENLOHR Inc., New York (Tom Moore cigars) on March 2, will start five-minute INS news spots three times a week on WTMJ, Milwaukee. The sponsor also is using spot programs over other stations in key cities. N. W. Ayer & Son Inc., New York services the account.

DAVID LAWRENCE, noted editor and political writer and a former NBC commentator on government affairs, served as pinch hitter for Boake Carter, CBS news commentator, when the latter was stricken with grippe Feb. 25 and could not handle his Philco periods. It was Carter's first miss in six years.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

California GOP Plank Opposes Short Licenses

RADIO was recognized in the platform adopted at the Santa Barbara, Cal., convention of the California Republican Assembly in February with the 13th plank reading as follows:

"XIII. Public opinion—an uninstructed discussion of honest differences of opinion as to the policies of government is fundamental to the preservation of the American form of government. We, therefore, advocate that the government shall not interfere with the constitutional freedom of speech, of the press and of the radio. We condemn the regulation and censorship of radio communication by the present practice of short-term licenses and otherwise."

It is understood that article XIII, when finally revised and issued in final form, will call for five-year licenses for radio stations and non-censorship of programs.

WINS Keys Mutual

WINS, New York, is serving as the New York outlet for the Health Products Corp., Newark (Aspergum) program over MBS which began over that network Feb. 23, Sundays, 6-6:30 p. m. Inability of WOR, regular New York MBS station, to clear time due to the Whelan Drug stores commitment until April 12, compelled this move. Starting April 12, the program will be heard over WOR. The program emanates from the Majestic Theatre, New York, and goes to nine stations.

WMBG

CBS Outlet in

Richmond, Virginia

For Sale: A Live Show

—

Eight Weeks Sustaining
"THE WMBG PLAYERS"

TIME: 5:30-6:00 P. M.
SUNDAYS

COMPETITION: Very Light
MATERIAL:
Best Scripts Available — from

Radio Events Library

AUDIENCE REACTION:
Ask Us About Fan Mail
PRICE??
Ask Us About That Too

—

Representatives

Furgason & Aston . . Chicago
Hibbard Ayer . . . New York

Centennial Flour Increases Volume A Third by Radio

Sponsor Finds It Effective as A Medium for Food Products

"WE FEEL that we have accomplished the purpose we set out to do in our recent campaign over KOMO and a Northwest radio hookup. The campaign was even more successful than we anticipated." So stated Carl W. Smith, general sales manager of Centennial Flouring Mills, Seattle, speaking of their recent series of broadcasts over a Northwest radio hookup. The campaign extended over a 15-week period, Saturdays, 7:30-8 p. m., and was produced by KOMO-KJR, Seattle. The entertainment feature was furnished by Jules Buffano, popular Northwest orchestra leader, who has written several outstanding song hits, one of them being "Thanks For the Buggy Ride."

The original purpose of the radio campaign was to acquaint the listeners in the Pacific Northwest with the magnitude of the Centennial organization. Since 1889 they have operated several units in the Northwest under different names, although the brand of flour milled carried the same name, Centennial Silk Sifted Flour. These units were located in eight key cities in the Pacific Northwest with the main plant in Seattle. At present they have eight mills and 97 warehouses, employ 900 persons and have an annual payroll of $1,250,000. Their market extends from Coast to Coast.

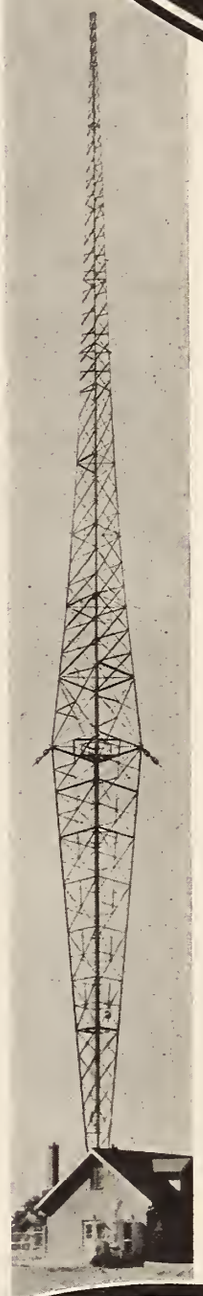
Merchandising Contest

TO MERCHANDISE the program a contest was staged offering 50 prizes for completing the sentence: "I Like to Use Centennial Silk Sifted Flour because—". The prizes consisted of household furniture from the grand prize, an oriental rug, to ten bathroom sets consisting of two towels, bath mat and wash cloths. There were 3,086 entries from all parts of the United States. Each entry was required to enclose a coupon from a 49 pound sack of Centennial Silk Sifted Flour to compete for prizes. Many entries enclosed from one to 16 coupons. Letters received from many Eastern cities stated they were unable to buy Silk Sifted Flour in their cities and were disappointed because they were unable to compete in the contest.

Mr. Smith remarked that the results of the contest were very gratifying to the company as each entrant was obligated to make a purchase of $2 or more and that most of the contests require a purchase of seldom more than 25 cents. He further stated that during the 15-week period of the campaign, the mills' business increased 38% which he attributes largely to the broadcasts. He is also of the opinion that radio is a major medium for food manufacturers and food jobbers.

The program was worked up by Botsford, Constantine & Gardner, under the supervision of Charles Constantine. F. G. Mullins, KOMO-KJR salesman, handled the account for KOMO-KJR.

BLAW-KNOX VERTICAL RADIATORS



ILLUSTRATED: Blaw-Knox Guyed Type Vertical Radiator 379 Ft. High. Station WBNS, Columbus, Ohio.

Mr. L. H. Nafzger, Chief Engineer of the above station writes:

"It no doubt will be of interest to you to know of our increased field strength and coverage with the use of our 379 foot .55 wave Blaw-Knox guyed tower.

Complete measurements with 1000 watts input to the antenna have shown an increase in coverage of 60% and a field strength increase varying from 100 to 300%. Our 1000 and 500 microvolt per meter lines have been extended 13 miles.

Our previous antenna system, as you know, consisted of a conventional quarter wave antenna supported by two 150 foot towers.

Our tower purchase has been one of our most progressive and beneficial steps."

IF YOU CONTEMPLATE CHANGES IN YOUR ANTENNA SYSTEM, IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX COMPANY
FARMERS BANK BUILDING
PITTSBURGH, PA.

BLAW-KNOX

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

White King on Don Lee

WHITE KING SOAP Co. Los Angeles, formerly a large user of radio, returned to the air Feb. 17 with the Raymond R. Morgan Co., Hollywood, handling the account. The new program is on the Don Lee network, keyed from KHJ, Los Angeles, at 11:15 a. m. (PST) three times a week.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

A JOBBERS' STUNT
Retailers Told How to Cash in On Wholesale Service

WJDX, Jackson, Miss., is broadcasting a program aimed at retailers and sponsored by R. H. Green, wholesaler, which is designed to show how jobbers and distributors can help national manufacturers to cash in on their advertising. This typical announcement on the daily weather report program tells the story:

"Did you ever have a specialty man call on you? To most store operators he is just a necessary evil, and the general feeling is to say 'no', and get rid of him. But the R. H. Green wholesale company considers the specialty man a real benefit to the community in which he is working. To begin with he spends money at the hotels and restaurants, and in the retailers' stores. Then, he can be a real help to you for he brings you special information about the product he is selling, gives you selling helps and ideas that he has gathered in his wide acquaintance and experience. Generally his firm is spending good money creating a customer's demand for the goods he is offering you. So, give the specialty man a break; listen to his story, and fairly consider his goods before you say 'no'. And then, if you decide to buy what he is trying to sell, the R. H. Green wholesale company would like to have you specify delivery through them."

Union Strike at WIL

A STRIKE of union operators kept WIL, St. Louis, off the air for more than nine hours late in February, the station returning to the air with a new force, it is understood. The strike is based on the demand of union electricians that two remote operators be employed at the WIL transmitter, now located on the roof of the Hotel Melbourne, with studios on the top floor. L. A. Benson, president of WIL, issued this statement: "We signed a new three-year contract with the operators' union last March. The union has breached this contract by taking the men off the job and refusing to arbitrate."

Promoting Bus Cards

BAUER & MEYER Inc., New York (bus advertising-car cards) began a series of institutional programs over WINS, New York, on Feb. 19, Wednesdays and Fridays, 11:30-12 noon. The sponsor has the franchise for bus card advertising on buses in northern New Jersey and Upper New York State. The program, titled *Panorama*, is conducted by George E. Ball, publicity director of the sponsor, and is signed for 52 weeks. It is placed direct.

Pie Bakers in Midwest

PIE BAKERS Inc., New York (Mrs. Wagner's pies) on Feb. 18 began a series of discs on three Midwest stations. The quarter-hour WBS transcriptions are broadcast twice Tuesdays and Thursdays and are signed for 13 weeks. The discs are dramatic skits titled *Life of Red Horse Ranch*. WGN, WXYZ, and WHK are the stations. J. M. Mathes Inc., New York, is the agency.

All-night Response

WATL, Atlanta, is broadcasting a midnight-6 a. m. program Saturday nights, with Red Top Brewing Co., Cincinnati, as sponsor. The program is titled Red Top Dancing Party and WATL is using 15 employes to handle requests and details. Purchase of 150 phonograph records weekly is required. Listener response is heavy and in addition distant fans have been communicating. Reciprocal publicity agreements have brought in a number of new dealers for the sponsor and lots of prospects for the local distributor. "Dedications" of numbers require purchase of Red Top products.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Good salesman wanted in thriving Connecticut Station on Regional Network. Remarkable opportunity for man who can produce. State experience and full particulars in first letter. WATR, Waterbury, Connecticut.

Situations Wanted

Is your station profitable? I produce profits—fully qualified promotion, production—best references, employed network—prefer East. Box 442, BROADCASTING.

Licensed Technical Director and Operator for small station. Married: age thirty-three; reliable; efficient with executive experience. With last employer over five years as technical director. Twelve years' broadcast experience. Box 443, BROADCASTING.

Operator, graduate of R. C. A. Institutes; now employed as engineer of small station. Young, ambitious, conscientious; good references and willing to start for small salary. Box 446, BROADCASTING.

Program and Musical Director with 8 years of experience on independent and chain stations—specializes in building new programs and improving on old programs—Employed now as Master of Ceremonies. College degree—excellent references. Box 447, BROADCASTING.

Now available as a unit to take over complete management of your station. Two enterprising radio men comprising 12 years radio experience, one production, the other commercial. Working as a team, will do away with all friction between commercial and program departments. Results assured. Advertising agency experience, and managerial experience with both farm and metropolitan stations. Now employed, highest recommendations. Can arrange interview in Chicago. Box 448, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted to Buy or Lease

Wanted to purchase or lease, 100 to 500 Watt full time station. Write full particulars. Box 449, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

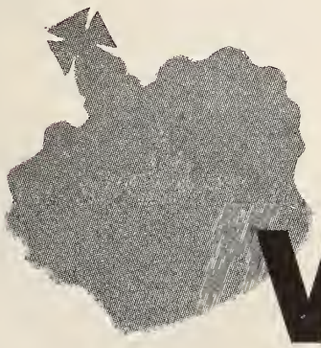
Wanted To Buy—Equipment

UZ-4210 R. C. A. transcription turntable. Address Box 445, BROADCASTING.



An EMPIRE within an Empire . . .

The Domain of WGY



WGY

50,000 WATTS

SCHENECTADY

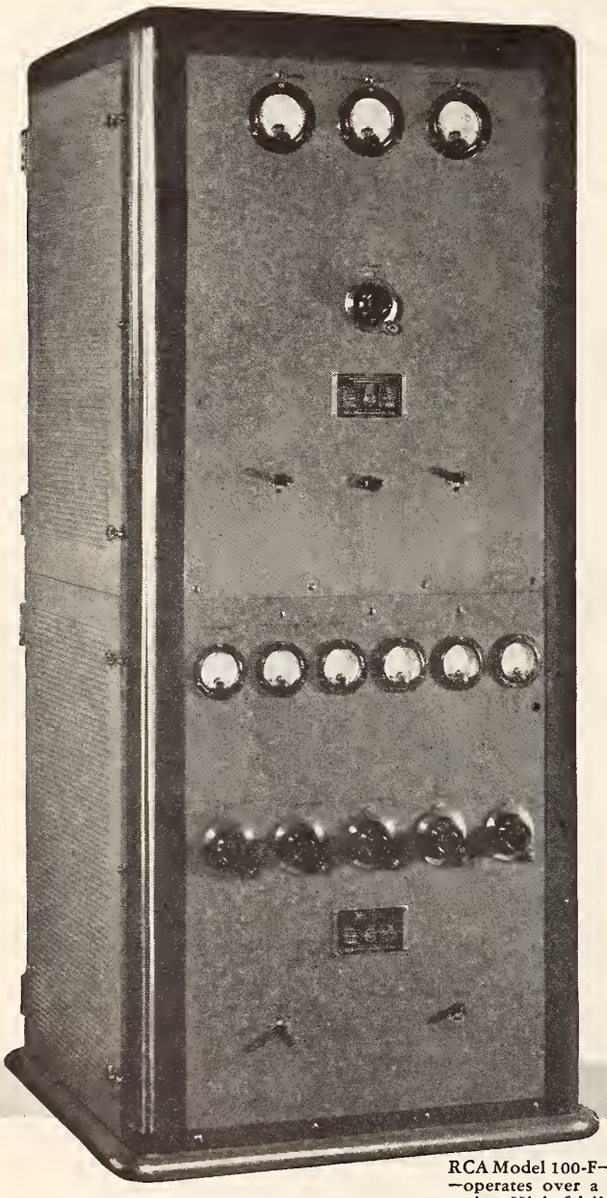
In the heart of the Empire State, station WGY dominates not only the rich central and eastern New York areas but also western New England. Its empire is the Great Northeast, a particularly fertile group of markets including Schenectady, Albany, Utica, Troy. Without major competition, WGY is a sales "must" if you would sell this great territory.

WGY is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WMAQ, WENR,** Chicago • **WTAM,** Cleveland • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh **WRC, WMAL,** Washington • **KOA,** Denver • **KPO, KGO,** San Francisco

RCA's Latest

100 WATT U-H-F TRANSMITTER

30 to 41 megacycles



RCA Model 100-F—100 watt UHF Broadcast Transmitter —operates over a frequency band of 30 to 41 megacycles. High fidelity equipment of coordinated design is employed throughout.

WHY ULTRA-HIGH FREQUENCIES? Because they give you advantages unobtainable elsewhere in the broadcast bands. With relatively low power, these frequencies offer a high-level signal to nearby receivers. There is no fading, no static, no interference from distant stations. Stations on this band are received with complete enjoyment every day and night in the year. Ask us to prove these strong statements.

RCA's latest broadcast transmitter, Model 100-F, is designed for those who wish to take advantage of the remarkable characteristics of 30 to 41 m-c transmission. Its basic pattern is one of simplicity, flexibility, ruggedness, and high quality, plus many new and advanced features.

1. Built to RCA's rigid and uncompromising standards.
2. Unexcelled quality in transmission.
3. Very low operating expense.
4. Low installation costs.
5. General High Fidelity performance.
6. Compactness of design entails minimum space requirements.

Such features as these—plus many others—put the 100-F transmitter in the same class with other RCA broadcasting equipment. Write for full details.

RCA

TRANSMITTER SECTION

RCA MANUFACTURING CO., Inc.

CAMDEN, NEW JERSEY • *A Service of the Radio Corporation of America*

NEW YORK, 1270 SIXTH AVENUE • CHICAGO, 111 N. CANAL STREET

SAN FRANCISCO, 170 NINTH STREET • DALLAS, 2211 COMMERCE STREET • ATLANTA, 144 WALTON STREET, N. W.

PRINTED IN U.S.A.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 6

WASHINGTON, D. C.
MARCH 15, 1936

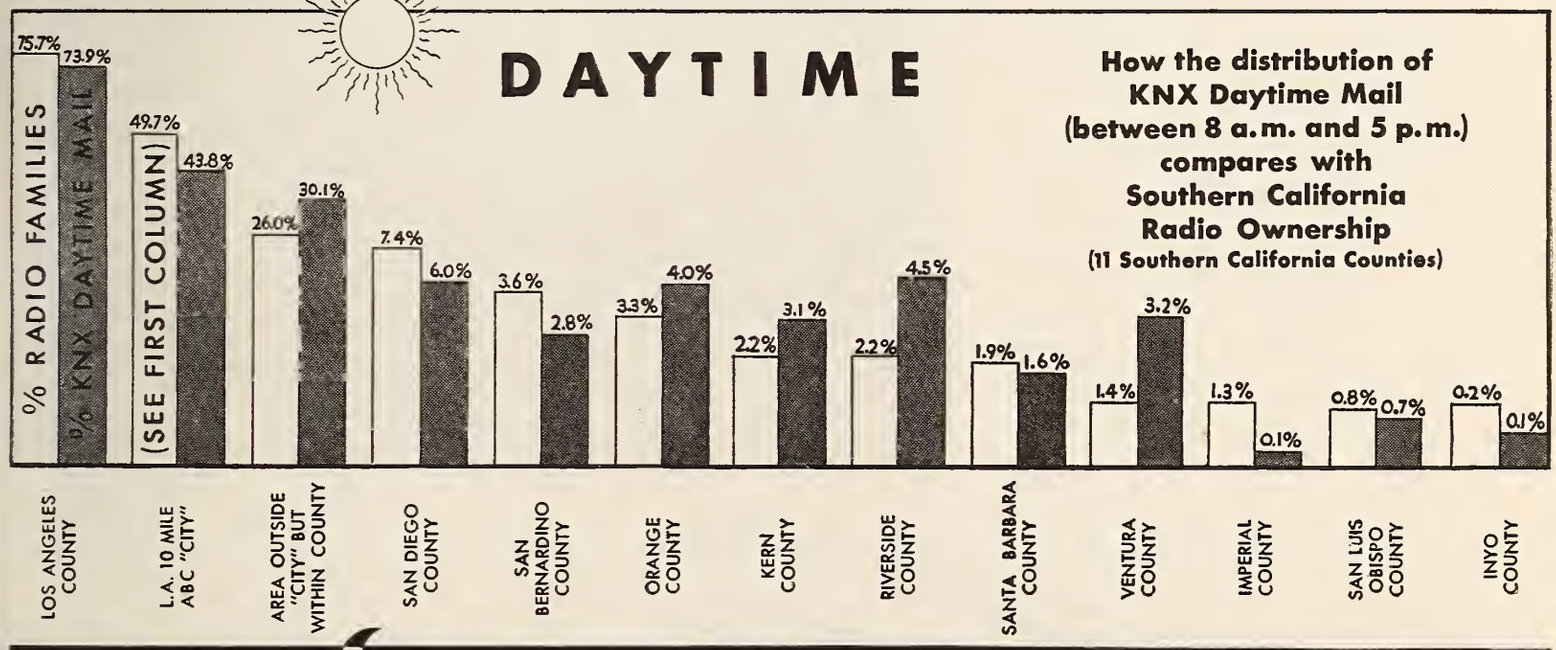
Foreign
$4.00 the Year

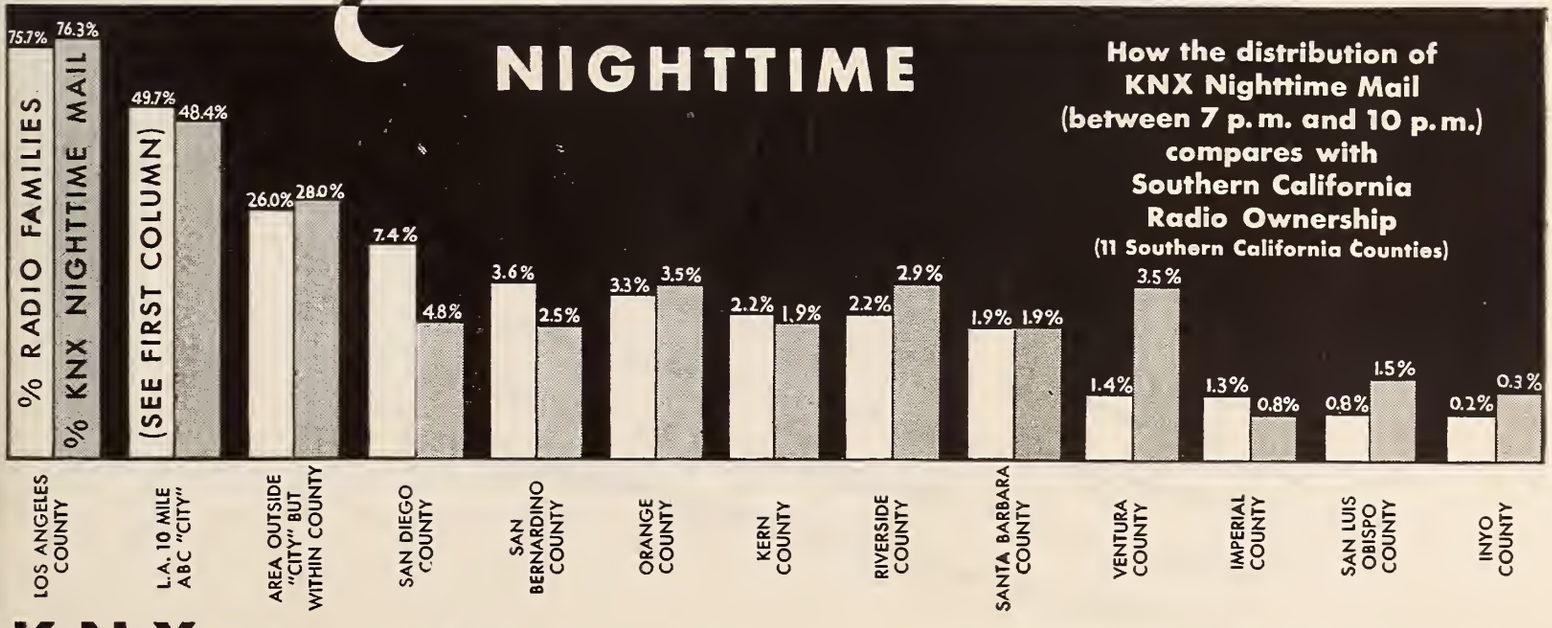
$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

See FOR YOURSELF

That it requires 50,000 watts of power to secure EVENLY DISTRIBUTED coverage throughout Southern California





K N X THE VOICE OF HOLLYWOOD . . . Natl. Repr. JOHN BLAIR & CO.



BEING AN ACCOUNT OF THE BRILLIANT PERFORMANCE OF EDDIE CANTOR ON CBS AND IN THE BUSINESS LEDGERS OF LEHN & FINK

(manufacturers of Pebeco Toothpaste). Written by Mr. Reginald Townsend of Lennen & Mitchell . . . . WITH TWO EPILOGUES by MR. EDWARD CANTOR, and by the COLUMBIA BROADCASTING SYSTEM

WE BEGIN WITH A CONCLUSION

"So if the proof of the pudding is in the eating—Eddie Cantor is a truly great radio comic and a super radio salesman. The constantly upward slanting curve of Lehn & Fink's "New Pebeco" sales chart proves my point. Last Spring, when the Eddie Cantor "New Pebeco" program went on the air, the sales jump started from scratch. Results were tremendous.

Radio Carries All the Load

Getting into action again this fall there was a high mark to shoot at. To secure increases radio practically had to carry all the load. There was no supplementary newspaper or magazine advertising campaigns, little or no dealer helps or tie-ins to merchandise the program in the way of window or counter displays. A few trade paper ads to foster distribution and acquaint dealers with the appeal of the new "Red, White and Blue" cartons about covered everything aside from radio.

Sales 25 to 35% Over "High"

Returns at this date indicate at least a gain of between 25 and 35% over last season's high mark—the Yankee Doodle Red, White and Blue carton is on more dealers' shelves and counters—but the outward movement is gaining more than satisfactory momentum."

This is the conclusion of a report written by Mr. Townsend, of Lennen & Mitchell, advertising agents for Lehn & Fink. The complete report (as it appeared originally in "Broadcasting") is available from CBS.

EPILOGUE BY EDDIE

The other day, while trying to keep my family in stitches—sure I keep them in stitches. Have you ever tried to keep a family of five daughters in CLOTHES?—this is the way I put it: "The glowing words of the announcer describing a radio star are the platinum-collar around the neck of the under-dog. Take them away and he's a mutt. But the public loves the mutt!" That goes for sponsors, too—if the mutt pays his way. Which is why there are always TWO Eddie Cantors on the air. There's Eddie I, a funny guy; and Edward II, a salesman. My job, like any other salesman's, is to sell my boss's product. As for my salary—well, why bring that up? When the orders stop rolling in, out rolls the salesman (no matter how beautifully he can roll his eyes!).

That's the long and short of it. We all know the salesman who makes a hit with customers by giving them the glad-hand, and telling jokes about the farmer's daughter. But when the laugh dies down, has he got an ORDER in his hand? That's what makes ME laugh!

EPILOGUE BY CBS

Having to follow Mr. Townsend and Mr. Cantor is a cheerless task. These expert gentlemen have a way of corralling every climax—and, we're afraid, all the applause. But there are two brief items we might add to their story. They complete the record of the superb sales-job Mr. Cantor is doing. And (not to be unduly modest) they illuminate the job CBS is doing, since the Columbia Network carries the entire load of consumer-advertising for the product.

The first item is a bit of history. For three years before he became PEBECO'S star salesman, Mr. Cantor was brilliantly identified in the minds of his listeners with a cup of coffee! He was called on to change sponsors, program and network. What happened? Well, haven't you already read the answer above?

The second item: Eddie Cantor—while breaking all sales records for PEBECO—shares the air and the audience with another highly successful air "salesman." Does that faze him? Hardly! There are, as he clearly demonstrates, plenty of listeners to go around—a matter we'll be happy to discuss with you statistically, if you wish.

"THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM"



KWK Reaches EVERY CLASS

Whether your product is designed for a definite class or for the masses, KWK is the station to deliver your sales message in the St. Louis area. This market, covered so effectively by KWK, is the 10th potential buying area in the United States. An advertising campaign placed with us will bring you gratifying results.

THOMAS PATRICK Incorporated

HOTEL CHASE — ST. LOUIS, MO.

REPRESENTATIVE — PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



CALIFORNIA SYRUP OF FIGS AND DICK TRACY ARE ON THE MAGIC CARPET OF PROGRAMS

YOU'LL GET BIGGER VOLUME SALES, TOO, BY USING WHAS' 50,000 WATTS AS A BASIC OUTLET

Millions of children say: "O, Ma, get WHAS! I want to hear Dick Tracy!"

So, millions of Ma's get WHAS. They listen to the exciting Dick Tracy episodes four times each week. WHAS brings to life the "funny paper" characters. Thus the Mothers learn about the benefits of California Syrup of Figs for children. Next, they buy it. It replaces another laxative. And children like its fruity taste. The sales go up and up.

When you can't afford a national broadcast through a network, WHAS should be your next choice. There are 133,900 radios in the WHAS shopping area. It is populated by 188,000 families. Here is a wonderful transcription basic outlet. WHAS' 50,000 watts will also give your product a coverage of 3,461,100 with its primary and secondary daytime broadcasts. And there's an increase in the nighttime primary and secondary coverage to 4,399,200.

The California Syrup of Figs program at 5:30 p.m. is on the favorable side of the border of the WHAS (night) secondary area population coverage of 24,752,138. The nation is at home at 5:30, you know. Therefore, that is the selling hour. And WHAS programs come in strongly, clearly through the nation's radios from the Atlantic to the Rockies.

Concentrate more of your radio advertising on the national coverage offered by WHAS. Comparatively it costs less.

MILLIONS TUNE-IN ON WHAS DAILY FOR THESE FEATURES

1. Parties of Pickfair featuring Mary Pickford on National Ice Mfgs. program.
2. Ed Wynn and Plymouth Automobiles.
3. Ziegfeld Follies of the Air and Palmolive Soap.
4. Ray Noble and Coca-Cola Refreshment Time.
5. Jose Manzanares' South American Orchestra and Lincoln Cars.
6. Hollywood Hotel and Campbell's Soup.
7. Burns and Allen and Campbell's Tomato Juice.
8. Boake Carter and Philco.
9. Kate Smith and A&P Coffee.
10. "The Story of Mary Marlin" and Kleenex.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

LOUISVILLE • KENTUCKY

CBS BASIC OUTLET

★★ EDWARD PETRY & CO. ★★
★★ NATIONAL REPRESENTATIVE ★★



"Let me hit him, Colonel!"

DESPITE our kind and gentle appearance, us mugs at F J & F like nothing better than a battle — providing it's in behalf of a customer!

At the drop of a hat, or even less, we'll battle to get favorable spots for you, or to line up the newest and most powerful program ideas, to do anything that will secure for you the best possible service and cooperation and *results* from radio. We've built our business on the one big idea of doing a better job for our customers than they can economically do for themselves.

Big words? Make us prove them!

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . (NBC) . . . . **Charleston**	**WDRC** . (CBS) . . . . **Hartford**	**WPTF** . (NBC) . . . . . **Raleigh**
WIS . . (NBC) . . . . **Columbia**	**WKZO** . (MRN) . . . **Kalamazoo**	**KTSA** . (CBS-SBS) . . **San Antonio**
WAIU . . . . . **Columbus**	**WNOX** . (CBS) . . . . **Knoxville**	**WDAE** . (CBS) . . . . . **Tampa**
WOC . . (CBS) . . . **Davenport**	**KOMA** . (CBS-SBS) . **Oklahoma City**	**KTUL** . (CBS) . . . . . **Tulsa**
WDAY . (NBC) . . . . . **Fargo**	**WMBD** . (CBS) . . . . . **Peoria**	**KALE** . . . . . **Portland**
KTAT . (SBS) . . . . **Fort Worth**		and **Southwest Broadcasting System**

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 6 WASHINGTON, D. C., MARCH 15, 1936 $3.00 A YEAR — 15c A COPY

Railways Lift Radio Ban, Plan Campaigns

Eastern and Central Roads, Now Free of Six-year Fetter, Survey the Broadcast Field; Low Rates Offer Theme

RESTRICTIONS against radio advertising imposed by Eastern and Central railroads since 1930 have been lifted entirely, with the result that several of the more important carriers already are surveying the medium with a view to starting spot or network campaigns.

It has been learned that the Eastern Trunk Line Association and the Central Passenger Association, controlling East-West service operations, agreed last December to drop the radio inhibitions. A new agreement among the larger roads operating East of the Mississippi and north of the Ohio and Potomac, and now in full force, does not place any restrictions whatever upon use of radio advertising. Likewise, it does not bar the use of radio receiving sets as standard equipment on club cars.

The original agreement, in force for six years, especially referred to radio advertising as being undesirable for railroads as a regular advertising medium. This compact was rewritten in November, 1934, and included the same restrictions. It also barred use of radios on club cars except upon extraordinary occasions.

In the new agreement all language pertaining to the radio restrictions was dropped. By its very absence, use of radio is now permitted. All of the important Eastern and Central lines are members of the two associations.

Stiff Competition

ABOLITION of the ban comes at a time when the railroads are fighting an uphill battle against other passenger services, such as the buses, airplanes and private automobile. It also comes at a time when they have the best sales basis available to railroads in years—the newly ordered rate reductions which take effect June 1.

The reduction in rates, ordered by the Interstate Commerce Commission within the last fortnight, drastically curtails passenger rates both for Pullman and coach travel. Pullman surcharges on railroad fares are eliminated altogether. These reductions occur at the best time psychologically for the railroads, because in June the vacation season actually gets under way and tourist travel is at its peak.

Chesapeake & Ohio has been using radio consistently in a dozen major cities in its territory all during the time other important lines were committed against it. C. & O. was not a party to the original agreement and also was exempted from the 1934 arrangement. The most important of the lines which, by compact, excluded radio advertising, were the Baltimore & Ohio, Pennsylvania, New York Central and New Haven.

The success achieved by the C. & O. in its radio advertising along with the findings of Joseph B. Eastman, Federal Coordinator of Transportation in his report of January, 1935, advocating greater use of radio, were unquestionably the predominating factors in the decision to lift the ban. Moreover, an experiment conducted by Western lines last year to stimulate travel to the West, proved eminently successful and gave proponents of radio advertising additional ammunition with which to break the compact.

With the lifting of the restrictions there has been considerable activity in the railroad industry on advertising plans. Baltimore and Ohio, it has been learned, is canvassing the field and has made rate inquiries among stations in its territory on spot campaigns as well as studio programs. Other roads too have been investigating radio rates and programs, although as far as is known no definite campaigns have materialized.

Research Activity

TIEING directly into revived activity is the research being undertaken by the Association of American Railroads for a national advertising campaign, which embraces radio. Arthur Kudner Inc., New York agency, recently was retained to undertake a study for the Association and is now engaged in this work.

Kudner has not been retained as the agency to place whatever campaign may be decided upon, according to railroad executives. The report of this agency will be made to the advisory board of the Railroad Association, of which J. J. Pelley is president. This board has in the past considered a network campaign of an institutional type featuring fine music, and patterned along the lines of the *Ford Sunday Evening Hour*, or the *General Motors Concerts*.

With the exception of C. & O., leading railroads have been backward in their use of radio even though there have been no restrictions, so far as known, among carriers in the associations other than Eastern and Central. The industry is among the last of the major industrial entities of the nation to avail itself of radio advertising.

Only recently have railroads begun to enjoy a revival of passenger business. They have suffered severe inroads from buses, airplanes and automobiles. This was attributed mainly to failure to keep abreast of the time, in Mr. Eastman's special report.

In this report, issued just a year ago, Mr. Eastman, among other things, said the loss of passenger traffic was "due to failure to keep pace with modern methods of marketing, servicing, pricing and selling." Then he recommended that they advertise and promote their services. On this score, he said:

"The market which the passenger traffic force must sell consists of about 30 million families or 76 million adults. Carriers must reach this market as do the purveyors of these other 'enjoyables' by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual."

Based on the experience not only of C. & O., but also of the Western carriers, it is felt that radio should prove a primary medium to the railroads in these prospective cam-

How Three Western Railroads Have Used Radio Extensively

HOW Western roads have been using radio to promote passenger traffic is told in the following letter from H. G. Bullock, vice president of The Caples Co., Chicago advertising agency. Mr. Bullock took issue with the article published in the Feb. 15 issue of BROADCASTING *in which it was stated that railroads generally have been laggard in their advertising. His letter is published herewith in full text:*

ON PAGE 10 of the Feb. 15 issue of BROADCASTING under the caption, "National Railroad Campaign Studied", in the last paragraph the following statement is made:



Mr. Bullock

"Railroads, generally, have been laggard in their advertising in recent years with the notable exception of the Chesapeake & Ohio."

Apparently, whoever wrote this story was entirely unfamiliar with the extended advertising activities of many of the railroads, particularly in the western territory.

We number among our clients four of the leading western railroads, all of whom have been extremely active in their advertising for a number of years past, and three of them have been extensive users of radio.

The first radio campaign we handled for the railroads on a large scale was during 1933 in connection with the Chicago World's Fair, when all railroads serving Chicago combined in a series of 13 15-minute broadcasts over the Columbia chain.

At the same time the Illinois Central was using a number of local stations and continued to do so during 1934, in December of which year Illinois Central began a series of 18 30-minute programs over WENR in Chicago. In March of 1935 the Chicago & North Western Railway also began a series which ran to 18 30-minute broadcasts over WMAQ.

Throughout the year Chicago & North Western - Union Pacific jointly have been consistently using a large number of stations for short announcements in the Middle West and certain Eastern territory, while the Union Pacific have been consistently using announcements throughout their Western territory.

Beginning Nov. 17, 1935, Illinois Central began a 30-minute Sunday afternoon broadcast over a partial National Broadcasting Co. network, including ten leading sta-

(*Continued on page 53*)

paigns. The Western Association of Railway Executives last August announced that its $367,000 spot announcement campaign to stimulate western travel was entirely successful. It used 60 stations and some 400 newspapers.

Results announced were that reports from carriers showed a 15 to 22% increase in travel over the same period of the preceding year. This, said the announcement, indicated "that the campaign was an unqualified success."

Last August, the American Association of Advertising Agencies, through a special committee, also commented at length upon the lethargy of railroads in promoting their services. This committee report, requested by Coordinator Eastman, was submitted to all railroads by the latter.

The Eastman report had disclosed that a classification of media expenditures revealed that only $77,050 was spent in 1933 for radio by the railroads, of 1.8% of media expenditures. Of this $3,657 represented talent expenditures. The conclusion of the report had recommended that an advertising budget of ½ to 1% of freight revenues would constitute a remunerative investment. Actually in 1929, 1933 and 1934 expenditures for both passenger and freight advertising of all roads amounted to 0.3% of gross revenue.

AAAA Recommendations

THE AAAA committee, after studying the Eastman reports both of January and August, 1935, had made these observations about radio advertising:

"In regard to radio there was relatively little use made of it, and the talent cost seems disproportionately low which might indicate that broadcasts were not as interesting or attractive as they might have been made, and of course that affects results. How commercial announcements are made and woven into the broadcasts also makes a difference.

"It would seem to us that radio should make a very restful medium for travel advertising and also for institutional appeal. Travel is always an intriguing subject for great numbers of people.

"A wider use of radio appears indicated. This would also serve to increase returns from other forms of advertising, for instance in newspapers and magazines. The one stimulates interest in the other, as has been frequently observed in commercial advertising."

Freight as well as passenger service has been recommended both by Eastman and by the AAAA for a greater degree of sales promotion. While freight yields by far the greatest revenue, few roads had spent any great amounts of money to publicize this service. Just as air-conditioned passenger equipment, greater speed, increased comfort and reduced rates afford ideal copy for passenger advertising, so do the improvement of facilities for handling of freight lend themselves both to institutional and direct sales copy for both radio and the printed media, it is thought.

The criticism of railroad advertising in the Eastman reports also reflected upon the tendency of carriers to devote most of their advertising effort toward outselling their railroad competitors rather than competing transportation.

Right of States to Tax Station Income Argued in Appeal Before Supreme Court

THE RIGHT of States to tax the incomes of broadcasting stations, on the theory that they are derived in intrastate rather than interstate commerce, was argued before the U. S. Supreme Court March 9 in the appeal of Fisher's Blend Station Inc., operating KOMO and KJR, Seattle, from the judgment of the Supreme Court of the State of Washington. The State Court had upheld the ruling of the state Tax Commission assessing a 1% levy on the gross income of the stations.

Because of the possible industry-wide application of gross income levies upon stations, the NAB and the major networks cooperated in the Supreme Court appeal. Many state legislatures have considered or adopted such taxes in an effort to replenish depleted treasuries, attempting to justify contentions that broadcasting revenue is purely intrastate.

Federal Regulation

THE MAJOR defense advanced on behalf of the Seattle stations was that broadcasting, as interstate commerce, is subject only to Federal regulation and to Federal taxation. The state, however, maintained that the income of stations is derived, not because of interstate commerce but because the station facility is simply "leased" to the advertiser.

Godfrey Goldmark, New York attorney, in arguing the case in chief, held the 1% occupational tax was invalid and repugnant to the Constitution. The state court, he said, had held that the state had no power to and did not intend to tax interstate commerce or the gross receipts derived from it and ruled that stations were not engaged in interstate commerce but in intrastate commerce and were therefore subject to the tax. The State Court ruled that the stations were not engaged in interstate commerce but that they merely "leased" the stations to advertisers who did the broadcasting.

The analogy used by the state court was that the position of a station owner was similar to that of the owner of an interstate bridge over which persons engaged in interstate commerce pass on the payment of a fee. The lower court held:

"The surrounding ether may be likened to the bridge, and while respondent does not lease the ether, it does lease a device which enables its patron to use the ether as a 'bridge' or medium of communication between the station and such receiving appliances as may be so attuned as to reproduce the message released through space."

In the Fisher's Blend brief it was argued that the conclusions of the State Court that the stations are leased to advertisers who broadcast was not supported in the record; that the evidence did not support the findings; that the state law was unconstitutional in that it imposed a tax on receipts from interstate commerce, and that the cases cited by the court to support its main theory are applicable only on the assumption that the stations lease their facilities.

For the State, E. P. Donnelly, assistant attorney general, appeared. He did not argue the bridge analogy used by the lower court but held that the radio stations engage in separate and distinct local activities by permitting sponsors to use the actual equipment and facilities which are located entirely within the state. Thus, he argued, they are subject to state taxation.

Mr. Donnelly was questioned sharply by all members of the court save Justice Cardoza. They stressed particularly the bridge analogy and it appeared that the case would turn on that issue.

In the concluding arguments, Donald G. Graham, of Seattle, one of the attorneys for Fisher's Blend, brought out that the only other case involving state's rights on occupation taxes on states was that of the City of Atlanta v. Oglethorpe University, then operator of WJTL, Atlanta, decided by the Supreme Court of Georgia, in favor of the state. There was no final adjudication of this case.

Covering the bridge analogy, Mr. Graham contended that it did not fit because a bridge is an inert thing, whereas in the case of a broadcasting station, energy actually is transmitted through space and across state borders due to manual and technical operation and skill. He distinguished between the simultaneous generation and transmission of radio energy and the generation of electric power for interstate commerce.

A number of state cases raising parallel issues now are pending in state tribunals, awaiting the outcome of the Fisher's Blend cases.

Rexall on 200 Stations

UNITED DRUG Co., Boston (Rexall drugs, Liggett stores) in the middle of April will start a transcription series to promote the annual Rexall One Cent Sales. Over 200 radio stations from coast to coast will broadcast the quarter-hour discs, made by RCA-Victor. Conrad Thibault, Kay Thompson, the Song Smiths, a male quartet, Don Voorhees' orchestra, Fred Uttal as master of ceremonies and Basil Ruysdael, announcer, are the talent. The discs will be broadcast five times during the week of the special sales. The starting date will depend upon the sale date in each city. The series is titled *The Rexall Magic Hour*. The campaign will run until the middle of May. Spot Broadcasting Inc., New York, is placing the transcriptions for Street & Finney Inc., New York, agency for the account.

Two New York Tests

TWO big local test campaigns in New York were arranged during March. Modern Industrial Bank, New York, will return Gabriel Heatter, news commentator, to the air on WJZ, starting March 22, for a Saturday quarter-hour. On April 11 the program will become a Saturday and Sunday feature. Marschalk & Pratt Inc., New York, has the account. R. L. Watkins Co., New York, a Sterling Products subsidiary, will promote its Mulsified shampoo on WHN, starting March 13, Fridays, 8-9 p. m., using the *M-G-M Movie Club*, placed by Blackett-Sample-Hummert Inc.

Henry A. Bellows Named By General Mills Inc. to Special Advertising Post



Mr. Bellows

FORMAL announcement was made March 4 of the appointment of Henry A. Bellows, former Radio Commissioner and until last year vice president of CBS, as special advertising representative of General Mills Inc. The company is one of the largest users of radio time, both network and spot, and this year plans to go extensively into sponsorship of major league baseball games for *Wheaties*.

Mr. Bellows has been one of the most widely known members of the broadcasting industry and has been most active in its legislative affairs as chairman of the legislative committee of the NAB until last year. He was managing editor of *The Northwestern Miller* until 1925 when he became manager of WCCO, Minneapolis, then owned by the Washburn Crosby Co.

In 1927, Mr. Bellows became one of the original members of the Radio Commission, a year later joining CBS as vice president, which post he held for five years. All during his active career in broadcasting he was prominent in the affairs of the NAB. In September, 1935, Mr. Bellows returned to Minneapolis as a consultant and in that capacity has been associated with General Mills' advertising department, particularly in connection with broadcasting placements.

Mr. Bellows personally has been contacting stations in connection with baseball sponsorship for the ensuing season. Detailed plans have not yet been divulged.

Lack of a Few Returns Delays Broadcast Census

THE CENSUS of broadcasting being conducted by the Division of Transportation and Communications, Census of Business, Department of Commerce, "is progressing in fine shape" according to a statement March 5 by C. H. Sandage, chief of the division. He expressed hope that the compilation would be completed shortly.

The vast majority of stations, Mr. Sandage declared, have already filled out and returned to the Bureau of the Census Form 73 containing the questions on radio station business. The few stations that have not returned the forms, he added, are delaying completion of the survey. He asked BROADCASTING to importune stations which have not already done so to return the questionnaires as quickly as possible.

Lehn & Fink Test

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) began a special spot campaign on WLW, Cincinnati, March 2, 6-6:15 p. m., Mondays through Fridays, with *The Johnson Family*, a dramatic program. Merrill Adv., New York, was named to handle the test program.

Elliott Roosevelt Joins Hearst Radio

Becomes Executive of Publisher's Interests, Heading KTSA, KNOW; Many Offers for Rest of SBS Group

ELLIOTT ROOSEVELT, son of the President, who since last September has been vice president and sales promotion manager of the Southwest Broadcasting System, on March 10 became vice president of Hearst Radio Inc., operating company for Hearst-owned broadcasting stations. At the same time the 28 year-old broadcaster became president of the KTSA Broadcasting Co., licensee of KTSA, San Antonio, and the KUT Broadcasting Co., licensee of KNOW, Austin, Tex., personally filing formal applications with the FCC in Washington for voluntary transfers of the ownership of those two stations to Hearst interests.

As exclusively reported in the March 1 issue of BROADCASTING, sale of the two units of the Southwest Broadcasting System to Hearst, subject to FCC approval, was consummated late in February for a combined price of $225,000. KTSA was purchased for $180,000, and will be operated in connection with Hearst's *San Antonio Light*. KNOW was purchased for $45,000, the first station to be acquired by Hearst in a city in which he has no newspaper.

Besides having his name on the FCC applications, young Roosevelt's name also appeared as one of the five directors of the KTSA Broadcasting Co. in a charter granted March 9 at the state capitol in Austin, Tex. The other directors named are W. M. McIntosh, publisher of the *San Antonio Light*; Emile J. Gough, general manager of Hearst Radio; R. F. McCauley, New York, and W. L. Mathews, attorney for the *San Antonio Light*.

Young Roosevelt informed BROADCASTING that he will continue to make his headquarters in Fort Worth, and that he is still vice president of Southwest. He declined to verify or deny reports that he, in company with William P. Day, executive vice president of Lambert & Feasley Inc., New York agency, has secured an option to purchase the remaining three units of the Southwest network—namely, KTAT, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. He admitted, however, that Mr. Day is definitely "interested in the radio business generally" and from other sources it was indicated that such an option, or at least a sale agreement, exists.

PRESIDENT'S SON NOW HEARST EXECUTIVE



MR. ROOSEVELT



MR. HEARST

Offers for Others

LEE H. ARMER, president of Southwest, who was also in Washington March 9, said the other Southwest stations were not for sale, although he asserted that offers from various interests for the whole group and for the individual stations have been received. The sale of the two units to Hearst interests naturally was admitted, since the applications became a matter of record at the FCC. Mr. Armer asserted, however, that Southwest will continue to operate as a network and will carry out its commercial commitments, though it was evident that, assuming the FCC grants the transfer, the maintenance of the network depends upon Hearst plans.

Whether Hearst will acquire the other three stations either directly from the present ownership, represented by A. P. Barrett of Fort Worth and Mr. Armer, or through the intermediary of Mr. Roosevelt and Mr. Day, remained in doubt as BROADCASTING went to press.

"Not on the Market"

MR. ARMER asserted that the stations were "not on the market" but he admitted that various offers have been received not only from Hearst but from the publishers of the *Oklahoma City Oklohoman*, operators of WKY, Oklahoma City, and KLZ, Denver, seeking KOMA; from the Griffin wholesale grocery interests, operating KTUL, Tulsa; from the publishers of the *Amarillo* (Tex.) *Globe-News*, operators of KGNC, Amarillo, and prospective purchasers of KFYO, Lubbock, Tex., and from interests believed to be acting together in behalf of the Jesse Jones radio and newspaper interests (owning all three Houston stations) and the Amon Carter radio and newspaper interests (WBAP, Fort Worth, and KGKO, Wichita Falls). None of these offers, however, has been seriously entertained, he said.

Mr. Day's entry into the picture is believed to have been prompted by young Roosevelt, a close personal friend. Knowing that the Southwest stations might be procured, it is believed that Mr. Roosevelt approached Mr. Day to interest him in going into the radio business. Mr. Day is also an intimate friend of T. J. White, general manager of the Hearst enterprises. In some quarters it was stated that Hearst also is seriously contemplating purchasing the other three stations and himself maintaining the Southwest network, but the price factor may be balking the other purchases.

Lambert & Feasley's biggest account is the Lambert Pharmacal Co., St. Louis (Listerine), which in the past has used radio considerably, having for one season sponsored the Metropolitan Opera over the NBC networks. Mr. Day's agency also handles such radio-using accounts as Phillips Petroleum Co., Bartlesville, Okla., and Pro-phy-lac-tic Brush Co., Florence, Mass. Mr. Roosevelt's personal acquaintance with Mr. Day dates back to the time when the President's son, newly graduated from Harvard, went to work for the Albert Frank advertising agency in New York.

New Lucky Strike Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on May 2 will make its maiden appearance on a network of 93 CBS stations. The Saturday night program on NBC is signed to run until late in April. The new CBS program, Saturdays, 10-11 p. m., will also be titled *Your Hit Parade*, and Carl Hoff, at present on NBC for Luckies, may be given the spot. The sponsor has started a new series of Wednesday night programs on an NBC-WEAF network, 8-9 p. m. Ray Sinatra's orchestra was selected after numerous bands had been tried out in the Saturday night spot to get audience's reaction. Lord & Thomas, New York, is the agency.

New Ohio Network

A NEW hookup of Ohio stations, linked to carry both commercials and sustainings, is reported under way, with tentative plans to begin operating by April 1 and with Mrs. Edythe Melrose, manager of WJAY, Cleveland, as its general manager. It will be known as Ohio Network Inc., and besides WJAY it will link WSPD, Toledo; WKBN, Youngstown; WBNS, Columbus, and an unnamed Cincinnati station. National representatives for the group will be Aerial Publicizing Inc., New York.

Warners Consider Own Network Plan

Threat to Compete With Major Nationwide Chains Issued

WARNER BROS., giant motion picture concern which is figuring prominently in the music copyright turmoil, is contemplating a "third network", according to Harry M. Warner, president. At the time of his departure from Hollywood March 4 for New York, Mr. Warner said he was working on such a plan, but details were lacking.

Herman Starr, vice president of Warner in New York, conferred with his chief upon his arrival March 9 upon the broadcasting "plan". He informed BROADCASTING afterward that there would be no enlargement upon the statement originally made by Mr. Warner.

The announcement was greeted by the broadcasting industry with skepticism. The only possibility of setting up another major network enterprise of the scope apparently envisioned by the Warner official would be to use Mutual Broadcasting System as a nucleus, and that development is discounted at once for obvious reasons. Physical station facilities are not available for another network on anything approaching a nationwide basis.

Music Performance

THE WARNER idea for a network evidently grows out of a desire to perform Warner music over the air on large scale. The major networks and about 75% of all stations, since Jan. 1, have been doing without Warner music, with the result that the value of the Warner catalogs has been sharply diminished. It is said there has not been a Warner hit since the new year began.

The Warner statement was that if networks and stations do not sign for performance of the Warner catalogs, then Warner will go into competition with the networks and in that way insure performance of its music, so vital in the advertising of Warner pictures. It was asserted also that Warner houses would not return to the ASCAP fold and that the network plan would be worked out in a "few months" with the idea of approaching agencies for next fall's business.

Mr. Warner asserted that songwriters on the Warner rolls, who have been chafing over non-performance of their works, would get rich returns from the network operation.

General Electric Discs

GENERAL ELECTRIC Co., Schenectady (refrigerators) on March 19 will begin a WBS transcription series, Tuesdays and Thursdays, during morning hours, on about 50 stations. Contracts are for 13 weeks. Eddy & Ralph will be the talent on the 15-minute programs. A partial list of stations follows: WOR, WKBO, WLAC, KSL, WIS, WGY, WBEN, WDAF, WFBR, KGHL, WJR, KMOX, WAIU, WAVE, KOMO, WRAK, WTAM, WTIC, WCAU, WKY, KGO, KOIN, WTMJ, WBZ, WGST, WWL, KDKA, WGAL. Maxon Inc., Detroit, handles the account.

Communist Speech Delivered on CBS Stirs Controversy

Net Time Allotment Arouses Both Resentment and Praise

FREE SPEECH, pro and con, continued to figure prominently in the national news during the last fortnight with the CBS speech of Earl Browder, secretary of the Communist Party, provoking an entirely new issue that had repercussions in Congress as well as on the front pages of newspapers and in their editorial columns.

CBS scheduled a 15-minute speech by the American Communist leader in compliance with the latter's request on the theory that he was an accredited representative of a registered political party. Immediately following the announcement, a torrent of criticism was hurled against the network, with the publishers Hearst and MacFadden editorially leading the crusade. CBS was picketed in New York—and had a special cordon of police around its studios the night Browder spoke—and so-called retaliatory "boycotts" against the network were demanded by a number of organizations on grounds of patriotism.

The issue erupted in Congress as a half-dozen Congressmen commented. Rep. Hamilton Fish Jr., (R-N. Y.) leading "red-baiter" in Congress, answered the Browder address over CBS the following night by prearrangement. But he defended CBS in allowing the Communist to speak, asserting it at least proves that freedom of speech prevails in America.

Rejected by Yankee

A NUMBER of CBS stations, notably the Yankee Network, declined to carry the address. John Shepard 3d, Yankee president, issued a statement in which he said the stations which his organization owned and controlled would not carry the address because "we believe in the American form of Government and it is our understanding that the avowed intention of the Communist Party is the overthrow of our government. We can see no reason for extending our facilities to any Communist representative." Stations on the Yankee Network which did not carry the address included WNAC, WAAB, WEAN, WICC, Shepard operated, and WMAS, WORC and WFEA, affiliated stations. Pacific Coast CBS stations did not carry the program, it is understood.

Hearst newspapers launched the anti-Red attack the day before Browder made his broadcast. Then it was followed up in succeeding days with other editorials. The Hearst attack, as well as that of MacFadden, was directed against William S. Paley, CBS president. The initial Hearst editorial concluded: "Perhaps it is truly about time that the United States Government took over the broadcasting systems of the nation in order to protect itself and the public against subversive misuse of them."

Bernarr MacFadden, publisher of *Liberty* and of the *New York Mirror*, on March 6 issued a statement demanding the resignation of Mr. Paley because of the Browder speech. This was followed up by attacks upon CBS from women's organizations, the National Americanization League, and others.

Counterbalancing the Hearst and McFadden editorials were those in other newspapers supporting the CBS action in allowing Browder to speak. The Republican *Washington Post*, significantly, said:

"The Columbia Broadcasting System is to be congratulated for its fair-mindedness and good Americanism in putting its facilities at Mr. Browder's disposal. Consistency now requires that the company restrict further free radio time to Communist spokesmen in proportion to their strength throughout the country. Which means that the comrade will not be rushed in preparing his next plea over the airway."

Coughlin Stations Warned

ON ANOTHER front the free speech issue also blasted forth. Rep. O'Connor (D-N. Y.) who several weeks ago threatened to "kick" Father Coughlin "from the Capitol to the White House" because of his critical speeches, fulfilled his promise of warning the 32 stations carrying the Coughlin speeches that he would hold them accountable for any libelous statements made over their facilities by the militant radio priest. He wired:

"Without waiving any right I already have against you for criminal libel, I hereby respectfully serve notice on you that I shall hold strictly accountable and responsible you and your company and all its officers and directors for any further libelous remarks made by Father Coughlin or any other persons about me over your station directly or indirectly."

RADIO WOMEN IN QUEER JOBS

They Sit at Executive Desks, Cry Like Babies, Bark With Canine Fidelity and Wake You Up

QUEER jobs, as well as important executive jobs, are held by women in radio. Among the queer ones are several that attracted the attention of *Pictorial Review*, which carried a picture page about them in its March issue. The photos are reproduced with permission. They were snapped by Ivan Dmitr.

Madge Tucker, NBC director of children's programs [in center of top photo] writes, directs and casts all of her programs. She has a native gift for picking talented juveniles.

Then there is Madeline Pierce [second photo] who coos like a baby, pipes like a child, cries like a vixen bambino, all with a fidelity that is strikingly natural. All she needs in the way of mechanical equipment is a nice soft pillow. For small babies, a big pillow, and for big ones, a small pillow. All she does is bury her head and cry, sob, snort and gurgle.

At New York's WINS is Helen Merchant, musical clock girl [third photo], who wakes countless thousands every morning in the metropolitan area and tells them the correct time every five minutes so they can't oversleep.

Bertha Brainard, director of commercial programs for NBC [fourth photo], has one of the biggest executive jobs in radio. She remembers when WJZ offered time free to advertisers who could muster enough courage to try this new-fangled thing called broadcasting.

And any discussion of feminine radio folk must include Elsie Mae Gordon [at bottom], whose forte is being a radio zoo all by herself. If it's a frog or cricket or lion or dog whose realistic utterance is needed, Elsie can supply the sounds without recourse to transcriptions or gadgets.



Music Publishers Form New Protective Group For Performance Rights

FORMATION of the National Association of Copyright Owners as successor to the Music Publishers Protective Association was announced March 10 by John G. Paine, of New York, chairman of the board. The organization licenses mechanical performing rights.

In Washington attending the Duffy Bill hearings, Mr. Paine asserted the name of MPPA was changed to open the way for enrollment of so-called "standard" publishers. Heretofore its membership has been restricted almost entirely to the popular publishing field.

MPPA, said Mr. Paine, was formed in 1935 as a mutual organization and has had 37 popular song publishers on its rolls. Governing the organization have been a series of trade practice provisions having to do with "plugging" and performance of music and designed to keep the publishers in step with certain ethical standards. These code provisions, he said, have never been and many publishers o MPPA because of them.

Last year MPPA was rated and at that time practice provisions were but the organization did fit through substantial en of standard members or music publishers. With th ing of the name, he said tary result already has ticed.

To date, according to M some 75 applications for ship in the organization a ing, including about 30 s publishers and a number music publishers. This c to the MPPA membership popular publishers and five ard houses. Altogether, h there are 100 popular pul and 90 standard publishers.

World Musical Progr To Be Started in Autumn

FIRST of a series of semi-annual musical concerts to be broadcast simultaneously from stations in all countries belonging to the International Broadcasting Union at Geneva, will be staged Sept. 20. The programs, which will literally shower the world with music, will start with a half-hour concert of American folk music to be presented jointly by NBC and CBS and will be relayed to other countries via shortwaves for rebroadcasting.

Plans for the series were drawn at the recent International Radio Conference in Paris. The second concert of the series will originate in Argentine in February of next year, with the third to come either from Dutch East Indies or Belgian Congo. Promotion of international good will is contemplated by the series, as well as acquainting different countries with the music and culture of other parts of the world.

Due to interest of foreign delegates in American Negro folk songs and spirituals, part of the American program will consist of this type of music.

Chance of Duffy Bill Passage Is Slim

Parliamentary Tactics Would Continue Hearings Until Action Prior to Adjournment Would Be Unlikely

By SOL TAISHOFF

ONE OF THOSE legislative miracles—rare but not impossible—will have to be wrought to enact the Duffy Copyright Bill at this session of Congress.

That is the view of observers of the travesty on Congressional procedure staged before the House Patents Committee during the last three weeks. The measure, supported by the Administration and urged by the State Department, is designed to permit American entry into the International Copyright Union and to modernize the antiquated and outmoded copyright law of 1909. It passed the Senate last session.

The bill also would rip away from ASCAP the arbitrary powers it now holds and which have made it an impregnable music [illegible] therein lies the tale of defeat of the bill.

ned Despite Revolt

a turn in the testimony e third week of the hear- a revolt on the part of mmittee members against ier in which Chairman (D-N. Y.) has been con- ne proceedings, it still ap- hat the Duffy Bill was t this session. Added to against ASCAP, which he pans in Tin Pan Alley he first two weeks, there nflict with an openly parti- nittee chairman and a race time before Congress ad-

the Committee adjourned l week of hearings March industries supporting the , including broadcasters, and motion picture exhibi- d not yet been heard. The s originally were scheduled lude after four weeks, or on 19. Then, out of a clear ky, Chairman Sirovich disclosed hey would run until April 23. If hat happens, chances for passage n the House, which is looking to- ard a May 1 adjournment, would e virtually nil.

The evidence protagonists of the ill bring forth during the next eek, and the success they may ave in breaking down the bar- iers of misinformation and unsub- tantiated allegations of ASCAP itnesses, will have much to do ith the fate of the bill. But there ppears to be only one chance in 00 that the measure will get rough.

Its failure at this session would ean that the bill must start at e beginning of the legislative auntlet next year and wend its ay through Senate Committee, enate, House Committee and ouse. ASCAP, it is evident, will ght, lobby, clinch or do anything believes necessary to block the easure with its provision to elim- nate the $250 minimum innocent fringement clause in the present w—the big bludgeon it has used effectively in collecting tribute r the last generation.

Everything but footlights was sed by ASCAP in presenting its hippodrome during the first two weeks of the hearings. And even the footlights were competently substituted for by the flashlights of news photographers who got the Vallees, the Cohans, the Gershwins, the Berlins, and the rest of the luminaries whom ASCAP brought down to embellish the hearings.

They resented, said the authors, being called "racketeers". And they wanted more money from the users. They called radio names, yet they all admitted they had never read the Duffy Bill or the Sirovich Bill or the Daly Bill (the latter two favorable to ASCAP and inspired by it as backwash for the Duffy Bill).

The hearings were punctuated throughout by clashes between members on procedure. Rep. Church (R-Ill.), Rep. O'Malley (D-Wis.) and Rep. Deen (D-Ga.) led the onslaught against Dr. Sirovich and certain of his supporters. They maintained that the proponents of the measure, under regular Congressional hearing procedure, should go on first, and be followed by ASCAP and its anti-Duffy Bill forces. They also objected to allowing ASCAP to have "rebuttal" opportunities after the proponents finished.

It appeared likely that the NAB will present its case during the week beginning March 17. The plan at this writing is for James W. Baldwin, NAB managing director, to make a brief opening statement, and then for Sidney Kaye, of the New York firm of Rosenberg, Goldmark & Colin, CBS counsel, to analyze the bill legally as NAB special counsel. Finally, Louis G. Caldwell, Washington attorney and former Radio Commission general counsel, will submit the NAB case in chief in support of the bill.

Originally the hearings were scheduled to conclude on March 19, but Sirovich disclosed to his committee they would run for another month, presumably to accommodate other witnesses. Rep. O'Malley announced March 11 that when March 19 arrived he would propose adjournment of the hearings as originally planned. Should that motion pass, then the Duffy Bill

(*Continued on page 48*)

Rift in Ranks of the NAB Concealed By Pressure of Copyright Hearings

STEEPED in a copyright battle before the House Patents Committee to the exclusion of everything else, NAB affairs which threaten the future of the trade association have been permitted to slide along during the last fortnight with no significant change in conditions.

While time may have a healing effect, present indications are that the major networks will attend the NAB convention this summer determined to withdraw from the Association unless certain specific demands are met, notably on copyright leadership. Likewise, an independent group of stations, just as strongly determined, has decided apparently to forget the NAB if it comes under what they characterize as "network domination".

On Capitol Hill in Washington, the NAB is confronted with the task of counteracting the ASCAP lobby on the Duffy Bill, which has done as smooth a job as any lobby ever perpetrated upon a Congressional committee. In this battle the networks have joined forces with NAB independents in the realization that sound legislation is fundamental to the eventual solution of copyright. [See separate story on this page.]

Convention Plans

BECAUSE of the pressure of the copyright hearings James W. Baldwin, NAB managing director and storm center of the intra-industry wrangle, has been unable to map plans for the NAB convention, which will be the battleground for the NAB fight. Chicago has been selected as the place of the convention, with the board having designated the month of July as the time, but without specifying the dates.

Mr. Baldwin, at whom the network darts will be aimed, prefers to have the convention sometime in June, in the hope of settling the present difficulties as early as possible. That hardly seems likely now, however, since there scarcely would be the time to make the arrangements, taking into account the present arduous work in connection with the Duffy Bill hearings.

The executive committee, comprising President Leo J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin, must decide upon the date. Mr. Baldwin has indicated that he might leave this matter for decision of the board at another special meeting which probably will be called early in April, to consider, among other things, the plans Mr. Baldwin had been instructed to draft in connection with possible setting up of a separate radio music corporation.

What happens to the NAB at the next convention, of course, will rest with the membership through their election of a new board of directors. The board is clothed with broad powers governing admissibility of members and also is charged with the hiring of personnel, including the managing director.

Of the 19 places on the board, including the four elective officers, 10 will have to be filled at the next convention. That constitutes a majority. The feeling exists that unity in the industry should not be sacrificed at any price and that network stations (networks as such are not NAB members) should not be withdrawn from membership. The sentiments and policies of the

(*Continued on page 47*)

New Warner Pact Negotiations Fail; 97 Suits Are Filed

WORKING out of a new arrangement covering the performance of Warner Bros. music when present temporary arrangements expire March 31, has been undertaken by an advisory committee of the NAB with Herman Starr, Warner vice president.

Although himself detained in Washington because of the copyright hearings on the Duffy Bill, James W. Baldwin, NAB managing director, delegated the committee to pursue the work. Members are Philip G. Loucks, former NAB managing director; Walter J. Damm, WTMJ, Milwaukee; H. K. Carpenter, WHK, Cleveland and John J. Gillin, Jr., WOW, Omaha.

Temporary contracts, which became effective last Jan. 1 and which have been signed by some 239 stations, provided for payment to Warner, for use of its catalog, four times the highest quarter-hour rate by full-time stations, and proportionally lower rates by part-time and by local low-rate stations.

Back to ASCAP?

THE advisory committee met with Mr. Starr and A. M. Wattenburg, Warner counsel, on March 11, but no material progress was made. Mr. Starr said he did not have enough facts and figures upon which to base possible working out of a "per piece" method. Of significance was his statement that as long as broadcasters buy music under a "blanket license" from ASCAP any per piece plan he would favor would have to include a minimum guarantee. That, in the opinion of broadcasters, would not mean per piece at all.

Should Warner find it is unable to work out a per piece method when contracts expire March 31, it is understood, then another month's extension of present contracts probably will be offered its 239 present station licensees.

Out of this conference there arose the view that perhaps Warner is flirting with the idea of returning to ASCAP, despite repeated statements to the contrary by its officials.

More Warner Suits

MEANWHILE, the major networks and the majority of the independent stations which refused to sign Warner contracts aver they have "licked" Warner despite the wholesale filing of alleged infringement suits by Warner houses. They feel they have gained rather than suffered through non-performance of Warner music. On the other hand, it is generally recognized that the Warner publishers and the motion pictures bearing Warner imprints have fared badly. So far as known, there has not been a single Warner "hit" tune since Jan. 1, whereas in the past they have more than often headed the list.

Warner plopped another six dozen purported infringement suits upon stations during the last fortnight, bringing the total to 97. The mythical damage figure sought is well over $3,000,000 since Warner in most cases is asking maximum

(*Continued on page 50*)

Sponsors Seeking Baseball Programs

BASEBALL again will be very much on the air this season, with dozens of national and local sponsors angling for play-by-play accounts, reenactment of games and announcements of scores. Among national sponsors already negotiating for broadcasts of major league games are General Mills Inc., Socony-Vacuum Oil Co. and Texas Co.

Owners of major league clubs for the most part are opposed to broadcasts of games at home but usually do not object to play-by-play accounts when their teams are playing in other cities. League officials leave the question up to individual club owners.

In the National League, Pittsburgh permits summary descriptions of home games and play-by-play accounts of out-of-town games. Cincinnati games are open to all stations. In the American League, Washington permits play-by-play accounts of out-of-town games and reenactments of home games. Detroit games will be carried exclusively on WWJ, except for Sunday, with network time cleared for the local broadcasts under a special arrangement.

New York Inhibition

A TRI-CLUB agreement in New York prevents broadcasts of home games of the New York Giants, New York Yankees and Brooklyn Dodgers. Philadelphia will sell broadcast rights. St. Louis permits broadcasts on week days, but not Saturdays or Sundays.

In Chicago Hal Totten will announce all home games of the Cubs and White Sox over WCFL, sponsored by Texas Co. Russ Hodges will announce games for WIND, Gary, with no sponsor being scheduled as yet. On WGN Bob Elson will announce, with Walgreen Co., chain drug stores, as sponsor. On WBBM Pat Flannagan will announce games for General Mills.

NBC is now negotiating with advertisers to sponsor baseball resumes over individual NBC-owned stations on a spot basis.

All baseball games of the Cleveland Indians will be sponsored on WHK, Cleveland, and in addition three other sponsors have signed for supplementary baseball features on WHK. P. O. C. beer will broadcast summaries of games, using a period between 6 and 7 p. m. A late evening summary will be sponored by Cleveland Oil Heating Device Co. Spots preceding and following every game have been sold to Deisel-Wemmer-Gilbert Corp., Detroit (R. G. Dun cigars). Jack Graney will announce. WHK has a contract with the Cleveland club for exclusive radio rights. Games are not broadcast Sundays and holidays.

All home and road baseball games played by the Cincinnati Reds baseball team will be carried over WHIO, Dayton, during the coming season, which opens April 14. The entire schedule, including Sundays and holidays, is being sponsored by the Socony-Vacuum Oil Co., which will also present the games over WSAI and WCPO in Cincinnati.

Club owners who object to broadcasts take the position that the programs hurt gate receipts and that announcers are inclined to second-guess umpires on close plays.

Baseball Records

WHEN Lowell MacMillan, Kendall sports commentator of WHAM, Rochester, went South to the baseball training camps he took with him George Driscoll, WHAM recording technician. As MacMillan journeys among the camps, Driscoll accompanies him to make records of the announcer's interviews with outstanding personalities. Each day during the three weeks of travel, MacMillan sends the recordings back to WHAM via air mail to be broadcast on the daily *Kendall Sportcast*. The trip is financed by Kendall Refining Co. of Bradford, Pa., and is MacMillan's own idea.

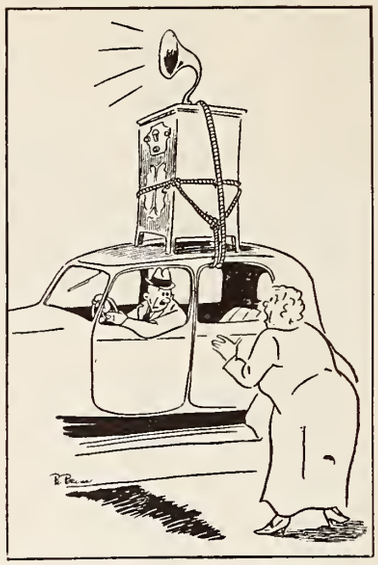
Loft Tests Successful

LOFT Inc., New York (confectioners) has renewed Garnett Marks as news commentator for another four weeks on WMCA, New York, effective March 2. The original contract covered a two-week test period, during which the sponsor broadcast special radio sales. Although the radio special, a box of candy, was kept under the counter, some 14,000 boxes were sold. The results of this test led to the renewal. The news is broadcast four times a day, seven days a week. The account is placed direct.

New WGY Sales Chief

STANLEY L. SPENCER, of the sales staff of WGY, Schenectady, has been named commercial manager by Kolin Hager, general manager, succeeding George Nelson who with Winslow Leighton recently organized the new Schenectady advertising agency of Leighton & Nelson. Walter Duncan has succeeded Leighton as national sales representative for NBC in upstate New York.

RADIO will be used again in promoting the 1936 National Cotton Week, June 1 to 6, under auspices of the Cotton Textile Institute.



From Phila. Auto Trade Journal

"You wanted an auto radio, didn't you?"

Training Camp Remote

VIA SPECIAL telephone line from Orlando, Fla., Arch McDonald, ace sports commentator of WJSV, is carrying on his nightly sports broadcasts during a trip to the Orlando training camp of the Washington baseball club. He left March 11 and will return about April 1, broadcasting every other day his observations of the team from the studios of WDBO, Orlando. Line charges for the hook-up alone are running about $600, that and Mr. McDonald's other expenses being borne by his sponsor, the People's Drug Co., chain stores. Between his remote talks, his regular period is being occupied by Wells Church, WJSV program manager.

General Cigar Spots

GENERAL CIGAR Co., New York (William Penn cigar) will use one-minute WBS transcription announcements, five days a week, on WHO, KSO and KRNT, Des Moines; WMT, Cedar Rapids; KSCJ, Sioux City. H. W. Kastor & Sons Adv. Co. has the account.

Great Lakes Exposition Planned for Cleveland To Use Radio Promotion

PERSONAL appearances of radio stars at the Great Lakes Exposition are being discussed with several sponsors and their agencies. Broadcasting plans at the exposition, as given by Ralph B. Humphrey in charge of radio, center about Cleveland's Public Auditorium which will be converted into "the world's largest broadcasting studio", since 14,000 can be seated in the main hall. Loud speakers will carry the stage broadcast to the audience within the auditorium which is an integral part of the exposition. The main hall of the building will become "Radioland" from June 27 to Oct. 4, the exposition period, with daily presentations of radio acts from Cleveland's four stations.

The exposition, which starts within two blocks of the heart of the city and extends for about a mile along Cleveland's lake front was underwritten by a committee of Cleveland business men late in January. More than half of the available exhibtion space has already been taken, with plans under way to increase possible floor space.

Commerce, industry and products of the lake region provide the central theme of the exposition. Among national advertisers who will exhibit are Apex Electric Co., Addressograph - Multigraph, Willard Storage Battery, Timken Roller Bearing, Republic Steel, International Nickel, The Hoover Co., American Rolling Mill Co., Chase Brass & Copper, Osborn Manufacturing Co., U. S. Steel Corp., International Business Machine Co., Standard Oil of Ohio and other firms doing a sectional business.

The automotive industry with which the Lakes region is so closely allied will have its own exhibit in Automotive Building. Hall of Progress will feature public utility displays. The Horticultural Building keynotes both indoor and outdoor horticultural exhibits which will include landscaping for residences. Model homes of various building materials will be shown.

GE Dealer Broadcast

GENERAL ELECTRIC Co. will take time from 11 to noon EST March 30 over more than 60 stations of the NBC to conduct a nation-wide dealer meeting. The broadcast will originate in New York. About 1300 GE dealers will be present at the broadcast in New York, and several thousand others will listen in. Gerard Swope, General Electric president, and other high officials will speak. The musical program will include Richard Bonelli, baritone, the GE concert orchestra of 40 pieces, directed by Harold Levey, and the GE men's and women's choruses of 20 voices each. Maxon Inc., Detroit, is the agency.

Barn Dance in Fifth Year

THE WLS *National Barn Dance* on March 14 began its fifth year of continuous presentation at Chicago's Eighth Street Theatre. In 209 weeks, presenting two shows each Saturday night, the program has played to a total of 449,01 paid admissions.

SHIRTS AFTER COUGHLIN

United Shirt Distributors, Using Sunday Period, Amazed by Success of Direct Selling

LAST FALL, United Shirt Distributors bought the 15 minutes immediately following Father Coughlin every Sunday afternoon on WJR, Detroit. They made it a news broadcast, installing Jimmie Stevenson as commentator. Business was good and the program was maintained solely for its prestige value. No effort was made to sell merchandise.

Retail business in Detroit was bad during January and February. Early in February, out of patience with institutional advertising during dull periods, United instructed its agency, S. M. Epstein Co., Detroit, that henceforth every advertising dollar must pay its own way.

Anxious to keep the program on the air, the agency switched to commercial continuity definitely plugging specific merchandise items. The results were amazing. In many of their Detroit stores and in several of their out-state stores, United Monday business actually exceeded the volume for the preceding Saturdays. Generally speaking, the Monday business was of a more desirable type than that produced on Saturdays by newspaper advertising.

As retail stores go, United has always been a fairly heavy newspaper advertiser. Radio has always been used as a supplementary medium. Based on this experience, however, current plans call for the extensive use of radio this spring. United has 22 stores in Detroit, also stores in Pontiac, Flint, Lansing, Jackson, Monroe and Battle Creek. Several weeks ago they absorbed the Albert Hoefeld chain in Chicago and plan to open additional stores in that city.

Big Department Stores Join In Sponsoring Network Series

Special Hookup to Be Used by Retailers in Several Cities for Morning Program of Famous Artists

A NEW departure in institutional advertising for department stores, the creation of a special radio network linking seven stations with eight department stores in as many cities as cosponsors will be inaugurated March 19 when the first of a series of Thursday morning programs will be carried under the title of *Morning Matinee*. Big name artists will be heard on all of the programs, which will be heard at 9-9:45 a. m. (EST) and which are tentatively scheduled for 13 weeks.

The special hookup comprises WOR, Newark, as key station; WCAE, Pittsburgh; WGAR, Cleveland; WDRC, Hartford; CKLW, Windsor - Detroit; WIRE, Indianapolis, and WNAC, Boston. Since the stations are all members of other networks, it is emphasized by those in charge of the project that this network is entirely special and has no relationship whatever with either NBC, CBS or MBS.

The sponsoring stores are R. H. Macy & Co., New York; Boggs & Buhl, Pittsburgh; May's, Cleveland; Alfred Steiter, Hartford; Kern Ernst, Detroit; Carson, Pirie, Scott & Co., Chicago; L. S. Ayers, Indianapolis, and Jordan - Marsh, Boston. Significantly, Macy's controls WOR, but WNAC is owned by the Shepard interests which also operate the Shepard stores of Boston and Providence.

W. L. Chesman, radio director of Donahue & Coe, New York agency, is handling the account and arranged the special network, for which the sponsors will pay proportionate shares of the cost for time, talent and wires. The first show features Ben Bernie and his orchestra and Gladys Swathout, with Nellie Revell as master of ceremonies. Each week the orchestra and guest star will be changed, Vincent Lopez with Vivian Segal being scheduled for March 26, Henry King and Irene Rich for April 2 and Jack Denny's orchestra for April 9.

Talent cost, it is disclosed, will be apportioned according to radio set distribution in the various communities. Though the program is largely institutional, with the partial object of attracting tributary purchasers into the cities to buy at the sponsor stores, there will be three 1½-minute station breaks in each program, or one every 15 minutes, for the commercials. Each store will broadcast its own commercials from its local station.

According to Mr. Chesman, the idea behind the program is to bring top-notch talent to the support of department stores without resorting to transcriptions. He indicated that other stations and additional sponsors may be linked to the hookup later.

Egg Dye on 38 Stations

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand Easter egg colors) will promote their products on 38 stations in a concentrated drive the week before Easter, April 5-11. The sponsor will use 100-150 word live announcements four times during the week between the hours of 4-6 p. m. One exception to this schedule is KGU, Honolulu, where the announcements will be broadcast 6 times. Stations are KFPW, KFI, KGO, KOA, WOL, WFLA, WSB, WLS, WIRE, KFH, WHAS, WWL, WBAL, WNAC, WJR, KSTP, KMBC, KSD, WOW, WNEW, WKBW, WMCA, WHAM, WSOC, WCKY, WHK, WKY, KOIN, WFIL, WJAS, WDOD, WMC, KRLD, KTRH, KDYL, KJR, WISN, KGU. Menken Adv. Inc., New York, placed the account.

Seventh Day Adventists

SUCCESS of its one - time effort on the Inter-City Group March 8 has led the Seventh Day Adventists, Tacoma Park, Md. (church), through John Ford of Washington, to contract direct with Inter-City for a new 52 - week series. The entire Inter - City network, with the exception of WCBM, Baltimore, has been signed, the program to originate at WOL, Washington, and to be heard Sundays, 10:15-10:30 a. m.

Western Electric Earnings

NET INCOME of $2,620,279, or 44 cents a share, was reported for 1935 by Western Electric Co. Inc., comparing with a loss of $7,751,548, according to the company's consolidated statement for last year. Total net sales rose from $91,807,396 in 1934 to $105,416,801 last year, of which $97,554,415 consisted of net sales to Bell Telephone companies.



MR. INSULL

True Story to Sponsor Over Inter-City and MBS

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) will take over the *Good Will Court* now heard on WMCA and sponsor it on a combined Inter - City and MBS network, starting June 2. The program will be keyed from WOR, and heard Tuesdays 10 - 10:30 p. m. Heretofore the program has been a 45-minute sustaining.

The *Good Will Court* presents members every day life who tell of their experiences and tribulations before judges from the New York Courts. A. L. Alexander, originator of the broadcast, serves as master of ceremonies and also acts as censor to see that nothing offensive is broadcast. The judges never attend any of the previous meetings between the persons to broadcast, who are anonymous, and Mr. Alexander. It is also understood that the NBC *Court of Human Relations* will be cancelled when the new series takes the air. The *Good Will Court* is said to have a very large listening audience in the New York Metropolitan area. Ruthrauff & Ryan Inc., New York, has the account.

ANOTHER FELLOW'S VIEWPOINT

Radio and Newspaper Executives Promote Each Other's Medium at Los Angles Advertising Forum

CARL HAVERLIN. sales manager of KFI-KECA, Los Angeles, and Charles Arnn, advertising manager of the *Illustrated Daily News*, spoke before the Friday Advertising Forum of the Los Angeles Advertising Club Feb. 28, the speakers trading subjects with Mr. Haverlin talking on newspaper advertising, and Mr. Arnn on radio advertising.

Here is what Mr. Arnn said about radio:

Radio is a prime means of entertainment. It not only gets into the home, but travels with the automobile.

Radio is the most dynamic medium of the day. It is a quick and flexible medium. The advertiser can change his appeal almost up to the minute of broadcast. Radio creates no antagonism as does the editorial policy of many newspapers.

Radio gets into the home when the family is in a mood to buy.

Through constant repetition, a name or a message may make a stronger appeal through the ear than through the eye.

Radio is unequaled as a medium for reaching the child.

Radio does not give the advertiser "editorial" support because it has learned from the newspaper that it is a thing very much to be avoided.

TIE-IN stickers help to merchandise the "Drive Safely" programs on WFBL, Syracuse, sponsored by the Bresee Chevrolet Co. Stickers read " 'Drive Safely' with Chevrolet. Tune in WFBL 5 p. m. every Monday, Wednesday and Friday." They are distributed from the Bresee show rooms and are used on the windshields of all dealer cars.

New Insull Chain With 17 Stations To Start in April

Program Schedules Planned As Lineup Is Completed

INAUGURATION of the Affiliated Broadcasting Co. as a new regional network of 17 stations in the Midwest will take place between April 15 and May 1, according to a formal statement issued by Samuel Insull, president of the project and former Chicago utility magnate, from his radio headquarters in the Civic Opera Bldg., Chicago. Mr. Insull asserted that the hookup will comprise the following stations:

Wisconsin — WRJN, Racine; WCLO, Janesville; WHBY, Green Bay; WOMT, Manitowac; KFIZ, Fond du Lac; WHBL, Sheboygan.

Indiana — WWAE, Hammond; WTRC, Elkhart; WLBC, Muncie; WBOW, Terre Haute; WEOA, Evansville.

Illinois — WCLS, Joliet; WJBL, Decatur; WTAX, Springfield; WHBF, Rock Island.

Minnesota—WDGY, Minneapolis.

Missouri—WIL, St. Louis.

Completion of this lineup of stations, said Mr. Insull in his statement, will permit the ABC staff to devote its main energies now to the development of program schedules. Vice president in charge of operations of the new network is Ota Gygi, former concert violinist and theatrical producer, who was associated with Ed Wynn in the Amalgamated Broadcasting System network in the East.

New York Office Opened

GEORGE ROESLER, one - time commercial manager of KOIL, Omaha, and recently head of his own organization of station representatives, has joined ABC as national sales manager. In addition to his Chicago office, Mr. Roseler announced the establishment of a New York office at 60 E. 42d St. and a Detroit office in the New Center Bldg.

Malcolm Eagle, formerly with Keith and Orpheum as an artists representative and recently program director of WCFL, Chicago, will be production manager, and Max Halperin, formerly with WFAA-WBAP, Dallas-Fort Worth and former Chicago manager of *Variety*, is program manager.

Chief engineer is Frank Golder, formerly with Southwest Broadcasting System and recently technical director of the Colorado Network. Mr. Golder reports that the central studios are now practically complete, with RCA equipment on order to be delivered late in March. Sales promotion manager is Gene Fromherz, formerly with First United Broadcasters, and publicity director is Bruce Robertson, one-time editor of *Broadcast Advertising*.

According to early press reports, friends of the former utility magnate are backing him in the new enterprise, in which he was first interested by Mr. Gygi. One of Mr. Insull's colleagues is Eustace J. Knight, who holds the office of secretary - treasurer, and who was formerly connected with the banking and accounting ends of the utility industry.

The Folger System—A Coffee Formula

Using Radio Extensively, Midwest Concern Dominates Its Territory Despite Its Relatively High Price

By BRUCE ROBERTSON

FOLLOW FOLGER for sales success! Alliteratively speaking, this motto has much merit in it. Ask any Midwesterner—especially if he's in the coffee business! That's the business that Folger is in and the name is so well known in that market, and other markets, that it needs no introduction. Folger has followed the radio trail in its spectacular journey to the No. 1 position in its territory, and Hill Blackett, president of Blackett-Sample-Hummert, divulges a few of the secrets of Folger's successful merchandising methods.

"IT's a system."

That description of the way J. A. Folger & Co., Kansas City, uses radio to promote consumption of Folger's coffee comes from Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency through which the Folger advertising is placed. And, as Mr. Blackett will gladly tell you, it's a system that really works, for Folger's is the dominant brand in its territory—from the Mississippi to the Rockies — despite its relatively high price. Let's take this system apart and see what makes it click.

First, the program itself. Its title is *Judy and Jane*; its content a serial story of the adventures of these two girls who met in a five-and-ten-cent store during the first broadcast away back in February, 1931. Jane, who carries the love interest, is a sweet, simple girl from the South. Judy, wise-cracking, sophisticated product of the big city, supplies the comic relief.

The Formula

SINCE their first meeting the girls have formed a sister act, toured in vaudeville, and broken into the movies. Jane has traded her career for marriage and motherhood. Judy remains in pictures, her position constantly endangered by the well-meaning but bungling efforts of her Micawberesque press agent, who is also her boy friend. Written by Carl Buss, scenario writer for Paramount, the story follows the time-tested formula of feminine fiction: "A smile, a tear, a problem, and a happy ending."

The program is broadcast each afternoon except Saturday and Sunday for a quarter-hour period as near to 2 o'clock as can be obtained, in order to reach the maximum women's audience. To match the product's distribution, through retail groceries, major metropolitan stations throughout the Midwest are used. The broadcasts were launched over a CBS hookup, switched to NBC the following year, and are now being transcribed and placed individually with the stations, both changes being due to the difficulties of obtaining time on a split network.

The broadcast year has been 30 weeks, the program going off the air each spring when some of the cities shift to daylight saving time while the others remain on standard time. Whether the change from networks to transcriptions will have any effect on this policy has not yet been determined.

The return of *Judy and Jane* to the air each autumn is heralded by a series of one-minute announcements over each station included in the campaign. Small advertisements on the radio pages of newspapers in those cities are also used, and publicity stories and pictures are sent to the radio editors, who are usually glad to tell their readers of the return of this outstanding feature.

The first broadcast of the fall also inaugurates an "audience builder" contest, which offers cash and premium prizes to the winners but which does not call for any proof of sale to accompany entries. These contests have proved to be valuable aids in rapidly increasing the size and interest of the program's audience, and are undoubtedly a major factor behind the serial's Crossley rating of 12.1, which is remarkably high for a daytime show.

Incidentally, Mr. Blackett has a question that some other user of premiums may be able to answer. When the 500 bud vases that were used as premiums on last fall's contest were distributed, 420 of the recipients sat down and wrote "thank you" letters to the sponsor. "Why is it," he asks, "that while we always get a lot of letters thanking us for merchandise awards few ever thank us for a minor cash prize?"

Another Contest

AS THE plot builds up toward a climax and interest is at its height a second contest is launched, this time requiring listeners to send in the star from a Folger label with each entry. Two or three contests of this nature are conducted each year, and another goodwill contest, like the opening one requiring no proof of sale, is used in the spring just before the program signs off for the summer.

Sometimes the contests are tied up with the plot of the story. When Jane became the mother of twins listeners were asked to name the babies. This, by the way, inspired one of the largest responses to date from any contest in the series, although the awards were the same as for the others: Cash prizes of $250, $50, $25, and $10, and 1000 merchandise awards.

Other contests are connected with the product rather than the story, as the latest one, which asked for letters on the question: "Which kind of Folger's coffee do you prefer, the regular or the drip grind?" To actuate response the answers were then separated according to preference and duplicate awards were decided on, one complete set to those who favor the regular and a second complete set to those voting for the drip grind.

Every effort is made to merchandise these contests to the fullest degree. For example, in the recent contest the merchandise awards were 1,000 pairs of Admiration hosiery, a natural tieup as the distribution of these stockings coincides almost exactly with that of Folger coffee. The makers of the hosiery took advantage of this connection with such a popular radio feature by offering prizes to their dealers for the best window displays tieing up with the contest. This meant that the Folger name and stacks of tins of Folger coffee were being displayed against a background of hosiery in the unusual and hence attention-compelling settings of dry goods and department store windows. Returning the compliment, Folger's have made ample use of pictures of shapely maidens modeling Admiration hosiery in their own counter and window displays, which are equally attention-compelling, if somewhat incongruous, amid their grocery store surroundings.

Well, it seems to be a system, all right, but how does it work? Here's one question that Mr. Blackett can answer without hesitation. "Sales of Folger coffee for 1935 were more than 40% ahead of 1934," he says, "and this in the face of a decline in coffee sales for the entire industry. This is the best year in Folger history."

El Paso Grant Recalled; Three Denied New Grants

RECONSIDERING its action of Feb. 21, granting Dorrence D. Roderick, publisher of the *El Paso Times*, authority to erect a new full-time 100-watt station in that city to operate on 1500 kc., the FCC Broadcast Division on March 3 ordered the case set for hearing at a date to be fixed. Counsel for KTSM, El Paso, opposed the grant, and presumably will appear at the hearing in opposition.

The Broadcast Division on March 10 also denied applications for new stations sought by William S. Thellman, in New Castle, Pa., seeking 100 watts day on 1420 kc.; E. L. Clifford, Pottsville, Pa., seeking 250 watts day on 580 kc., and Carter Wolfe, Mansfield, O., seeking 50 watts night and 100 day on 1370 kc. In each case the examiner's recommendation was sustained.

JOHN SHEPARD, 3d, president of Yankee Network, observes his 50th birthday March 19.

New Series Signed For Spring Season

Big General Mills Account Goes To CBS; Sponsors Shifting

THE APPROACH of the end of the first quarter found major networks signing a number of new accounts, renewing others and making changes in existing schedules. Changes in network lineups as BROADCASTING went to press follow:

General Mills Inc. on June 1 will start a full hour program, five days a week, on CBS, using 38 stations for 52 weeks, said to be the largest daytime contract ever signed on any network. Products to be promoted are not specified. The 10-11 a. m. period will be used, Mondays through Fridays, with repeat for the West Coast at 1 p. m. Blackett-Sample-Hummert Inc., New York, has the account. Complete program plans probably will not be announced until May.

Sterling Products Co., New York (Phillips dental cream) on May 26 will bring Abe Lyman and orchestra to the NBC-WJZ basic network, Tuesdays, 9:30-10 p. m. with the *Melodiana* program now sponsored on CBS by Sterling. Blackett-Sample-Hummert Inc., New York, placed the account.

Studebaker Shifts

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) returns April 28 to an NBC-WJZ network, Tuesdays, 10-10:30 p. m., with Richard Himber's orchestra. The program now is on CBS but is to sign off that network early in May. Roche, Williams & Cunnyngham Inc., Chicago, is the agency.

Lady Esther Co., Evanston, Ill. (cosmetics) will start its first MBS program March 15, Sundays, 6:30-7 p. m., on WGN, WLW, CKLW, WFIL, WCAE, WBAL. WOR will be unable to carry the program until a later date due to present commitments. Wayne King's orchestra will be the talent. The program is scheduled to replace the present CBS series. Stack-Goble Adv. Agency Inc., Chicago, is the agency.

Gruen Watch Maker's Guild, Cincinnati, on March 31 renews on 4 MBS stations, Tuesdays and Saturdays, 7:45-8 p. m. A musical program is being considered, it is understood. At present the program is titled *Washington Merry-Go-Round*, with Robert Allen and Drew Pearson as commentators. Whether they will be retained, along with the program name, is not known. De Garmo Corp., New York, has the account.

The Pepsodent Co. on April 3 will drop the *Al Pearce Gang* Friday night program on an NBC-WJZ network, as well as the Monday program. (See earlier story on network delete on page 39.)

New Station Granted

A NEW STATION in Redding, Calif., was authorized March 3 by the FCC Broadcast Division, which granted the application of the Golden Empire Broadcasting Co. for assignment on 1200 kc., with 100 watts, unlimited time. The order, sustaining the recommendation of Examiner Dalberg, becomes effective April 21.

WREN

Centrally
Located to
Serve the Entire

Kansas City, Topeka and St. Joseph Markets

INCLUDING THESE 11 IMPORTANT CITIES

11 cities with a population of 761,535... Kansas City, Mo., Kansas City, Kas., St. Joseph, Mo., Topeka, Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Manhattan and many smaller towns as well.

INCLUDING OVER 1,500,000 FARM POPULATION

In Iowa, Missouri, Kansas, Nebraska, and Oklahoma . . . No radio station offers so excellent an opportunity to sell this major farm and livestock market together with the metropolitan areas of Kansas City, Topeka and St. Joseph.

ONLY *NBC* BLUE NETWORK OUTLET BETWEEN DENVER AND ST. LOUIS

Please address all communications to The WREN Broadcasting Company, Inc. WREN Building, Lawrence, Kansas.



Transmitter now located 18 miles west of Kansas City. Main offices and studios are in the WREN Building, Lawrence, Kansas.

Buffalo Bank Uses Radio Successfully

Announcements Draw Business and Convince Bank That Radio "Is a Medium That Earns Its Own Way"

By JOHN N. GARVER

Vice President Manufacturers & Traders Trust Co., Buffalo, N. Y.

TO ATTEMPT accurately to appraise the benefits that are to be derived from radio advertising brings us face to face with the same immeasurable quantities that we meet in trying to set a fixed value on any type of advertising. The Manufacturers & Traders Trust Co. is now using radio advertising daily and has used it daily for the last four years.

We have a number of announcements throughout the day and night on each of the three stations operating in Buffalo and we feel that we are benefiting from the expenditures for this service which now absorbs a large part of our advertising budget.

We have been fortunate, we believe, in the broadcasting arrangement we undertook with radio station WBEN nearly four years ago, when we originally began to use consistently this type of advertising. Through this arrangement we sponsor time signals that are sounded each half hour. We have been the sponsors of this time service since its origin on the station and have through announcements and through supplementary newspaper advertising and newspaper stories definitely associated the bank with these signals in the minds of the radio listeners. As this station is now rated as having the largest listening audience, the bank is definitely placed in the minds of these people.

Varied Announcements

OF COURSE our sponsorship of the time service is now mentioned only incidentally in the numerous Manufacturers & Traders Trust Co. announcements that are made throughout the day and evening on this station. On the other two stations we use straight short announcements of the bank's services.

During the evening hours the announcements on all of the stations are limited to 20 words and presented between national network programs when the largest listening audiences are to be found. They are not presented in conjunction with the announcements of other advertisers but in each instance during the evening are the only announcement of a commercial advertising nature to be presented. Therefore, they do not go to the listener as one of a great group of advertisements that he is not eager to hear but are presented briefly and in a fashion not to annoy.

Being presented daily the announcements must be varied and fresh. We have developed a plan for rotating them so that the same announcement is not repeated except at very infrequent intervals. Each phase of the bank's activities has been covered in the announcements with those of a seasonal nature such as travel, safe deposit services, etc., obtaining the greatest number of announcements at the period of the year when those services are most saleable.

We feel that the method we are using is the best means of radio advertising now available to us. It does not put us into competition with the very attractive network programs but rather makes them complementary to our announcements. We receive the benefits of the large listening audiences attracted by the featured performers and in presenting bank advertising we are offering when we sponsor the time signals, a service that is desired by the listener.

We know definitely that some business has developed through the use of radio advertising. The services of the bank have been used by people who have told us that they selected the Manufacturers & Traders Trust Co. because of some announcement on the radio. We are sure that we reach a large percentage of the total population of the section we serve through this medium daily and that we are placing our message before them when they are in a receptive mood to receive it. These factors convince us that for mass coverage radio broadcasting of the type we are now doing has many advantages and is a medium that earns its own way.

Commercial Announcements Used by M. & T. Co.

"KEEP your estate safeguarded. Conservative policies dominate the administration of estates entrusted to the Manufacturers & Traders Trust Co. For legal requirements, consult your attorney."

"Open a checking account at the Manufacturers & Traders Trust Co., an institution dedicated to the growth and progress of Western New York."

"Travelers' checks provide complete financial protection at a surprisingly low cost. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices."

"Travelers' checks mean complete financial protection on your trip. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices."

"Travelers' checks may be secured at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices. When traveling, they provide complete financial protection at a low cost."

* Text of article in February issue of "Financial Advertisers Association Bulletin".

Campaign for Advertising

CY WHITAKER, sales manager of MacGregor & Sollie Inc., San Francisco transcription producers, has been appointed chairman of the Non-Advertisers Committee of the San Francisco Advertising Club. The committee will conduct an intensive campaign for the balance of the year to educate all forms of business, large and small, which have never used advertising, as to its value. All media will be stressed. On the committee with Whitaker are Harold Deal, advertising manager, Associated Oil Co.; Wilmot Rogers, advertising manager, California Packing Corp., and Walter Held, advertising executive, Standard Oil Co., all radio users.

KELLOGG SPONSORS CORN BELT SERIES

CORN BELT Wireless Network, newly-formed regional network of Midwestern stations keyed from WHO, Des Moines, with other stations picking up and rebroadcasting its programs, got off to a good commercial start March 9 with the signing of Kellogg Co., Battle Creek, Mich. (cereals) for a daily except Sunday half-hour program featuring *Gene & Glenn*, comedy team.

The program is heard from 8 to 8:30 a. m., the sponsor taking up a locally built feature which has been highly popular in Des Moines and the farm belt. *Gene & Glenn* have been with WHO exclusively for some months, having started over WTAM, Cleveland, and having formerly been featured on sustaining and commercial programs on NBC networks. N. W. Ayer & Son, New York, placed the account.

The Corn Belt Wireless Network was organized by J. O. Maland, manager of the Des Moines 50,000 watter. The big station's program are "fed" to special receivers, without the use of wire lines, to WOC, Davenport; KOIL, Omaha; KFAB, Lincoln; KMBC, Kansas City; KMA, Shenandoah; WNAX, Yankton, and KFJB, Marshalltown.

Kellogg on West Coast

KELLOGG Co., Battle Creek, Mich. (cereals) will begin a new series of variety shows over the NBC-Pacific Red network on March 26, Thursdays, 9:15 - 9:45 p. m. (PST). Eight stations will be used. The program will be called *Hollywood Talent Parade* and will bring before the microphone youthful talent of the movie capital. Only those who have appeared in pictures but have not had any amount of public attention will be used. Ben Alexander will serve as master of ceremonies. The program is not an amateur hour. N. W. Ayer & Son Inc., New York, is the agency.

LEADING orchestras are heard on MBS Saturday nights to 2:30 a. m.

Mr. Fixit Proving Able Salesman for Old Judge Coffee

A LETTER date-lined Bergen, Norway, Jan. 26, and addressed to Mr. Fixit, WIL, St. Louis, reads as follows:

Bergen, Norway. Jan. 26/1-36
Mr. Fixit, at W. I. L.,
St. Louis, Mo. U. S. A.

Dear Mr. Fixit.

I want to know about this old judge coffee and tea that the Olympic Games teams, that is travelling in Norway, are allways asking for. We serve them coffee. Then we try tea; no, no again. I write you say where we can get this old judge stuff. We want to please the American boys so much as we can. The leader of team, Mr. Lervecker, gave me your address, so if you will be so nice to tell us if we can get this old judge some place in Norway, we would thank you so much if you write Monrad Bendixen.

Rosenberggt. Bergen, Norway.

P. S. Some day we shall all go to America and see you. Thanks you.

But while every radio advertiser likes to carry letters like this around in his pocket to show to his friends, officials of the David G. Evans Coffee Co. St. Louis, are a lot more interested in the flood of letters postmarked in and around St. Louis that daily descends on their radio spokesman, who recently entered his fourth year under their sponsorship.

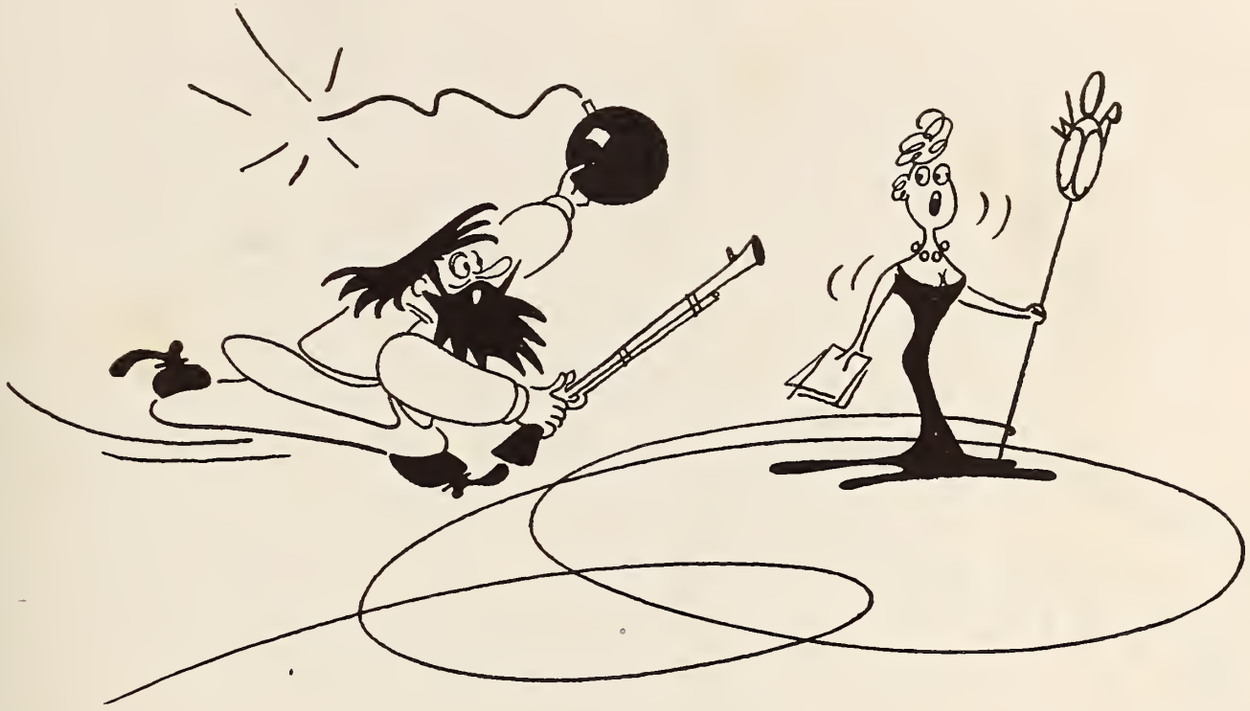
All Sorts of Problems

THESE letters, every one containing one or more questions for Mr. Fixit to answer, come from people in every walk of life, of every age. Children who want help with their homework, citizens who want help with their income tax forms or information about city ordinances, people with problems of the most personal nature, kind-hearted souls who want to know what to feed the birds during winter, everyone and anyone writes to Mr. Fixit.

A mother whose daughter was killed in an accident remembered that more than a year before the child had been photographed by a wandering photographer who snapped children sitting on his pony and later tried to sell the prints to their parents and asked Mr. Fixit to find the man so that she might now get a picture. Mr. Fixit found him.

A girl wanted to join a soft ball team. Mr. Fixit told her where she could find one. Many letters request information about civic or national matters. Mr. Fixit goes to the proper authority and gives official answers. Only about medical matters is he silent, always advising the questioner to consult a physician.

Mixed in with his answers are announcements of important meetings and gossip about well-known political and civic figures, as well as informal commercials for Old Judge Coffee, often quoted from letters from listeners. As an entertainer Mr. Fixit occupies somewhat the same position as that of a popular newspaper columnist. As a salesman—well, two years ago Christmas time his sponsor offered a calendar to any listener sending in a coupon obtained by purchasing three pounds of coffee and got 23,000 coupons in ten days, when the offer had to be discontinued because there weren't that many calendars on hand.

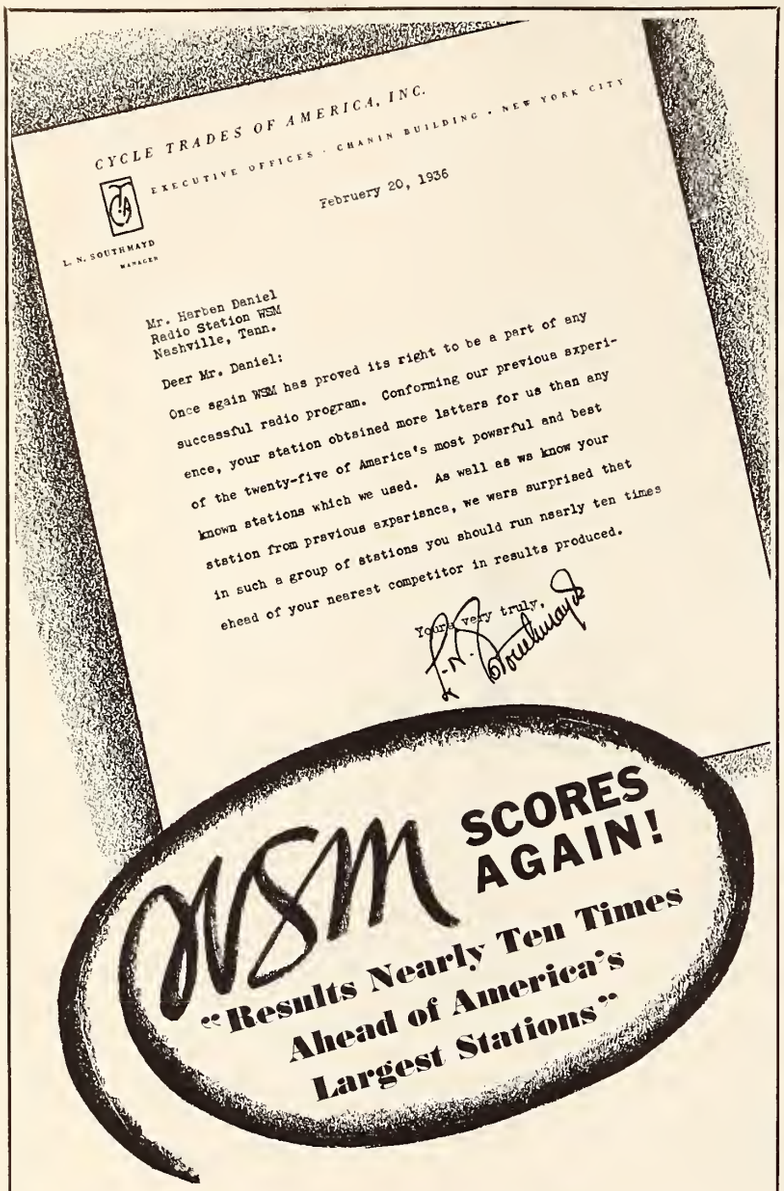


WE'RE RADICALS . .

when it comes to programs

Four years ago WOR tossed a bomb into program production • It's still popping • It was a radical gesture — station-tested programs, a guaranteed audience — timed to meet a long felt need among agencies and advertisers • It now fills a greater one • Designed for advertisers eager for immediate results at low cost, it now offers both, plus the wealthiest market on earth • Our station-tested programs create good moods; good moods make good buyers • Good buyers, we have found, have a delightful tendency to forget there's a drawstring on their collective purse.

WOR



● **For the Cycle Trades of America, Inc., nearly ten times the results of our nearest competitor. And those competitors were the twenty-five most powerful and best known stations in America! Conclusive proof, this letter, that WSM offers one of the nation's most responsive markets for *your* product.**

Ask your dealers and jobbers about WSM's Sales Influence in the South!

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

Prall Reappointed As FCC Chairman

Holds Post Another Year Under Order Issued by President


Mr. Prall

ANNING S. PRALL, of New York, will remain as chairman of the FCC and as a member of each of its three divisions for another year at least, following his reappointment to the presiding office by President Roosevelt.

Reaffirming his confidence in the former New York Congressman, the President on Feb. 28 signed the order continuing him in the chairmanship for another year from March 11. By so doing Mr. Roosevelt automatically spiked efforts of several FCC members to have the chairmanship rotate annually, as is done on the Interstate Commerce Commission and the Federal Trade Commission.

Equally significant, however, is the fact that Mr. Prall was renamed in the face of the bitter criticism of his conduct both direct and by innuendo from George H. Payne, Progressive Republican member of the FCC from New York and a member of the Telegraph Division. It had been indicated in high circles that Mr. Payne would not be reappointed when his present term expires next July 1 and several candidates already are in the running for the impending vacancy.

Division Membership

A PERSONAL feud between Mr. Prall and Mr. Payne has been seething for months. In the inner circles of the FCC it is known that they do not speak except on official business in the formal meetings. Mr. Payne, while a member of a division that has nothing to do with broadcasting per se, has injected himself in the broadcasting scene on frequent occasions and has made a series of college speeches on broadcasting. All of them have been in a critical vein.

When the FCC was created in July, 1934, Judge E. O. Sykes became its chairman. He was succeeded on March 11, 1935, by Mr. Prall, and exchanged places with the latter by becoming chairman of the Broadcast Division. The law specifies the FCC chairman shall be named by the President.

How far the movement for rotation of the chairmanship had proceeded is problematical. In any event, had it been instituted, Norman S. Case, vice chairman of the Broadcast Division, would have succeeded to the chairmanship, it is believed. Col. Thad H. Brown, however, was next in line by seniority. Judge Sykes received a seven-year appointment, and Mr. Prall was reappointed last July for seven years.

Immediately upon the assumption of Mr. Prall to the FCC chairmanship a year ago, he launched a campaign to have broadcasters "clean house" by eliminating programs of a questionable character. While the actions were drastic, it is generally considered that much good accrued from the effort.

With Mr. Prall's reappointment as chairman the status quo evidently will be retained, for the time being at least, insofar as assignment of members to particular divisions is concerned. The FCC majority is in the hands of the Democrats, who have four places, with the Republicans holding three.

Even when Mr. Payne's term expires July 1, no change in assignments is indicated. His successor, assuming there will be one, probably will simply replace him on the Telegraph Division.

Thus far the only known candidates for the post are Harold A. Lafount, former Radio Commissioner a Utah Republican, and Former Judge John C. Kendall, of Portland, Ore., an attorney who is well-known in radio. [See March 1 issue]. The recommendations of Western Senators probably will have much to do with the filling of the vacancy. They have protested vigorously over the absence of a Western member on the FCC. The place must be filled by a man belonging to a political party other than Democratic, since under the law not more than four commissioners may be of the same political faith.

Prall Statement

CHAIRMAN PRALL, upon his assumption of the FCC chairmanship for a second year on March 11, made the following statement:

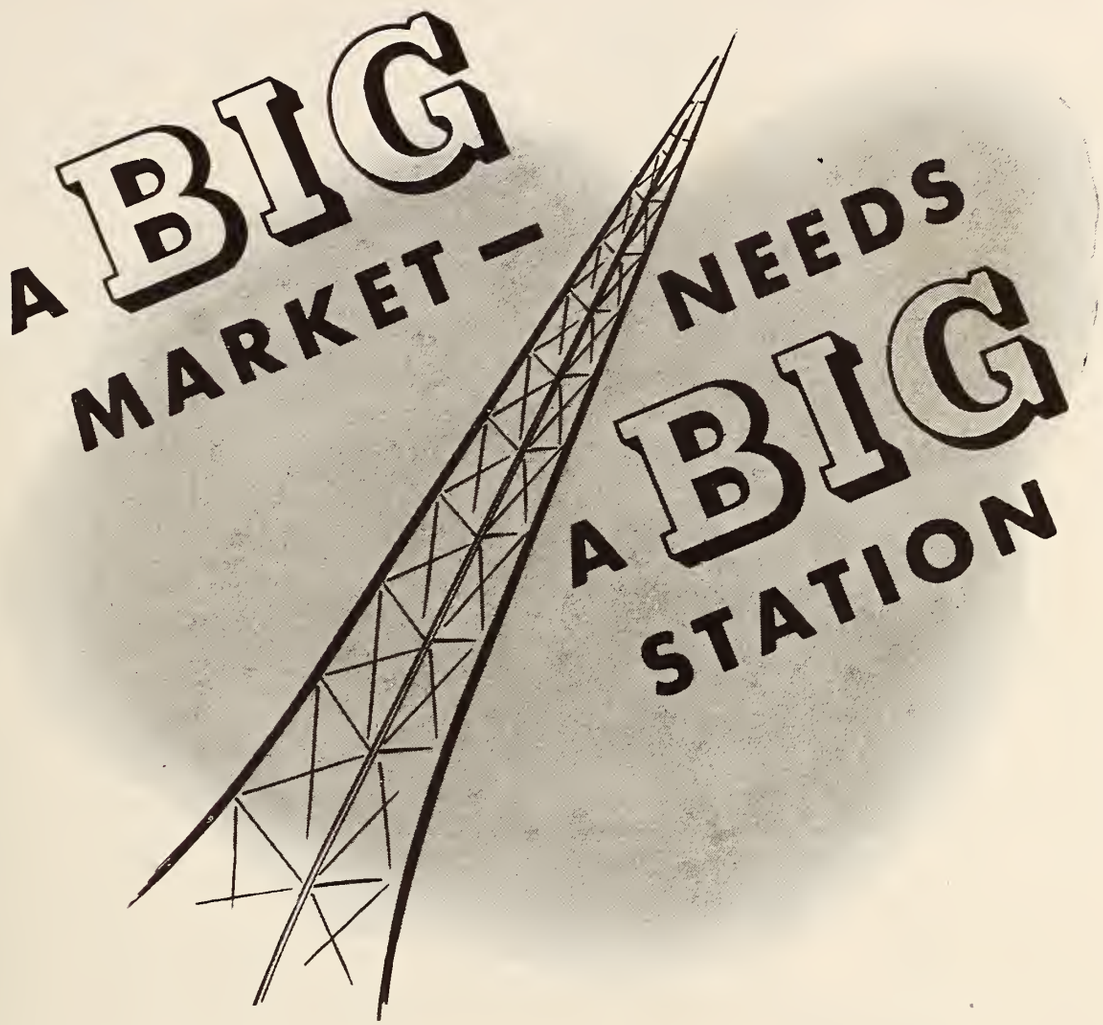
"Naturally, I am gratified over my reappointment by President Roosevelt to serve as Chairman of the Commission for another year. It will be my constant effort to justify his trust in me by acquitting my office in the best interests of the people of the United States.

"In appraising the work of the Federal Communications Commission it should be kept in mind that, except for radio, the Commission has undertaken an entirely new work. It is breaking new ground in the regulation of telephones and telegraphs. Of necessity, this work has been slow and arduous. The Commission was desirous of avoiding mistakes that might result from undue haste.

"The Commission has not been infallible. It may have made errors of judgment but, I am confident, if it has made any they are inherent in the functioning of any new organization and it will profit by them in its future work."

Missourians Withdraw

COINCIDENT with the voluntary withdrawal of the application of Lester E. Cox and R. C. Coshorn, organized as the Capitol Broadcasting Co., for a new 500-watt daytime station on 920 kc. in Jefferson City, Mo., the *Jefferson City Capital-News* and *Post-Tribune* filed application with the FCC March 9 for a new 100-watt daytime station there on 1310 kc. At the same time it was announced that the FCC at applicant's request has also dismissed the application of Springfield Newspapers Inc., Springfield, Mo., for a new 1,000-watt daytime station there on 790 kc. Station WOS, state-owned part-time regional broadcaster in the Missouri capital, will shortly relinquish its broadcasting license in favor of a police shortwave station.



KOA is the only station with the power to sell the vast area which constitutes the Rocky Mountain region. Its prestige and its record of results have established it as a "must" for spot advertisers.

KOA · DENVER

50,000 WATTS

One of NBC's Managed and Operated Stations

Merchandising Notes

Soup and a Dare—For the Irish—Consolation Prizes—Poems for Kids—Walking Weather Prophet

ON MARCH 2, Campbell Soup Co., Camden, through Harry F. Jones, advertising manager, made this dare in a letter to CBS:

"Would there be any merit in shooting out a circular, a folder, or something of the kind suggesting to a thousand key men on your mailing list that they can check *in advance* on the sales efficiency of radio? A new soup, Campbell's scotch broth, will receive its first national publicity over the *Hollywood Hotel* program March 6.

"We are so certain that the results are going to be close to the sensational side that we believe you can safely suggest to your mailing list that they take the trouble—or have Mrs. Mailing List take the trouble—to check sales in the grocery stores where they deal. Scotch broth will be mentioned in one-third of the commercials of *Hollywood Hotel* for a period of at least six weeks.

"The *Hollywood Hotel* program has shown it can get a nationwide response and get it quickly. The new Campbell's scotch broth is a great soup! Perhaps others may like to watch with us what happens from March 6 on."

So CBS took the dare and issued a pamphlet titled *Born March 6th*, with the subtitle "Here's a CBS success-story BEFORE IT HAPPENS."

* * *

SHAMROCK - DECORATED broadsides carrying the slogan "Celebrate St. Patrick's Day with Ray Dooley" have been sent to all jobbers and dealers of the Elgin National Watch Co. to promote the inaugural broadcast of Elgin's spring campaign, on March 17. The new service, which will be on a 58-station NBC-WEAF network, Saturdays, 10-10:30 p. m., will continue until the middle of June and will have as its theme the thought that an Elgin watch makes a very acceptable graduation present.

Talent was selected for its double-barrel appeal, Benny Goodman and his swing band to keep the collegians and high-school students interested, and Ray Dooley and Eddie Dowling, long-time vaudeville favorites, to hold the interest of mother and dad. With this setup Elgin hopes to repeat the success of last fall's preChristmas campaign, which pulled more than 25,000 votes for an All-American football team, although no inducements were offered to listeners for voting. J. Walter Thompson Co., Chicago, is in charge of the campaign.

* * *

ALL CONTESTANTS in the Remington Rand *March of Time* prize contest who did not win money or merchandise prizes received a consolation gift, a leather key container (with a paper key inside with the inscription "this space reserved for the key to your Remington noiseless typewriter") and a certificate which entitled the recipient to use for ten days, absolutely free and without obligation, a Remington noiseless portable typewriter. The free offer is good until June 30, 1936.

MORE than 271,000 requests for calendars followed a one-time offer on the Edgar A. Guest *Welcome Valley* program on an NBC-WJZ network, sponsored by Household Finance Corp., Chicago. Charles Daniel Frey Co., Chicago, is agency.

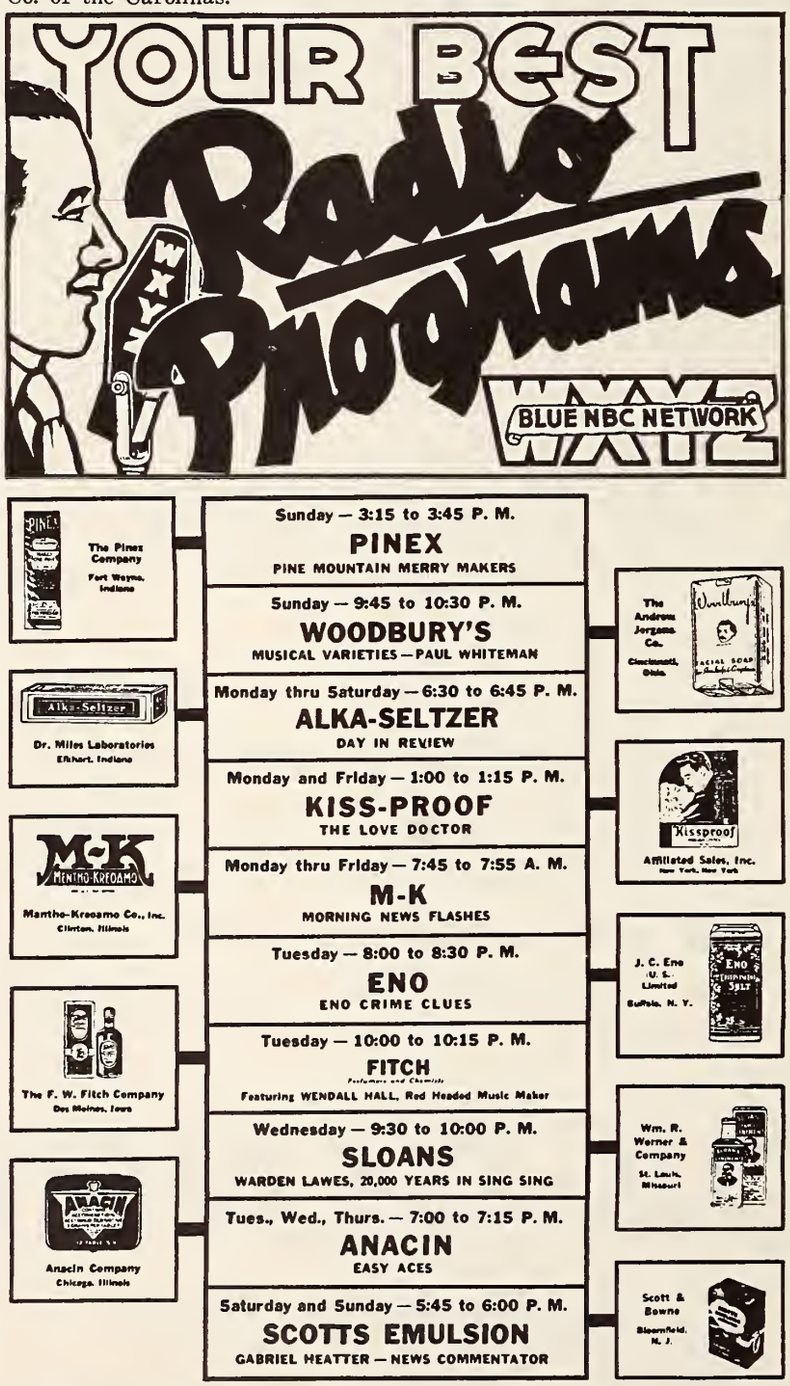
* * *

SOME 27,000 tickets, similar to theatre tickets, were distributed by WBIG, Greenboro, N. C., recently promoting the new five-times-a-week *Diary of Jimmie Mattern* program, sponsored by the Pure Oil Co. of the Carolinas.

GENERAL MOTORS Corp., sponsoring the General Motors Symphony concerts broadcast over the NBC-WEAF network each Sunday, announced, during the guest conductor appearance of Arturo Toscanini, that each listener could have for the asking a special Arturo Toscanini booklet tracing the career of the famous conductor and also a copy of the talk given by Alfred H. Swayne, vice-president of General Motors, paying tribute to the musical celebrity.

On March 9, with the West Coast still to be heard from, over 10,000 requests had been received. The announcement was made only once during the program.

The company announced on its March 8 program that requests for its safe-driving pamphlet, promoted only by radio, had exceeded five million.



Ask Your Druggist to Show You These Products

MULTIPLE MERCHANDISING—WXYZ, Detroit, originated this display card promoting drug store products advertised over its facilities and placed it in 1200 Detroit stores. Druggists claim the displays have increased sales and created interest in the products, many patrons asking for information regarding the items after seeing the cards.

IN HONOR of the eighth anniversary of their sponsorship of Walter (Uncle Bob) Wilson's children's broadcasts the Hydrox Corp., Chicago ice cream manufacturer, named their March 1 weekend special after this radio personality, whose "Curb Is the Limit Club" has enrolled more than 810,000 children in the Chicago area as members. Honored by civic officials as one of the major influences in keeping children out of the paths of automobiles by teaching them not to play in the streets, Uncle Bob closes each broadcast by asking the children to recite with him this safety pledge:

In roadways I must never play,
I have no legs to give away,
I have no arms that I can spare,
To keep them both I must take care.

The Uncle Bob broadcasts over WIND, Gary, from 5:30 to 6 p. m., sponsored three evenings each week by Hydrox, are placed through J. R. Hamilton Adv. Agency, Chicago.

* * *

AN UNUSUAL double premium offer is to be made on the *Lum & Abner* NBC program beginning March 27 and running for three weeks. A new edition of Lum & Abner's humorous small-town newspaper, *Pine Ridge News*, is to be issued, and with it is offered a novel weather forecaster to be worn upon the lapel. This indicates 12 hours in advance whether the weather is to be fair, rainy or cloudy. A wrapper from a 50-cent or larger size package of Horlick's malted milk, powder or tablets is required. The metal weather forecaster which can be worn upon the lapel, is called "Lum & Abner's Walkin' Weather Prophet".

The offer of Lum & Abner's almanac in December brought in 400,000 returns. Requests came in numbers from the Hawaiian Islands, Alaska, Cuba, Puerto Rico, Isle of Pines, Bahamas and single requests came in from Honduras and Nicaragua. A preceding offer of the *Pine Ridge News* over WLW, Cincinnati, is said to have brought in more replies than were ever received by a single station on a single offer.

Display cards and window strips illustrated with character pictures of Lum & Abner are sent to dealers upon request.

* * *

HEAVY response is shown to the *Omar the Mystic* program sponsored on WOR, CKLW and WSAI of MBS by Purity Bakery Corp., Chicago. On Jan. 7 the sponsor offered a mystic Omar code, with listeners required to obtain applications from dealers, send name and address of the dealer, and state if Taystee bread is used in the home. In the Jan. 8-Feb. 7 period WOR alone received 255,161 responses. The sponsor uses window streamers, counter cards, monthly calendars and broadsides for dealer display but these do not mention the program. Outdoor display also is used. Hanff-Metzger Inc., Chicago, is the agency handling the Purity Bakeries account.

* * *

CARLETON & HOVEY Co., Lowell, Mass. (Father John's medicine) is offering a silver measuring spoon for each carton top from the large size bottle. The premium is being offered over spot stations used by the sponsor.

What WLS did in FEBRUARY

NEW MAIL RECORD
264,231 Letters

Exceeding all single-month mail response records, WLS in February received 264,231 listeners' letters. In the first two months of the year 480,231 letters were received. Another record was shattered when 95,810 letters came to the station in one week, February 17-22.

67,319 Listeners VOTED

When Chicago's City Council adopted an ordinance placing Chicago on a year-around Eastern Standard Time Schedule, WLS invited its listeners to express their approval or disapproval. 67,319 ballots were mailed to WLS between February 15-22. 66,103 of them opposed the ordinance.

Outstanding Daytime Program

David Harum, popular NBC morning program, sponsored by B. T. Babbitt, Inc., has been added to the WLS schedule each weekday. It keeps company with such outstanding daytime features as Pa and Ma Smithers, Today's Children, Hotan Tonka, Ma Perkins, Virginia Lee and Sunbeam, Jolly Joe, Homemakers' Hour and Dinnerbell Program.

61,198 Chicagoans Wrote Us

Proving WLS popularity in the Chicago market, 61,198 Metropolitan Chicago listeners wrote to WLS in February. In the first two months of 1936 more than 110,000 letters were received from Chicago.

20,450 Boxtops (One Advertiser)

In February, 20,450 boxtops addressed to a cereal manufacturer sponsoring a children's morning program on WLS were received by the Station. The product was first introduced to the Chicago market, with WLS the sole advertising medium, three months ago. The program is on six days a week.

Thirteen Food Advertisers

Thirteen food advertisers used WLS locally in February. Eleven were old advertisers, having used the station on previous schedules.



5310 DIMES

A picture of Virginia Lee and Sunbeam, a WLS sustaining feature, was offered to listeners for a dime to defray costs. 5310 dimes were received in one week. Virginia Lee and Sunbeam is available for sponsorship.

WLS
50,000 WATTS

The Prairie Farmer Station
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NATIONAL REPRESENTATIVE - JOHN BLAIR & CO.

WTCN

MINNEAPOLIS—SAINT PAUL

HAS MORE LOCAL ACCOUNTS THAN ANY OTHER TWIN CITIES STATION

Local merchants are in close touch with their market and familiar with the merits of its advertising mediums. The fact that WTCN is the overwhelming choice of local merchants in the Twin Cities market is conclusive evidence that these merchants have found by experience that WTCN does a better job here than any other station. Wise advertisers seeking increased sales in the rich Twin Cities market will be guided in their choice of medium by the judgment of these local merchants. What is best for the local merchant is certainly best for all advertisers in the Twin Cities market.

WTCN . . . ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Free & Sleininger, Inc., National Representatives

Johnson Captures Half of Wax Trade With Aid of Radio

Intensive Merchandising Used In Expanding Sales Volume



Mr. Connolly

FROM Sept. 2, 1934 to June 30, 1935, S. C. Johnson & Son Inc., sponsored a dramatic program, *The House by the Side of the Road*, over the NBC-Red network on Sundays at 5:30 p. m., EST. On April 16, 1935, began the comedy series, *Fibber McGee & Molly*, Mondays at 8 p. m., EST, over the NBC - WJZ network. Behind the success of these two hilarious salesmen of Johnson's auto polish and floor wax is a consistent, serious conviction on the part of the sponsors that every advertising medium employed by them should be merchandised to the utmost and should have the support of as many of the other media used as possible.

S. C. Johnson & Son firm celebrates its 50th anniversary this year, and its products enjoy a worldwide reputation. Since employing radio, according to William N. Connolly, advertising manager, "our sales volume has steadily increased. Since this period of improvement parallels that in which we used radio advertising, we feel that much of the credit for this steady increase in business is due to that medium. We are now spending more money for radio broadcasting than ever before."

Merchandising Tieups

AS IT IS generally assumed that "we get out of a thing what we put in it", the success of S. C. Johnson & Son's programs is sensible enough. Both they and their advertising agents, Needham, Louis & Brorby Inc., are steadfast believers in merchandising. They say that by tying in their radio efforts with all printed advertising, a large measure of "resale" effect is accomplished.

When the audience was to be swung from *The House by the Side of the Road* to the present *Fibber McGee & Mollie* series, S. C. Johnson said so, in a loud voice. A letter was sent to about 40,000 hardware, auto accessory and auto dealer outlets. Furthermore, this letter was on a special *Fibber McGee & Molly* letterhead, which has been used consistently since in all general correspondence to the trade. Accompanying the letter was a comic strip enclosure, with a special offer listed on the back. Another letter, on executive office letterheads, went to 50 selected major oil companies in the country.

Some 70,000 dealers were supplied with millions of throwaways (similar to the comic strip enclosure mentioned above). Space was left at the bottom for the dealers' imprint, and the throwaways were used on counters, as envelope stuffers and package inserts. Jobbers' salesmen received a special catalog sheet for inclusion in their regular catalogs, each jobber getting from 50 to 200 upon request. On one side was illustrated the complete S. C. Johnson line; on the other, the notice about the radio program.

All dealers were supplied, without charge, with several counter and window display cards. Johnson salesmen carried samples of these displays and requisitioned them from the home office after they were convinced dealers would utilize them when received.

With the program under way, and *Fibber McGee & Molly* impressed on the minds of salesmen, dealers, jobbers, and the public (all printed advertising, both rotogravure and color ads, ties in with the program), activities were started to stimulate interest and sales. Children were given *Fibber McGee & Mollie* tops for sending in a tracing of the word "Johnson's" from a bottle of Johnson's liquid wax. These tops, one featuring Fibber and the other Molly, were also offered in *American Weekly* ads.

Songs and Whoppers

RECENTLY 12,000 entrants tried their hand at writing songs, when S. C. Johnson & Son conducted an amateur song writing contest. A cash prize and royalty from a leading music publishing firm was offered the winner. Editorial comment on this contest in various newspapers ran to approximately 9,000 lines.

One of the program stars not long ago did some merchandising of his own, when Fibber McGee produced the best whopper and walked off with the Burlington, Wis., Liar's Club Contest national award. This publicity stunt brought to Fibber, and also to S. C. Johnson's program, 100,000 lines in 882 newspapers throughout the country.

During 1935, 10,000 over-size presentations were prepared for jobber salesmen use. This year, a new die-cut, can facsimile presentation was prepared. Each salesman received ten copies for use when talking about the advertising campaign. Dealers who wished a copy were given one. These are only a few of the radio merchandising efforts that have sent sales climbing, until now S. C. Johnson & Son sells more than half of the wax used in the United States.

New York Studios Avoid Elevator Strike Trouble

NEW YORK broadcasting centers for the most part escaped serious inconvenience during the strike of elevator and building employes. Radio City was not affected, and in case elevator service were shut down, NBC would not suffer seriously since it is located on the second to the eighth floors of RCA building.

WOR, located 24 stories above the street, also avoided elevator trouble. A strike was called at CBS headquarters on Madison Ave., but employes were provided to prevent interruption of service. Some of the CBS studios and offices are 22 flights above the street. When service was stopped in the WMCA building on March 10, Donald Flamm, WMCA president, got in touch with the employes union and an operator was provided for persons going to the WMCA offices. Later the building management supplied new operators. Meantime some employes had been forced to walk up about a dozen flights.

WSAI GOES TO TOWN!!!

Moving in from its "country seat," the new WSAI transmitter goes into full-time operation from the heart of Cincinnati on March 1st.

With this important change in transmitter location, WSAI inaugurates a definite policy which cannot fail in radio broadcasting. "Quality," "Variety," "Showmanship," are factual adjectives in describing WSAI programs.

The new WSAI will adhere rigidly to the highest standards of program planning and production.

New transmitter, new location, new programs, new personnel, top-flight talent, rigidly high program standards, all add up to mean a new and overwhelmingly greater audience for the new WSAI.

CINCINNATI, OHIO

THE CROSLEY RADIO CORPORATION

WSAI GOES TO TOWN!!!

California Bar Opposes Court Trial Broadcasts

BOARD of governors of the California State Bar Association, meeting in San Francisco Feb. 26, by resolution condemned broadcasting of court proceedings, holding that it was undignified, tended to lessen public confidence and actually interfered with the administration of justice. Adoption, it was said, was occasioned partly by information that "certain judges in California are now, or contemplate, broadcasting court proceedings from their court rooms". The resolution in part reads as follows:

"Radio broadcasting of trials or other judicial proceedings can be of no assistance to the court and its officers in the performance of their duties, but to the contrary such broadcasting tends to tear down the dignity of any respect due the courts and to lessen the confidence of the public in the judiciary, and thus tends to impede the administration of justice."

Newspaper Buys KFYO

THE SALE of KFYO, Lubbock, Tex., a 100 watter, to the Plains Broadcasting Co., subsidiary of the *Amarillo Globe* and *News*, subject to FCC approval, has been disclosed in an FCC application for voluntary assignment. The Amarillo newspaper now operates KGNC, Amarillo regional station. The purchase price was said to be between $12,500 and $15,000. Head of the purchasing corporation was the late W. C. Hawks, publisher of the Amarillo newspapers, who died in February.

ST. LOUIS COURTS OFF AIR

Politics and Embarrassing Incidents Bring an End To Broadcasts of Municipal Proceedings

By A. B. HENDRY

BROADCASTS of Police Court proceedings in St. Louis have just been discontinued in accordance with instructions issued by Mayor Bernard F. Dickmann to the presiding judges of the two divisions of the court. The broadcasts were conducted individually by KMOX and WIL, each from a separate division.

The Police Court judgeships are not elective offices in St. Louis, the judges being placed in office by direct appointment of the Mayor. In point of policy, at least, the police judges are amenable in some degree to the wishes of the Mayor.

The first Police Court broadcast was made by WLBF, Kansas City, Kan., five years ago. They were so successful that stations in other cities subsequently began such broadcasts, WIL inaugurating them in St. Louis three years ago. KSD subsequently began broadcasting another division of the St. Louis courts but voluntarily stopped after about a year on the theory that, during the broadcasts, some persons and firms were being innocently implicated.

For example:

Prosecutor: State your name.

Witness: John Doe.

Prosecutor: By whom are you employed?

Witness: The Roe Grocery Co.

Prosecutor: Mr. Doe, you are charged with driving a motor truck while intoxicated, running upon the sidewalk and injuring a child—

Whereupon the Roe Grocery Co. would receive telephone calls and mail ad infinitum to the utter consternation and dismay of Mr. Groceryman Roe who, before the days of police court broadcasting perhaps had known, if in a less impressive way, of the strange whims of a merry-making deliveryman on the loose. Naturally Mr. Roe would call the originating station and sometimes he would be in a nasty frame of mind.

Mr. O'Toole Explains

KMOX subsequently took up where KSD left off but broadcast only 15 minutes a day, censored as strictly as possible. WIL always ran a full half hour censored also, insofar as possible—except in cases such as when Mr. O'Toole took the stand:

How did the fight start?

Well, Murphy was standing in front of my house and I came out just as peaceable as could be and Murphy shouted out, "There's the dirty shanty-Irish—."

The remote man leaped at the controls but too late. To the horror of some and the amusement of others, Mr. O'Toole stood branded as just another one of those sons not quite on the "legit", according to his own quotation of Brother Murphy's careless and awe-inspiring vocabulary.

Meanwhile the Bar Association of St. Louis was taking unofficial notice of the police court broadcasts. A committee recently called attention of the Mayor to the so-called distastefulness of these broadcasts to the participants—not to the radio audience.

In fact, the radio audience resented this usurpation of the rights of the faithful to the point of writing Pro Bono Publico letters to the papers threatening to vote against the Mayor if he ran again for office.

Going back into the history of this type of broadcasting in St. Louis, it is more or less granted that the radio audience elected Judge Finnegan, first police judge to be on the air in that city, to the office of Prosecuting Attorney largely on his air record of tempering justice with mercy.

And so, listeners in the St. Louis area, instead of hearing the going-on of their fellow citizens in durance vile, now may hear instead the *Radio Bluebirds* or something at 10 a. m. daily.

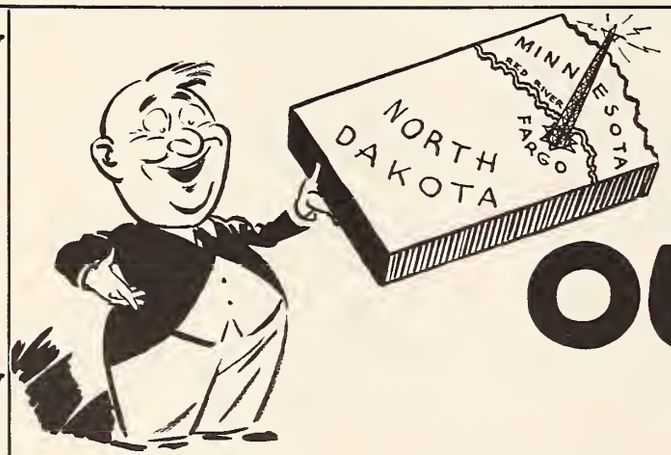
P. S. The angle on which the Police Court broadcasts were based was that such programs would be helpful in educating the public in matters pertaining to street traffic hazards and control.

NBC Literary Shift

NBC early this month combined its literary rights department with its continuity department following the resignation of Burke Boyce, veteran continuity editor, to turn to free lance activities. Lewis Titterton, manager of the literary rights department, succeeded Mr. Boyce, assuming both jobs.

THE NBC-WEAF *Betty Moore* program of Benjamin Moore & Co., Philadelphia (paint) was broadcast March 4 from a convention of the sponsor's salesmen and distributors in New York.

WDAY • WDAY • WDAY •



OUR ONION!

Astute space buyers are realizing that the Red River Valley is one of the brightest agricultural areas on the national business map -- and that the Valley is our ONION! [Our gross is up 41% to date over last year -- and last year was no pain in the neck!]

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

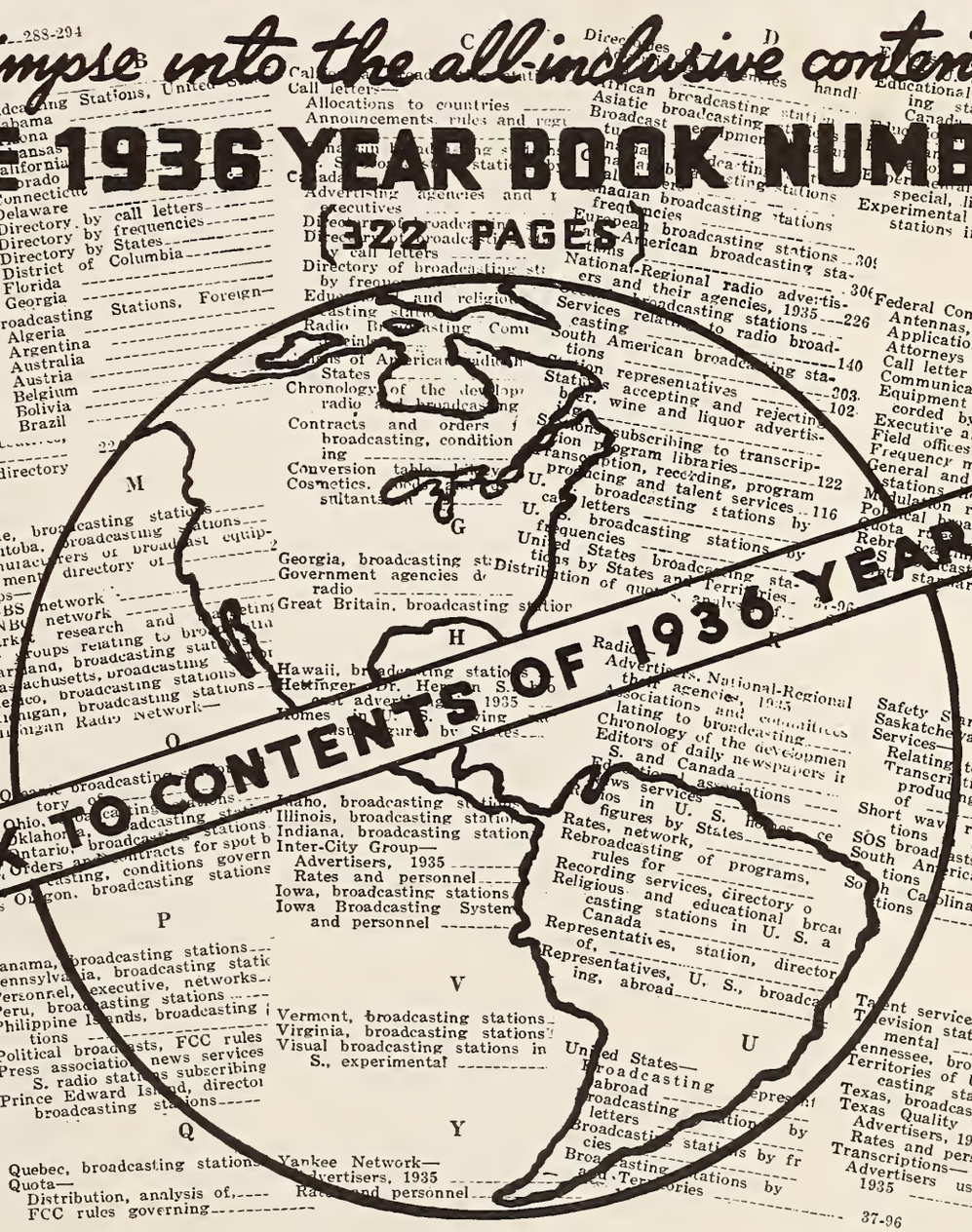
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

a veritable World Almanac
OF THE BUSINESS OF BROADCASTING

a glimpse into the all-inclusive contents of

THE 1936 YEAR BOOK NUMBER

322 PAGES



A

Act, Communications of 1934 ---288-294
Advertisers—
National-Regional ---
their agencies, 1935 ---
of ---
Using CBS net---
Using Inter-City ---
Using Michigan ---
Using Mutual ---
Using NBC - Pacific ---
work during 1935 ---
Using NBC-WEAF (Re
work during 1935 ---
Using NBC-WJZ (Blue)
during 1935 ---
Using New England
1935 ---
Using Northwest Triangle
Using Southwest Broa
System, 1935 ---
Using Texas Quality
1935 ---
Using World Broadcasti
tem transcriptions durin
Using Yankee network,
Advertising—
Agencies and radio ex---
Canada ---
Agencies handling radio, directory
of ---
Broadcast in 1935,
by Dr. Herman S
Liquor, policy rega
Liquor, wine and
by States accepti
ing ---
Allocations of call l
tries ---
Antennas, FCC rule
Applications filed w
cedure ---
Arizona, broadcasting

B

Broadcasting Stations, United S---
Alabama ---
Arizona ---
Arkansas ---
California ---
Colorado ---
Connecticut ---
Delaware ---
Directory by call letters ---
Directory by frequencies ---
Directory by States ---
District of Columbia ---
Florida ---
Georgia ---
Broadcasting Stations, Foreign—
Algeria ---
Argentina ---
Australia ---
Austria ---
Belgium ---
Bolivia ---
Brazil ---

C

Call letters—
Allocations to countries ---
Announcements, rules and regu
Broadcast
Broadcasting Stations, United
Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Directory by call letters
Directory by frequencies
Directory by States
District of Columbia
Florida
Georgia
Broadcasting Stations, Foreign—
Algeria
Argentina
Australia
Austria
Belgium
Bolivia
Brazil
Advertising agencies and
executives
Directory of broadcasting
Directory of broadcast
by call letters
Directory of broadcasting st
by frequ
Educational and religio
casting stat
Radio Broadcasting Com
principal
Radio in the United States of Americ
States
Chronology of the develop
radio and broadcasting
Contracts and orders f
broadcasting, condition
ing ---
Conversion table, kilocycles
Cosmetics, drug and
sultants ---

D

Directories
handl
African broadcasting stati
Asiatic broadcasting
Broadcast
tu
Broadcasting
Broadcasting
Canadian broadcasting stations
frequencies
European broadcasting stations ...309
Latin American broadcasting sta-
tions
National-Regional radio advertis-
ers and their agencies, 1935 ---226
Broadcasting stations ---
Services relating to radio broad-
casting
South American broadcasting sta-
tions ---140
Station representatives ---
Stations accepting and rejecting
beer, wine and liquor advertis-
ing ---203
Stations subscribing to transcrip-
tion program libraries ---122
Transcription, recording, program
producing and talent services ---116
U. S. broadcasting stations by
call letters ---
U. S. broadcasting stations by
frequencies ---
United States broadcasting sta-
tions by States and Territories ---37-96
Distribution of quo
analysis

E

Educational and religious broadcast-
ing stations in U. S. and
Canada ---132-136
Broadcasting stations, general and
special, licensed by FCC ---309-313
Experimental visual broadcasting
stations in U. S. ---282
284

F

Federal Communications Commission—
Antennas, rule governing ---
Applications filed with, procedure
Attorneys practicing before ---
Call letter announcements rules ---
Communications Act of 1934 ---
Equipment types accepted and
corded by ---
Executive and Staff personnel ---
Field offices ---
Frequency monitoring stations ---
General and special
stations, licensing
Modulation rule ---
Political broadcasts, rules ---
Quota rule ---
Rebroadcasting of programs, rules
Station
Time
Time standards rule ---

G

Georgia, broadcasting st
Government agencies d
radio ---
Great Britain, broadcasting station

H

Hawaii, broadcasting stations
Hettinger, Dr. Herman S
Holmes
Homes in U. S. using
Industry
Radio
Advertising, National-Regional
their agencies, 1935
Associations and committees
lating to broadcasting ---
Chronology of the developmen
Editors of daily newspapers ir
S. and Canada ---
Educational associations ---
News services ---
Radios in U. S. ---
figures by States ---
Rates, network, ---
Rebroadcasting of programs,
rules for ---
Recording services, directory o
Religious and educational broa
casting stations in U. S. a
Canada ---
Representatives, station, director
of, ---
Representatives, U. S., broadca
ing, abroad ---

I

Idaho, broadcasting st
Illinois, broadcasting station
Indiana, broadcasting station
Inter-City Group—
Advertisers, 1935 ---
Rates and personnel ---
Iowa, broadcasting stations
Iowa Broadcasting System
and personnel ---

M

Maine, broadcasting stations ---
Manitoba, broadcasting stations ---
Manufacturers of broadcast equip-
ment, directory of ---2
Maps—
CBS network ---
NBC network ---
Market research and
Marketing
Groups relating to broa
Maryland, broadcasting stations ---
Massachusetts, broadcasting stations
Mexico, broadcasting stations ---
Michigan, broadcasting stations ---
Michigan Radio Network—

N

National Broadcasting Com
Advertisers using Blue
Advertisers using NBC
Coast Network ---
Advertisers using
Map of network ---
Program policy
Rates
National
Code
Officers and
Nat
Inc., organization
National-Regional radi
and their agencies
Nebraska, broadcasting
Network data ---
Network rates, execu
and data ---
Nevada, broadcasting
New Brunswick, bro
tions ---
New England Netwo
Advertisers using,
Rates and personne
New Hampshire, bro
tions ---

O

Ohio, broadcasting stations ---
Oklahoma, broadcasting stations ---
Ontario, broadcasting stations ---
Orders and contracts for spot b
casting, conditions govern
Oregon, broadcasting stations

P

Panama, broadcasting stations ---
Pennsylvania, broadcasting static
Personnel, executive, networks ...
Peru, broadcasting stations ---
Philippine Islands, broadcasting
tions ---
Political broadcasts, FCC rules
Press associations, news services
S. radio stations subscribing
Prince Edward Island, director
broadcasting stations ---

Q

Quebec, broadcasting stations
Quota—
Distribution, analysis of, ---
FCC rules governing ---

R

Radio
Advertising, National-Regional
their agencies, 1935
Associations and committees
lating to broadcasting ---
Chronology of the developmen
Editors of daily newspapers ir
S. and Canada ---
Educational associations ---
News services ---
Radios in U. S. ---
figures by States ---
Rates, network, ---
Rebroadcasting of programs,
rules for ---
Recording services, directory o
Religious and educational broa
casting stations in U. S. a
Canada ---
Representatives, station, director
of, ---
Representatives, U. S., broadca
ing, abroad ---

S

Safety Standards, FCC rule ---
Saskatchewan, broadcasting stations
Services—
Relating to radio broadcasting ---140-143
Transcription, recording, program
producing and talent, directory
of ---
Short wave relay broadcasting sta-
tions, U. S. ---116-120
SOS broadcasts, FCC rules for ---
South America, broadcasting sta-
tions ---
South Carolina, broadcasting sta-
tions ---303-305

86

T

Talent services, directory of ---
Television stations in U. S. experi-
mental ---116-120
Tennessee, broadcasting stations ---
Territories of United States, broad-
casting stations ---
Texas, broadcasting stations ---
Texas Quality Network—
Advertisers, 1935 ---
Rates and personnel ---
Transcriptions—
Advertisers using WBS during
1935 ---
284
88
96
88-90
202
170
199-204

U

United States—
Broadcasting
Abroad
Broadcasting
letters
Broadcasting stations by fr
cies ---
Broadcasting stations by
and Territories ---37-96

Y

Yankee Network—
Advertisers, 1935 ---
Rates and personnel ---

THE 1936 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS

(Without Extra Cost)

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Name.....

Address.....

City.....

State.....

Firm Name.....

Your Position.....



in like a lion...

Some campaigns start out like a lion, but end like a lamb chop.

Some others get off to a roaring start and keep right on going from there.

Most experienced advertisers know that they can count on these radio stations for a fast start and a long, steady pull.

That's why these stations—and their clients—get the lion's share of the business.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Marked Expansion For Disc Volume Is Noted in Month

Usual Seasonal Decline Occurs But 1935 Level Is Exceeded

A MARKED RISE in national transcription volume was the outstanding feature of January broadcast advertising, according to data compiled for the NAB by Dr. Herman S. Hettinger, University of Pennsylvania economist. National transcription volume was the only type of rendition in the non-network field to show increases as compared to the preceding month, and in addition, experienced the greatest gain as compared to the corresponding period of last year. National transcription business rose 13% as against December, and exceeded the January 1935 level by 71.8%.

Broadcast advertising as a whole experienced the usual seasonal decline as compared to December. Gross time sales of the medium dropped 7.5% from the preceding month's level. The heaviest declines were in the regional network and local broadcast advertising fields, which decreased 25.1% and 21.3% respectively. National network and national non-network volume both declined approximately 4%.

Compared to the previous year's level, however, radio still continues to show increases. Broadcast advertising volume in January exceeded that of the corresponding month of 1935 by 8.7%. Regional network and national non-network advertising continued to show the greatest gains, the former rising 64.5% and the latter 32.3%. Local broadcast advertising increased 13.1%. National network business showed the smallest relative increase, gaining but 0.6% over the 1935 level.

From January indications, it would seem as if broadcast advertising were becoming stabilized at a new post-depression level, and that a slower rate of increase may be expected in the future than occurred during the last two years. This seems to be especially true of national network volume. A trend of this type is only to be expected, since no industry can possibly maintain the extremely rapid rate of growth which has been characteristic of broadcast advertising during recent months. A slowing of the rate of growth is merely a necessary counterpart to an industry arriving at maturity.

Leads All Media

RADIO still shows the greatest vigor of any major medium. Compared to the development of radio advertising volume, national magazine volume declined 17.1% as compared to December and was 9.3% below the January 1935 level. National magazines have shown spotty tendencies ever since the depression, and seem to be passing through a period of fundamental readjustment at the present time.

Newspaper lineage declined 20.2% as against the preceding month, though gaining 7.6% when compared to the corresponding month of last year. While declining slightly from December levels, national farm papers showed the greatest relative gain over the previous year, rising 37.4%

General non-network advertising decreased 11.4% during the month, but showed a gain of 22.2% as against last January. Local stations continued with their favorable showing of recent months, being the only class of transmitter to experience a gain in business over December volume. Local station advertising rose .9% over the preceding month's level, and registered a gain of 39.1% as compared to January 1935.

Non-network advertising continued to grow most rapidly in those sections of the country wherein the business recovery has been the most pronounced. Non-network volume in the South Atlantic and South Central States rose 57.5% as compared to last year, while broadcast advertising in the North Central States increased 36.8%. Non-network business in the Middle Atlantic and New England States declined approximately 1%, growing network volume constituting a partial but not complete explanation of this trend. The extent of business recovery has been somewhat less in this section of the country than it has been elsewhere. Non-network volume in the Mountain and Pacific district gained 1.6% over the preceding January.

Transcriptions lead the rendition field during the month of January. Total transcription volume gained 1.1% over the preceding month and 61% over January 1935. The gain was due entirely to the national field, where transcription business increased 13% over the December level and registered a gain of 71.8% as compared to the corresponding month of last year.

Trends in the local transcription field seem to indicate that their use has been confined mainly to middle-sized retail establishments which usually curtail their advertising materially immediately following the Christmas holidays. Local transcription business declined 31.3% as against December, though remaining 22.8% above the level of the preceding January.

Live talent programs gained 22.5% over the corresponding period of 1935 in the national non-network field and 23.4% in the local field. It is interesting to note that in both the national and local fields, announcement volume declined from the level of the previous January. National volume decreased 4.8% while local volume dropped 5.5%. Combined with a steady increase in transcription and live talent volume during recent months, the decline in announcement business seems to indicate a growing tendency to ward the use of the complete facilities of broadcast advertising rather than to be satisfied with its counterpart of classified advertising.

Auto Sponsorship Gains

JANUARY revealed little difference in the use of broadcast advertising by various product and service groups from the trends which have been noticeable in recent months. National non-network automotive advertising rose 200% as compared to January of the preceding year. National network gasoline and accessory advertising increased 44.6%, while household equipment volume gained 148.7% though still remaining at a comparatively small volume. The only other gain of importance in the national network field was in the miscellaneous group, which rose 107%.

National network drug advertising continued to decline, January volume falling to 18.2% below the level of the corresponding month of 1935.

Gains of importance in the national non-network field included a 59.2% rise in food volume, rises of 28.1% and 33.5% respectively in the beverage and confectionery fields, and an increase of 44.9% in tobacco volume.

Principal increase in the local field included the following: clothing, 28%; foodstuffs, 20.2% beverages, 42%; confectionery, 158.2%.

Broadcast advertising during January was as follows:

	Gross Time Sales
National networks	$4,740,560
Regional networks	95,340
National non-network	1,626,500
Local	1,572,760
Total	$8,035,160

Milky Way

DAVE BAYLOR, announcer of the early *Musical Clock* on WGAR, Cleveland, has solved his transportation problem by making a deal with the milk man serving his street to take him to the nearest trolley line. This gets him to the studio in time for the 6 a. m. program.



COMIC SPOTLIGHTS TO START IN APRIL



Mr. Ness

A COMIC-STRIP spotlight advertisement to promote programs on newspaper radio pages is to be launched in April by Advertising Features Inc., New York. It will be limited to one paper in a town. Joseph Ness, president, said advertisements will be uniform in size and be supplied in mat form. Spot as well as network advertisers will be solicited.

Title of the feature is "Mike Moments". It lists time of each broadcast, network, name of sponsor and talent. The headline space is donated by the newspaper. The 40-line insertion of each advertiser is charged at the usual rates.

Mr. Ness, whose headquarters are in the Chrysler Bldg., New York, is a prominent advertising executive, having been sales promotion director of Stadler Photograph Co., New York and Chicago; advertising counsel of United Profit Sharing Corp., New York; cartoonist with the *Savannah Press* six years, and active in Southern advertising circles.

Newspapers which Mr. Ness informs BROADCASTING have signed for the feature are *New York Sun; Washington Star; Dallas News & Journal; Brooklyn Eagle; Baltimore Evening Sun; Newark Evening News; Boston Evening Globe; Minneapolis Tribune; Cleveland Plain-Dealer; Spokane Daily Chronicle; Spokane Spokesman-Review;* McClatchy papers in California; *Scranton Republican; Tampa Times, Little Rock Democrat.*

Wisconsin Alumni Group Sponsors Series on NBC

WISCONSIN ALUMNI RESEARCH FOUNDATION, New York (irradiated milk process) on March 6 started a twice-weekly series on 4 NBC-WEAF stations (WEAF, WEEI, WTIC, WCSH) titled *Phillips Lord Calling You,* for 13 weeks, Mondays and Fridays, 4:15-4:30 p. m.

The Foundation was formed in 1925 to control application of Dr. Harry Steenbock's method of irradiating milk with vitamin D and the program is broadcast in cooperation with 15 New York and New England dairies. All income is given by the Foundation to the University of Wisconsin for research. The program consists of anecdotes and stories collected by Phillips Lord, with the Seth Parker quartet and guest stars assisting. Geyer, Cornell & Newell Inc., New York, has the account.

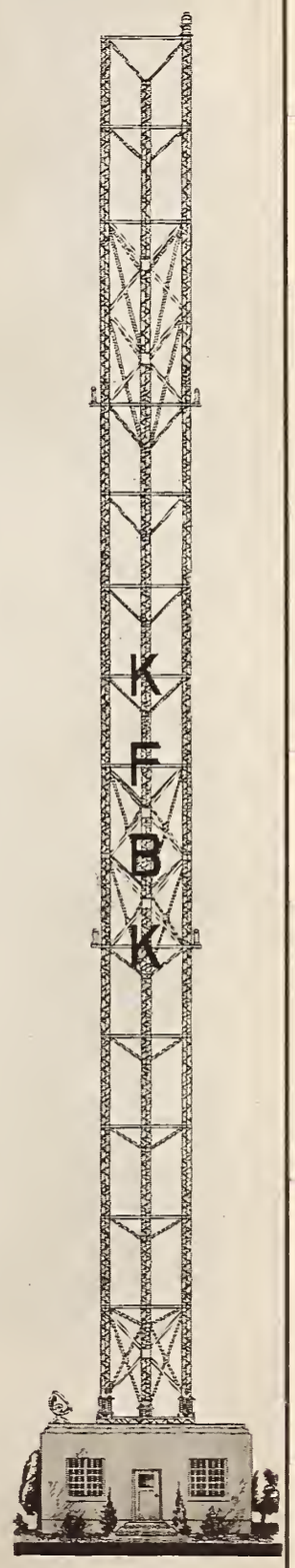
Two FTC Complaints

THE Federal Trade Commission has issued charges of unfair competition against Taylor Washing Machine Co., Chicago, and Sutton Laboratories Inc., Chapel Hill, N. C. (Linoil). The former is charged with misleading claims in procuring sales contracts and the latter with misleading purchasers into believing linseed oil is used in its product.

KFBK

"The Capital Station Serving the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

BUYING POWER +PLUS



And we MEAN Buying Power Plus . . . because it is a FACT. KFBK, now broadcasting on a power of 5,000 watts, reaches a market vastly richer than many markets placed in the A1 class.

Consider just a few salient factors. The Central Valleys Water project recently approved by the president places millions of new dollars of government money in the territory . . . creates thousands of new jobs . . . opens new material outlets—state payroll to be increased by $5.000,000—Montgomery Ward, Spreckels Sugar Co. and other national corporations are investing millions in new capital here—canning and wine industries anticipate greatest increases in years.

Capitalize on this Capital Market. Arrange to have one of our representatives tell you ALL THE FACTS.

5000 WATTS

K F B K SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of the Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada.

REPRESENTATIVES

Joseph McGillvra
458 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
1358 Russ Building
San Francisco, Calif.
1038 Exchange Building
Seattle



"Sound Recording for
SOUND Radio Advertising"

WORLD

IGGER and BIGGER VOLUME of SALES

MORE REVENUE FOR RADIO STATIONS

That's the story of electrical transcriptions as World Program Service enters its third year with the endorsement of one hundred and forty-five leading stations. For the facts to confirm this greater volume of transcription broadcasting, read the NAB reports. The exact figures show that in two years the sale of transcription time has increased 59% among national, and 55% among local advertisers.

FULL RECOGNITION

of the value of high quality electrical transcriptions has made possible these substantial increases. One hundred and forty-five stations, one hundred national advertisers, found World the answer to a particular broadcasting problem in 1935.

It is this recognition that has made World the leader in its field. It is this spirit of station cooperation that has made World Program Service not only the most complete, but also the most successful service of its kind. And World, in grateful acknowledgment, pledges its every effort toward the continued development and improvement of World Program Service.



A FIFTY PER CENT INCREASE!

in volume of service, effective March first, is one of many forward steps already taken by World in 1936. Completion of the finest recording studios, probably in the world, is another. These improvements open the way to even greater volume of sales for 1936 and the years to come. **Keep out in front with World, the only complete transcription library service.**

BROADCASTING SYSTEM, INC.

711 FIFTH AVENUE, NEW YORK, N. Y.

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Angeles, California.
Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, California

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Right and Copyright

IT IS HIGH TIME for some plain talk about our broadcasting industry. All because of copyright, the industry has been placed in a humiliating position. Lack of understanding has been responsible for most of the difficulty. That has been largely because the units which make up the industry have failed to awaken to facts until the damage had been done.

So far on Capitol Hill ASCAP appears to be running away with the show on the Duffy Copyright Bill. Tin Pan Alley's corsairs, who have so many times succeeded in splitting broadcasters into factions and riding over them to victory, are having another good laugh at the expense of the broadcasters. They did a lobbying job with the Sirovich committee of which they can be justly proud from their point of view. We hope we are wrong but it now appears that they have successfully blocked any chances of enactment of the Duffy Bill, at this session at least.

The truth is that the broadcasters were caught napping. The committee and its chairman were stacked by ASCAP before the hearings got under way. ASCAP, as opponent of the Duffy Bill, was permitted to bring forward its witnesses first, contrary to customary procedure. They monopolized the first two weeks of hearings, adroitly parading their "big-name" members who could add nothing to the evidence on the legislation but who could put on a good vaudeville show, as the press has reported. Of course, they did not put on a single "publisher" member of ASCAP—the needless middlemen who get 50% of what should rightfully go to the composer and author, and the men whom ASCAP actually represents.

Even Rudy Vallee, the pink-cheeked crooner who was unknown before radio built him up a few years ago, audaciously stepped before the committee to tell it that radio is "killing the goose", and to support the charges of Messrs. Burkan and Buck that broadcasters are "racketeers", "robbers" and "termites" who are trying to kill their "benevolent" organization. It is shameful that such a thing can be, for Vallee and George M. Cohan frankly admitted on the stand they had not even read the Duffy Bill.

The composers appeared before the pro-ASCAP committee demanding greater protection and greater tribute. But they did not air their difficulties within ASCAP on the 50-50 split with publishers. The publisher is no longer a necessity in the music field. In all justice he has no right to half of the proceeds from musical performance. The $3,000,000 that broadcasters paid last year into ASCAP coffers would more than appease the authors' demands if the publisher were eliminated from the split.

And now we get to the marrow of the bone of contention. The fact that broadcasters have been outsmarted at every turn by ASCAP is no reason why the industry should split. On the contrary, it is time to knit the industry more closely and to seek a solution that will benefit all. The broadcasters' cause in copyright is the right cause, and the broadcasters will be the victors if they forget bygones and play ball to win—adopting offensive rather than defensive tactics in the battle with the common enemy.

The point isn't whether the NAB can get along without the networks, or whether the networks can survive without the support of the independents. It will be more difficult for both if they attempt to go it alone. And a divided industry will be a vulnerable industry, less able to repulse the attacks of the copyright marauders—and, more important, less able to cope with cliques still scheming for government ownership.

"Railroading" Radio

AFTER a radio Rip Van Winkle of a half-dozen years, some of the country's leading railroads have awakened to the possibilities of broadcast advertising. They have seen enough buses whizzing by and heard too often the whirr of airplanes loaded to the wings while their own rolling stock rolled almost empty.

As the first step East and Central carriers have abrogated their silly boycott of radio. Now they appear to be casting about for lines on station and network rates and for program ideas. In short, they are thinking in terms of radio advertising.

It took some prodigious prodding to arouse these railroads—the last of the industrial Mohicans to capitulate to radio's inevitable spell. They saw the Chesapeake & Ohio, which they regarded as a small boy among giants, shoot its passenger and freight charts upward by using radio advertising. (Incidentally, C. & O. for several years has concentrated its advertising on radio and class magazines.)

Then in January, 1935, they took a jolt from Railroad Coordinator Joseph E. Eastman, who, among other things, saw in radio a real opportunity to revive railroad business. He repeated this view again the following August, and that was backed up by a report from a committee of the AAAA which advocated radio, both for the institutional and selling job, to tie into printed media efforts.

Radio can do a selling job for the railroads, individually and collectively. Travel advertising is a radio natural. Steamship lines are using it successfully. And the automotive industry is using radio as its mainstay, both institutionally and in a direct sales way.

It will take adroit programming to do a creditable job for the railroads. Some of the gentry who control railroad policies probably will have to forget their 19th century ideas. They will have to recognize that dignity and good taste still can be maintained in a swiftly-moving performance consistent with modern methods.

It was only a short time back we were told that banks would never use radio. Today there is hardly a station in a metropolitan area that doesn't have a bank sponsor.

Railroads, we are confident, once they get seriously into broadcast advertising, will discover that the industrial Messiah for whom they have been searching reposes in broadcasting.

"Red Menace"?

PICKETS avowing their intense "Americanism" parading before the CBS building; a cordon of police thrown around the building to guard against violence; the Hearst press and Bernarr MacFadden screeching headlines and editorials against radio's lending aid to radicalism; Congressmen shouting similar accusations, one even demanding that Bill Paley resign from the presidency of the company he built up and controls—all this because CBS granted the Communist Party's request to permit its secretary, Earl Browder, to make a speech that turned out to be innocuous by comparison with some of the radio outpourings of the "regular" party speakers, and of Father Coughlin et al!

But it seems to be every free-born American's privilege to hop on radio at any provocation and here was one that even the zealous guardians of our precious principle of freedom of speech could not overlook. CBS made it plain that Mr. Browder's speech would be answered the following night by America's most ardent anti-Red crusader, Rep. Hamilton Fish, which was done. CBS pointed out that the Communist Party was duly enrolled and legally recognized, and therefore in all consistency had a right to a fraction at least of political time on the air. And everyone in radio knows that no CBS station was under any obligation to carry Browder, as indeed the Yankee and Don Lee networks proved when they rejected the program. CBS knows, as every radio man knows, that freedom of speech is a precious principle and that the best way to protect it is still to provide freer speech, within reasonable limitations of time and program balance; also that the American citizenry has nothing to fear from plain talk, even from the despised Communists.

The best answer to critics of Columbia's grant of time to the Red party's spokesman came, rather grudgingly to be sure but none the less pointedly, from "Ham" Fish himself in his reply address, in which he incidently took advantage of the politician's prerogative of adding some fulsome asides on behalf of his friend Senator Borah. Said he: "Without attempting to pass judgment on the policy of Columbia in permitting Mr. Browder to speak, it proves at least that freedom of speech still exists in America."

We Pay Our Respects To —



EDWIN WILSON CRAIG

LITERALLY born to the insurance business was Edwin Wilson Craig, who 43 years ago this month first saw the light of day in the little town of Pulaski, Tenn., a community named for the famous Polish patriot of the American Revolution. Ed Craig not only comes from one of the first families of the South, but his father before him was—and still is—an executive of the National Life & Accident Insurance Co. of Nashville. Craig senior is chairman of the board, while young Ed is vice president.

Ed Craig went into the insurance business with all the vim and vigor of youth and with youthful America's young ideas about selling. It was he who in 1925 persuaded the insurance company's board of directors that it should go into radio. Thus Station WSM was established as a 1,000 watter. Today it is a 50,000-watt clear channel outlet and one of the nation's outstanding stations.

In radio as in the insurance world (he has charge of his company's 3,000 agents in 21 states), Ed Craig is well-known and well-liked, exceedingly active and progressive. He serves on the board of the NAB, and there are many who assert he will soon be nominated for its presidency if he can be persuaded to take the post.

Whenever Ed Craig takes time off from his insurance duties, it is usually to attend some important meeting of broadcasters. And at such a meeting you probably will find that the Nashvillian has been in a huddle with Leo. J. Fitzpatrick, general manager of WJR, Detroit, and NAB president. It was Fitzpatrick, who as the "Merry Old Chief" of WDAF, Kansas City, first interested Craig in radio back in its catwhisker days.

It was in 1922 that Craig, along with the thousands of other Americans who became head-phone addicts, began to twist the dials to pick up WDAF. When business of the insurance company took him to Kansas City, as it did several times each year, radio-bug Craig would invariably look up Announcer Fitzpatrick. It was out of these conversations that grew the idea of establishing WSM as an adjunct of the insurance company.

Came 1925 and the creation of WSM. Ed Craig wanted a pioneer to head up the station. George D. Hay, the famous "Solemn Old Judge", who shared the early radio spotlight with the "Merry Old Chief", came to Nashville at Craig's beckon. Immediately there was started Hay's Saturday night *Grand Ole Opry*, a feature which he still manages and which has maintained through ten years an unparalleled popularity with listeners in all parts of the nation.

But what did Craig's idea of radio and insurance do for the insurance business? He proved it was a wonderful door-opener for National Life salesmen. With its 50,000 watts the station reaches into practically every corner of the 21 states in which the insurance company does business. It has simplified contact with the scattered field force of the company.

Both the insurance company and the station have enjoyed unprecedented progress, each acting to stimulate the growth of the other during the years. Mr. Craig calls it a "once in a lifetime" arrangement.

Operation of WSM, through the successive progressions of the station to high power, has become a large undertaking. Despite this he has continued to exercise an executive leadership in radio as in the insurance business. The station, however, has been entirely departmentalized. It is headed by Harry Stone, general manager, who reports directly to him.

Ed Craig in recent months has evinced a great interest in the protection of clear channels as a means of affording coverage of rural and remote areas. When some 16 of the nation's leading stations banded together last year in a defense movement for clear channels, Mr. Craig was elected chairman of the group.

Aside from that function and from his active participation in NAB affairs he has been named a member of the Federal Radio Education Committee, created by the FCC to coordinate radio and education. WSM has long been in the forefront of educational broadcasting. The educational department of the insurance company has been a frequent user of company-sponsored programs over WSM.

Edwin Wilson Craig was born on March 8, 1893. Immediately after graduating from Vanderbilt University in 1914, he began work for National Life. His first assignment was an industrial agency in Dallas. He has served in practically every capacity in the company up to his present post of vice president in charge of the industrial department, and as the radio chief.

Two years after his graduation he married Elizabeth Wade of his home town of Pulaski. They have three children, Elizabeth, of college age, Ann, and the youngest, Cornelius A. Craig II, namesake of his grandfather.

A member of the Belle Meade Country Club and the University Club, Craig finds his chief recreation in golf, hunting and fishing. His hobbies are "talking either insurance or radio". His fraternity is Phi Delta Theta.

PERSONAL NOTES

HUBERT D. STEPHENS, former U. S. Senator from Mississippi, and until recently a member of the Reconstruction Finance Corporation, has became the law partner of Paul D. P. Spearman, former FCC general counsel, also a native of Mississippi. The new firm, known as Stephens & Spearman, has its offices in the National Press Bldg., Washington.

OWENS V. DRESDEN, nowely-appointed manager of KHJ, Los Angeles, on March 4 became the father of a seven-pound girl.

HAROLD F. SNELL, for five years advertising and sales promotion head of Emery, Bird & Thayer, Kansas City department store, has joined WHB, that city, cooperating in sales and client service activities.

FRANK A. ARNOLD, formerly NBC director of development and prior to that with Frank Seaman Inc., has been named vice president and associated director of the Institute of Public Relations Inc., New York.

JAMES CROCKER, announcer of WOAI, San Antonio, has been transferred to the local sales staff, with Owen Flaherty filling the vacancy.

W. V. MORGAN, a director of 3KZ, Melbourne, Australia, arrived in Los Angeles late in February. He left for a brief trip to New York and will return home via the *S. S. Lurline* from Los Angeles Harbor March 27, with a stopover in Honolulu.

HAROLD MEYER, director of WSUN, St. Petersburg, Fla., won first place in the annual press-radio moth class sailing regatta on the Big Bayou Yacht Club's course early in March.

RALPH L. ATLASS, president of WJJD, Chicago, and WIND, Gary, Ind., is in Henrotin Hospital, Chicago, recuperating from a severe attack of pleurisy and pneumonia. He was taken ill late in February.

JUDITH WALLER, educational director of the central division of NBC since 1931 and a pioneer in radio, sailed Feb. 29 on the *Conte di Savoia* for a three-month vacation in Europe —the first in four years. She will spend six weeks in Italy—then to Bavaria, down the Rhine and to Brussels and Antwerp, and a final three week stay in England. Her return trip will he from Southhampton May 27 on the maiden voyage of the *Queen Mary*.

ARTHUR TOLCHIN, formerly of Gustav Marx Agency, Milwaukee and Riegel Textile Corp., has joined the sales staff of WOR, Newark.

BEHIND THE MICROPHONE

BEN T. WEAVER, former commercial manager of WHAM, Rochester, has been shifted to program production at WHAM, his sales position having been taken March 1 hy Frank W. Kelly, former publicity manager.

JOHN P. COSTELLO, since 1932 announcer of KSTP, St. Paul, has joined the NBC announcing staff in New York, becoming the sixth KSTP announcer to join the networks. Others were George Watson, Tom Breen, Pat Murphy, Roger Krupp (who returned to KSTP) and Pierre Andre.

PAUL LUTHER, formerly of KOIL, Omaha, has joined WGN and MBS, Chicago, handling programs formerly announced by Pierre Andre. Duane Gaither, of the KOIL team of *Duane & Sally*, has joined the announcing staff of Central States Broadcasting Co. in Omaha.

GLEN PARKER, formerly of WIP and WCAU, Philadelphia, and WPG, Atlantic City, has joined WMCA, New York.

ARTHUR L. WHITESIDE, formerly of several Southern stations, has joined WBT, Charlotte, N. C., bringing up the staff to five full-time announcers.

TOM MURRAY has joined the announcing staff of WHAM, Rochester, to handle remote dance programs.

WILLIAM TITUS, publicity director of WOOD-WASH, Grand Rapids, has been named to a similar post with the Grand Rapids department of recreation under the board of education.

MAC PARKER, newspaperman and news hroadcaster, is devoting himself exclusively to radio now, having a daily ten-minute period on KYW, Philadelphia.

GLOVER DELANEY, formerly of WESG, Elmira, has been named by WFBL, Syracuse, to succeed Bob Keefe, who has gone to WOR, Newark.

WADE WATSON has rejoined the announcing staff of WNEW, Newark. Spencer Bentley has heen promoted to production director and Doris Smith has joined the continuity department.

JERRY LYNTON, formerly operating the Amhassador Radio Productions, Los Angeles program group, has formed a new radio production unit under his name to offer productions to agencies and sponsors.

R. E. MESSER, chief accountant for Earnshaw-Young Inc., Hollywood program - transcription producers, resigned March 1 to become office manager for the Raymond R. Morgan Co., Hollywood program agency.

LEE COOLEY, announcer of KNX, Hollywood, left early in March for a five-month vacation in Europe.

JOHN FRASER, formerly with New England stations, has heen added to the NBC announcing staff in Radio City, bringing that staff to its full complement of 26.

DON ALLEN, production assistant of KFWB, Hollywood for five years, resigned March 1 to join Standard Radio Inc., Hollywood transcription firm, in a production capacity. Owen Crump will take over most of his work as assistant to Jack Joy, production manager.

ERNEST HIX, business manager for the Raymond R. Morgan Co., Hollywood program agency, left for New York March 8 for a two weeks business visit, following the return of Mr. Morgan from an eastern trip.

HAROLD BRATSBERG, NBC announcer in San Francisco, was married March 5 to Miss Marguerite Connell of Seattle. Richard Ellers, also an NBC announcer, was best man.

AUSTEN CROOM-JOHNSON, young producer-pianist of the British Broadcasting Corp., who last fall spent a month in Radio City learning the ways of American radio, has returned from England to become a permanent member of the NBC production staff.

JOHN FRASER, free lance announcer, has joined the NBC staff in New York.

CARLTON E. MORSE, author of the NBC serial *One Man's Family*, sponsored by Standard Brands Inc., will be honor guest of the San Francisco Press Club at a banquet and entertainment March 22. He is to be presented with a token by members of the club. NBC western division officials in San Francisco and the *One Man's Family* cast will attend.

PAUL PARKER, formerly with NBC in Chicago, has joined the announcing staff of WJJD, Chicago.

AL HOLLANDER, publicity director of WJJD, Chicago, is back on the job after a ten-day illness from influenza.

BERYL DOUGLAS, formerly in the sales promotion department of CBS, New York, on March 1 joined the staff of the Raymond R. Morgan Co., as Mr. Morgan's secretary.

GEORGE FISCHER, publicity director of KFWB, Hollywood, has been given the role of a radio announcer in Warner's film *Voice of Life*. Minerva Urecal, station character woman, will be cast in *Mob Rule*, an M-G-M picture.

HAROLD KEMP has resigned as head of the band booking department of the NBC Artist Bureau, effective April 1 when he will assume new duties with Franchon & Marco in Hollywood.

PAT FLANNAGAN, sports announcer of WBBM, Chicago, is vacationing at Sarasota, Fla., and scouting big league baseball teams.

BEN HADFIELD, announcer of WNAC, Boston, on March 13 celebrated his tenth anniversary with Yankee Network. He has the longest service record of any Boston announcer.

BOB CUNNINGHAM, CBS Chicago announcer, is the father of a baby girl born March 3.

WILLARD HEMSWORTH, announcer of KMOX, St. Louis, has returned to work after two weeks in a hospital for appendectomy.

LEO RUMSEY resigned from the announcing staff of KSFO, San Francisco, and on March 6 sailed on board the *S. S. President Pierce* for Honolulu, where he will join KGMB, as announcer and producer.

REGINALD SHARLAND, who is "Archie" of the Watanabe-Archie skit, has gone to Furnass Creek Inn, Death Valley, Cal., to recuperate. The program went off the air in February, due to his illness, after a run of several years on KNX.

LEW KENT, formerly on a number of Eastern stations as vocalist, has joined the announcing and production staff of WMAZ, Macon, Ga.



TONGUE TORTURING
Part of NBC Training Course For Junior Announcers

SILLY sibilants must be overcome before NBC guides and pages in Radio City can qualify as members of the NBC junior announcers staff, under the direction of Patrick J. Kelly, NBC supervisor of announcers, and Dan Russell, announcer. The classes have turned out six junior and full-fledged announcers in the last two years.

Among the sibilants confronting the candidates is this one: "The seething seas ceaseth, and as the seething seas subsideth, many men must munch much mush."

Six hours a week the candidates wrap their tongues around phonetic outrages and try to exhale orderly syllabic parades. Graduates of the school are George Ansbro, recently made a full-fledge announcer in New York; John Lang and Hubert McIlrevey, WRC, Washington; Dorian St. George, WRVA, Richmond; Alvin Robinson and Jack McCarthy, New York junior announcers.

MRS. EMILY EILERS has resigned as hostess at KYA, San Francisco, and sails the end of this month for Hilo, T. H., where she will join her husband, Fred Eilers, recently appointed manager of KHBC, new full-time 100 watt station now being built there. Mrs. Eilers will become office manager of the station which is scheduled to start operation in April.

RALPH EDWARDS, for two years on the announcing staff of KSFO, San Francisco and Oakland, has gone to KFRC, San Francisco, in a similar capacity, succeeding Mel Vickland.

NELSON CHURCHILL, former WEEI, Boston, actor, has been added to the announcing staff of WHDH, Boston.

Jad Salts Plans Spots

WYETH CHEMICAL Co., New York (Jad salts) will run a spot campaign over seven Eastern and midwest stations beginning March 23. The programs will be daytime shows on a five weekly schedule, Mondays thru Fridays. The discs are being made by WBS via a direct wire into WHN, New York, where a live performance of *Mrs. Wiggs of the Cabbage Patch* is being broadcast five times a week. Stations in addition to WHN, are KMBC, WKBW, WFIL, WGAR, KWK, KSTP, WBAL. Blackett-Sample-Hummert Inc., New York, placed the account.

KGEZ
Kalispell, Montana
•
Northwestern
Montana's
Station for
RESULTS

IN THE CONTROL ROOM

EDGAR H. FELIX, consulting engineer, announces the removal of his New York office from 1775 Broadway to 32 Rockland Place, New Rochelle, N. Y., where he will have additional space and facilities for laboratory and testing.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, is taking his first vacation in four years, going on a two-month tour in the West. In successive years arrival of a son, engineers' strike and erection of a new radiator have blocked his vacation plans.

DON LANGHAM, formerly of WMBO, Auburn, N. Y., has joined the engineering staff of WFBL, Syracuse.

C. DAVIS BELCHER, former U. S. radio inspector, is conducting a new course on "Modern Radio" over short-wave relay station W1XAL, Boston (6.04 megacycles) under auspices of the Masachusetts State Department of Education, Mondays, 7-8 p. m., EST.

WILLIAM G. H. FINCH, New York radio consulting engineer and inventor, former assistant chief engineer of the FCC in charge of telephone division matters, on March 3 was granted Patent No. 2,032,558 by the U. S. Patent Office, covering an image broadcasting or facsimile system.

ALAN CORMACK, technical director of KFRC, San Francisco, has taken on the additional duties of traffic department manager, succeeding Helen Hartzer, resigned.

T. R. DUNLAP, of Cold Water, Ont., formerly an engineer at WBBM Chicago, is now a member of the engineering staff of WJJD, Chicago.

Two Sterling Spot Series Are Shifted to NBC-WJZ

TWO subsidiaries of Sterling Products Co. will shortly discontinue their spot campaigns and place the programs on the NBC-WJZ network. R. L. Watkins Co., New York (Dr. Lyons toothpowder) will transfer *Back Stage Wife* from discs to the NBC-WJZ network beginning Monday, March 30, 4:15-4:30 p. m., and the program will be broadcast over the basic and Northwestern groups on a five-a-week basis, Mondays through Fridays.

Charles H. Phillips Co., New York (Phillips Milk of Magnesia facial cream) will go network on the same date and in the niche directly following, 4:30-4:45 p. m. It will be carried over a coast-to-coast hookup and be heard Mondays, Wednesdays and Fridays. Beatrice De Sylvara, a beauty consultant, used on the transcription series, will continue. Both programs will be keyed from New York. Blackett-Sample-Hummert Inc., New York, services both accounts.

Swift Using Spots

SWIFT & Co., Chicago (All-Sweet margarine), is sponsoring a series of 50-word announcements to be broadcast three evenings a week over WFAA, WJDX, WALA, WWL, WCOA, WOAI, KWKH, and KTRH. The campaign, which is placed through the Chicago office of J. Walter Thompson Co., is scheduled to run 17 weeks.



SALES CONFEREES—Headquarters executives and field sales personnel of Graybar's commercial products division met in New York recently to confer on broadcast transmitters, police and aviation radio, public address equipment, etc., with Western Electric (manufacturing) and Bell Telephone Laboratories (development) representatives. After the conference a group went to Washington where they acted as hosts to the legal and engineering fraternity. In the photo, top row (left to right) are: Will Whitmore, W. A. Wolff, A. S. Black, W. L. Tierney, L. D. Gruman, J. B. Long, G. A. Murray, E. W. Thurston, F. W. Cunningham, E. J. Stahl, H. S. Price, O. M. Glunt, H. E. Young, E. J. Quinby, Harry Atkinson, E. L. Nelson, C. R. Hommowun, T. E. Shea, F. M. Ryan, W. A. MacNair, R. L. Jones, F. M. Harris, F. R. Lack, M. J. Kelly, R. A. Miller. Seated are H. S. Taylor, O. E. Richardson, W. F. Bartlett, J. W. LaMarque, B. R. Cole, E. A. Hawkins, A. J. Eaves, R. G. McCurdy, W. L. Ponsford, J. P. Lynch, A. S. Wise.

Notables in Radio World Attend Annual Dinner of White House Reporters

NOTABLES in the radio field, headed by NBC President Lenox R. Lohr, were prominent among the guests and participants in the 15th annual dinner of the White House Correspondents Association in Washington March 7, at which President Roosevelt and other high government officials were honor guests. NBC provided the entertainment program by arrangement with Alfred H. Morton, manager of the program department, with the comedian Frank Fay acting as m.c. and with Frank Black bringing 20 members of his orchestra to Washington to augment a large local orchestral ensemble.

The entertainment, which NBC alternates with CBS in furnishing, included Gladys Swarthout, opera star; Ethel Merman, torch singer; Jimmy Savo, pantomimist; Mario Cozzi, operatic baritone; Rafael, concertina artist; the Westerners, ranch singers; Jemm Hurock, gypsy baritone, and Niela Goodelle, singer.

Among the radio notables attending were: Commissioners E. O. Sykes, Norman S. Case and Thad H. Brown, FCC; Hampson Gary, Comdr. T. A. M. Craven, George Porter, A. D. Ring, Frank Roberson, Herbert L. Pettey, William P. Massing, Frank Wisner and A. G. Haley, FCC; Frank M. Russell, John F. Royal, Philip J. Hennessey, E. P. H. James, A. A. Shechter, Vincent Callahan and Kenneth Berkeley, NBC; Harry C. Butcher, Paul White, J. G. Gude, Wells Church and Frederic William Wile, CBS; James W. Baldwin, NAB; F. P. Guthrie, RCA; G. W. Johnstone, WOR; James Chinn, radio editor, *Washington Star*; Richard Tenelly, radio editor, *Washington News*; Robert D. Heinl, Heinl Radio News Service; John W. Guider, Duke M. Patrick and George Smith, Washington attorneys; Herluf Provenson, Washington; Martin Codel, Sol Taishoff and J. Frank Beatty, BROADCASTING.

Benny-Allen Vacations

JACK BENNY (Jell-O) and Fred Allen (Ipana toothpaste and Sal Hepatica) will go on their annual vacations sometime in June. It is expected that the sponsors will continue to retain their present radio spots and substitute talent for their vacationing comedians.

W8XAI, Using 75 Watts, Easily Heard in Panama

W8XAI, the experimental ultra-shortwave "apex" station at Rochester, adjuct of WHAM, has been reported from Cristobal, Canal Zone, indicate that the signals in that section of the world are of good quality. The transmitter has an output of only 75 watts, the power consumed by an ordinary electric flat iron, and operates on a frequency of 31.6 megacycles.

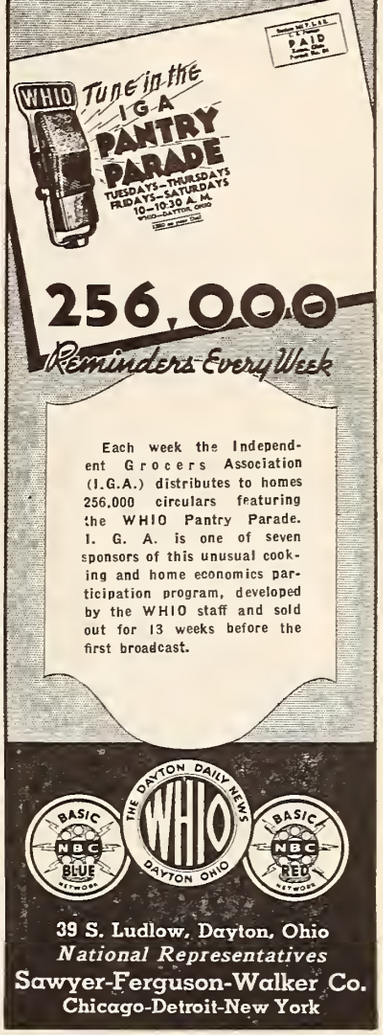
The future of this new group of frequencies was recently hinted at by John J. Long Jr., chief engineer of WHAM. He said: "Improvements in high frequency transmission and reception seem to prove that short-period transmissions for international hookups will eventually be extended into the neighborhood of 7½ to 10 meters." Experiments have shown that during certain times of the day these high frequency signals make light work of traveling across the Atlantic.

Three Get 5 Kw. Day

THREE stations — KFPY, Spokane, WSPD, Toledo and WFBM, Indianapolis — were given day increases in power to 5,000 watts by the FCC Broadcast Division March 3. KFPY heretofore has used 1,000 watts day and night, as has WFBM. WSPD, however, has been using 2,500 watts until local sunset and will double its day output under the new grant. In each case the Division sustained recommendations of its examiners.

Neff-Rogow Feted

WALTER NEFF, WOR sales manager, and William Rogow, the station's ranking salesman, who have resigned to form Neff-Rogow, station representatives and consultants with offices in the RCA Bldg., New York, were guests of honor at a dinner at the Waldorf-Astoria March 5. Hosts were Theodore C. Streibert, assistant to President McCosker of WOR, and the station's executive and sales staff. Mr. Neff and Mr. Rogow left the station March 7, Mr. Neff's desk having been taken over temporarily by Gene Thomas, assistant sales manager. Plans for Mr. Neff's successor are still indefinite, according to Mr. Streibert.



DOMINATING EAST TEXAS!

This station serves 31,100 homes in East Texas with a potential audience of 226,000 listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

TIME IS WORTHLESS



- It's listeners you want!
- And it's listeners you get when you buy "Pittsburgh's Most Popular Station."
- We have facts showing WCAE has more listeners than any other Pittsburgh station.
- We'll be glad to send you those facts.

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

A FEW OF THE ENCOMIUMS HEAPED UPON US IN RECOGNITION OF OUR

1936 YEAR BOOK NUMBER

by AGENCIES & ADVERTISERS

CAMPBELL SOUP CO.

"It is very interesting, informative and the whole job is well done. It will be a valued addition to our reference files."

J. E. McLaughlin



ERWIN, WASEY & CO.

"I think the new 1936 Radio Year Book is excellent."

Lewis R. Amis



GENERAL FOODS SALES CO. INC.

"It's a great book."

Frank Smith



HENRI, HURST & McDONALD INC.

"I have just received the 1936 Year Book and want to express my congratulations. It is really a masterpiece and should be of tremendous value."

Joe DuMond



BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR

☐ $5.00 for TWO YEARS

(Add $1.00 for each Foreign Subscription)

Name.....

Address.....

City.....State.....

Firm Name.....Your Position.....

What About This One?

By Station Break

HATS OFF to Mr. Holcomb! He had an idea. He applied it. He was faced with the responsibility of increasing the sales of a department store of which he is advertising manager, in a middle-sized Pennsylvania city . . . similar to many cities scattered throughout the country.

* * *

MR. HOLCOMB knew that people listened to the radio. His friends, acquaintances, the clerks in the store and their friends and acquaintances, the people who bought in the store, appreciated the entertainment provided them by advertisers and to some extent were affected by their sales messages.

* * *

MR. HOLCOMB realized that the store carried radio-advertised goods. Why not capitalize on that fact? Radio is dramatic. It is intimate and personal. It creates consumer good will as well as product interest and desire. It can readily be tied in with point-of-sale advertising. Why not utilize these qualities in department store sales promotion and publicity?

* * *

MR. HOLCOMB investigated. He found 24 NBC-advertised products carried by the store. To make a long story short . . . by means of tie-ins in his newspaper ads, window, floor, counter, shelf and elevator displays, departmental signs, special instructions to sales staffs, etc., he increased the sales of these NBC-advertised products in the store from 25% to 100%, increases ranging as high as 300% in specific weeks.

* * *

AS NBC stated . . . Mr. Holcomb thought it through. We suggest you read the booklet.

* * *

IT might have been CBS! Or Mr. Holcomb might have been located in a community where the best tie-in would have been with regard to branded goods advertised over a station not affiliated with any network. The fundamental principles hold in each case. A challenge to advertiser, agency, and broadcaster to get the maximum return from their radio dollar by coordinating their other sales promotion with their air advertising.

[Howard J. Holcomb is advertising manager of Trask, Prescott & Richardson Co., Erie, Pa., department store. See BROADCASTING Feb. 1.]

* * *

PLEASE notice . . . it was a department store executive who thought it through. We seem to remember what Marvin Oreck, vice president of Oreck's Inc., of Duluth, told the NAB commercial section at Chicago last summer. Said Mr. Oreck: "I don't believe the most optimistic broadcaster has any conception of the scope radio offers as an advertising medium."

IT'S ALWAYS encouraging to be told by outsiders or partial outsiders, the value of your product or proposition. Broadcasters must have been interested to hear John Shepard 3d, broadcaster and department store man of years' experience, suggest that 15% of the department store advertising budget should be used for radio, only to be raised by Mr. Oreck to 25% to 30%.

* * *

WE WERE especially interested in the reaction of one broadcaster, as related to us by an acquaintance. "They're too conservative," said the broadcaster. "Why not go after 100% of the department store advertising dollar?"

"But how," countered our friend, "can you do the complete department store job over the air?"

"Use all the stations in town," was the reply. The broadcaster then told our friend of an instance in a Far Western city where this had been done with outstanding success, and where each station in the community had been utilized with a specific purpose in mind.

We don't know how generally this can be applied . . . We've never thought it through . . . but there's food for thought there. You try thinking it over!

* * *

INCIDENTALLY . . . may we call attention to the fact that the store in question was applying the principle of double-coverage advocated in recent years by Walter Neff of WOR, and Dr. Hettinger of the University of Pennsylvania.

* * *

STEINWAY'S recent splurge with an $885 baby grand piano has brought into the open a development which has been growing quietly but steadily in recent months. The piano business again is achieving prosperity. New designs, based upon the ancient spinet and in keeping with the space requirements of the modern home, have added to the attractiveness and utilitarian value of the average upright. New prices have assisted in stirring general consumer interest.

* * *

IT never was radio that ruined the piano business . . . ASCAP notwithstanding. During the last decade the automobile, motion pictures, athletics, country clubs and a variety of forces moved recreation out of the home. Less time at home meant less piano playing, and smaller homes meant less room for pianos. Changing social standards made it more important for Sister Susie to be able to swing a mean golf club than to render "Hearts and Flowers" or "The Heart Bowed Down" on the family upright . . . And what social change began, the depression finished . . . for you can't eat pianos.

NOW that pianos are coming back we'd like to know how much the growing appreciation of music, inculcated by the radio and our excellent music instruction in the public schools, has had to do with it.

* * *

"STEINWAY! The Instrument of the Immortals!" What a theme for a program! Either dramatized in music history or presenting the immortals of today. Pianos are a natural for the radio, for it can carry the actual sales demonstration into the very home of the purchaser. Piano advertising lends itself to a dozen forms of radio visualization . . . both in national and local efforts. Why shouldn't the greatest agency for the dissemination of musical appreciation be utilized to foster the sale of the instruments with which music is made?

* * *

WE MAY be a little late with this item, but January broadcast advertising trends called it to mind. Did you notice the important developments in broadcast advertising last year, and have you given them the consideration they deserve . . . broadcaster, advertiser and agency executive?

* * *

DID YOU note how smart advertisers are buying more and more local talent programs? Did you notice also, how local advertisers have availed themselves of the new program material provided by transcription libraries?

* * *

DID YOU notice, especially, how programs have supplanted announcements in advertising importance, and how announcements, alone, sank below the 1933 level? We hope you'll take it to heart and concentrate on radio display advertising rather than be satisfied with the classified air columns.

* * *

FINALLY did you notice the broadening use of the medium . . . regional networks, national spot, and the long neglected local station . . . each having an important place in the radio advertising structure?

* * *

SPEAKING of broadening use of radio, we have been interested in recent weeks to note the increased use of national spot and local advertising to move the used cars which at present are giving the automobile industry a particularly severe headache.

* * *

ALSO speaking of radio opportunities, we notice that the plumbing and heating business increased 50% last year, while electrical equipment, machinery, metals, lumber and furniture gained between 23% and 30%. We refer you to BROADCASTING YEAR BOOK for the gains in radio advertising in these fields . . . but we note especially, on the stations with which we are acquainted . . . an increasing use of radio by the lumber industry. Why hasn't radio done better with the electrical equipment industry, especially on networks? It's probably been the depression, but it's time that broadcasters started rectifying it.

Mutual Expanding Special Networks

Total Billings During February Are Found to Reach $162,357

EXPANSION of Mutual Broadcasting System, whose basic network embraces four major stations, is indicated in the MBS income report for February, which not only shows increasing revenues but also indicates the stations added to the basic for particular accounts. Up to nine stations are now being linked according to sponsor orders.

February gross billings were $162,357, of which $152,063 was represented in time on the basic comprising WOR, WLW, WGN and CKLW. This gross compares with $157,720 during January. No comparisons are available with the same months of last year since the relatively new MBS did not begin to compile and make public its billings until last summer.

Many of the MBS supplementary links are members of other networks, presumably clearing MBS sponsor time when the other networks offer sustaining. The biggest MBS hookup, of course, is the Health Products Corp. (Aspergum) account, which started Feb. 23 and which embraces nine stations, keyed by the independent WINS, New York Hearst station in lieu of WOR, regular MBS New York key.

On the other hand, a nine-station MBS network is already being used by the Lutheran Laymen's League, St. Louis, and an eight-station network is being used by Fels & Co., Philadelphia, (Fels Naptha). The following is the complete February sponsor, billing and hookup report of MBS:

Acme White Lead & Color Works, Chicago; $4,392: WGN, WLW, WNAC, WEAN, WFEA, WMAS, WDRC.

Affliated Products Inc., Chicago; $1,757; WGN, WOR, WXYZ, WLW, WNAC.

Axton-Fisher Tobacco Co., Louisville; $2,720; WOR, WLW.

Cal-Aspirin Corp., Chicago; $4,924; WGN, WLW.

Crown Overall Mfg. Co., Cincinnati; $3,309; WLW, WGN, WOR.

Crusaders, New York; $3,670; WOR, WLW, WAAB, WPRO, CKLW, WIND.

Fels & Co., Philadelphia; $3,173; WLW, WGN, WNAC, WEAN, WDRC, WMAS, WICC, WGAR.

General Mills Inc., Minneapolis; $6,255; WGN, WLW.

Gordon Baking Co., Chicago; $13,708; WOR, WXYZ, WGN, WSPD.

Gruen Watch Maker's Guild, Cincinnati; $9,607; WOR, WGN, WLW, CKLW.

Health Products Corp., Newark; $2,002; WLW, WGN, CKLW, WPRO, WINS, WCAE, WGAR, WNAC.

Household Finance Corp., Chicago; $8,227; WOR, WGN, WLW.

H. Fendrich Inc., Evansville, Ind.; $1,375; WGN, WGAR, WLW.

Lehn & Fink Products Co., New York; $6,255; WLW, WGN.

Lutheran Laymen's League, St. Louis; $4,081; WLW, CKLW, WINS, KSTP, WCAE, WJJD, KFAB, KFUO, WGAR.

Mennen Co. Newark; $10,490; WLW, WGN, CKLW.

Modern Food Process Co., Chicago; $2,918; WGN, CKLW.

Murine Co., Chicago; $5,165; WGN, WOR, WLW, CKLW, WAAB.

Olson Rug Co., Chicago; $2,664; WOR, WLW.

Pinaud Inc., New York; $11,044; WLW, WGN, WOR.

Piso Co., Warren, Pa.; $4,027; WOR, WGN, CKLW, WCAE, WGAR.

Purity Bakers Co., Chicago; $5,658; WOR, WSAI, CKLW.

SSS Co., Philadelphia; $6,980; WLW, WGN, WOR, CKLW.

Sterling Products Coro., Wheeling; $10,691; WGN, WLW, WOR, WNAC.

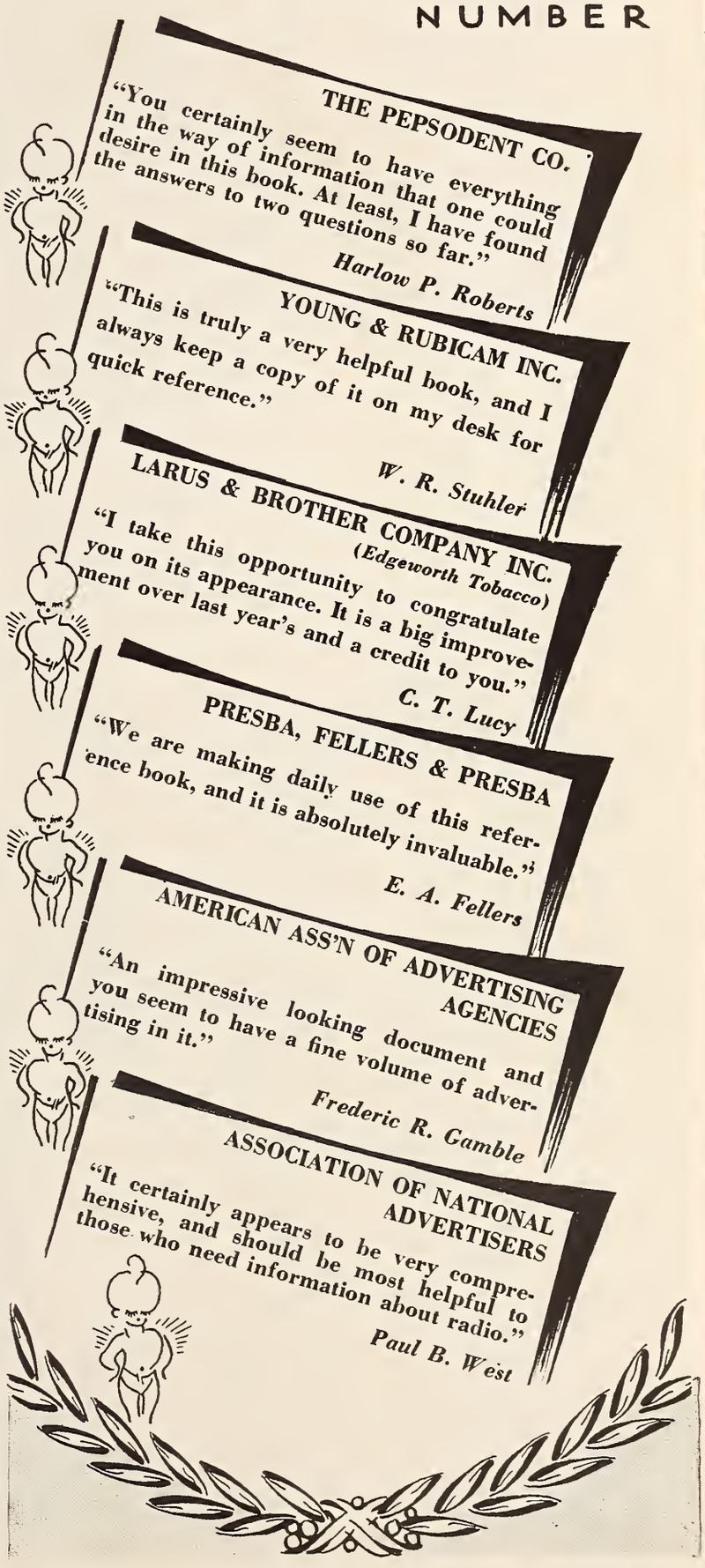
United Cigar Stores Delaware Corp., New York; $3,309; WOR, WGN.

Whelan Drug Co., New York; $3,021; WOR, WOL, WFIL.

Wander Co., Chicago; $9,489; WGN, WLW, WOR.

Wasey Products Inc., New York; $11,437; WGN, WOR, WLW.

A FEW MORE
BOUQUETS
ON THE
1936 YEAR BOOK
NUMBER



The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

American Book Mart, Chicago (old books), 2 *sp*, thru E. A. Brown Adv. Agency, Chicago.
Capper Publications, Topeka (Household magazine), 12 *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedies), 24 *ta*, thru Weston-Barnett Inc., Waterloo.
Bernard Perfumers, St. Louis (Love Charm), weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Crazy Water Distributing Co., Los Angeles (proprietary), 86 *sp*, thru Tom Wallace Adv. Agency, Los Angeles.
Bank of America, San Francisco, daily *sa*, thru Charles R. Stuart Inc., San Francisco.
William R. Warner & Co., New York (Albodon toothpowder), 3 weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.
McClosky Varnish Co., Los Angeles (Kwik-On), 2 daily *sa*, thru Bert Butterworth, Los Angeles.

WHK, Cleveland

Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars), 100 *sa*, thru Simons-Michelson Co., Detroit.
Wildroot Co., Buffalo (hair tonic), 6 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Florists Association, Cleveland, 3 *sa*, thru Nesbitt Service Co., Cleveland.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Harper's Bazaar Inc., New York (magazine), *sp*, direct.

WHIO, Dayton

Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Kosto Co., Chicago (dessert), 39 *sa*, thru Perrin-Paus Co., Chicago.
Frigidaire Corp., Dayton, 13 *sp*, thru Lord & Thomas, Chicago.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WENR, Chicago

RCA Manufacturing Co., Camden (Radiotrons), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Milton Bradley Co., Springfield, Mass. (parlor games), 3 weekly *sa*, direct.
Alleghany Steel Co., Pittsburgh (stainless steel), 28 *sa*, thru Walker & Downing, Pittsburgh.

WEAF, New York

New England Council, Boston, weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
S. C. Johnson & Son Inc., Racine, Wis. (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.

WRAK, Williamsport, Pa.

Pure Oil Co., Chicago, 5 weekly *t*, thru Freitag Adv. Agency, Chicago.
Colonial Biscuit Co., Pittsburgh, 5 weekly *ta*, thru Walker & Downing, Pittsburgh.

KSFO, San Francisco

Christy Pharmacal Co., Los Angeles (cold tablets), 6 weekly *sa*, thru Walter Biddick Co., Los Angeles.

KMOX, St. Louis

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and oil), 8 *sp*, thru Lambert & Feasley Inc., N. Y.
Wildroot Co. Inc., Buffalo (shampoo), weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Fresh Milk Institute, St. Louis, 78 *sp*, thru Ruthrauff & Ryan Inc., St. Louis.
Dodge Bros. Corp., Detroit (motor cars), 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco gas and oil), 78 *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 52 *t*, thru Jimm Daugherty Inc., St. Louis.
John Morrell & Co., Ottumwa, Ia. (Prido shortening), 156 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

KGO, San Francisco

Murine Co. Inc., Chicago (eye wash), 18 weekly *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru Rohrabaugh & Gibson, Philadelphia.
Olson Rug Co., Chicago (rugs and furniture), 5 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Philco Radio & Television Corp. of Cal., San Francisco (radios), 6 weekly *sa*, thru Floortrafik Service, San Francisco.
Guaranty Building & Loan Association, San Francisco (loans), 6 weekly *sa*, thru Long Adv. Service, San Francisco.
Alhambra Water Co., San Francisco (mineral water), 2 weekly *sa*, thru Kay Directed Adv. Inc., San Francisco.

WGN, Chicago

Continental Oil Co., Ponca City, Okla. (Conoco), 13 *t*, thru Tracy-Locke-Dawson Inc., N. Y.

WBT, Charlotte, N. C.

Beeman's Laboratory, Atlanta (BGO-BQR remedies), 6 weekly *sp*, thru Standard Broadcast Service, Atlanta.
Thomas Tours, Rock Hill, S. C., 12 *sa*, direct.
Webster-Eisenlohr Inc., New York (Cinco cigars), 7 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Chrysler Corp., New York (Dodge autos), daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva chocolate bar), daily *sa*, weekly *sp*, thru Louis Glaser Inc. Boston.
Northrup, King & Co., Minneapolis (seeds), 21 weekly *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.

WNAX, Yankton, S. D.

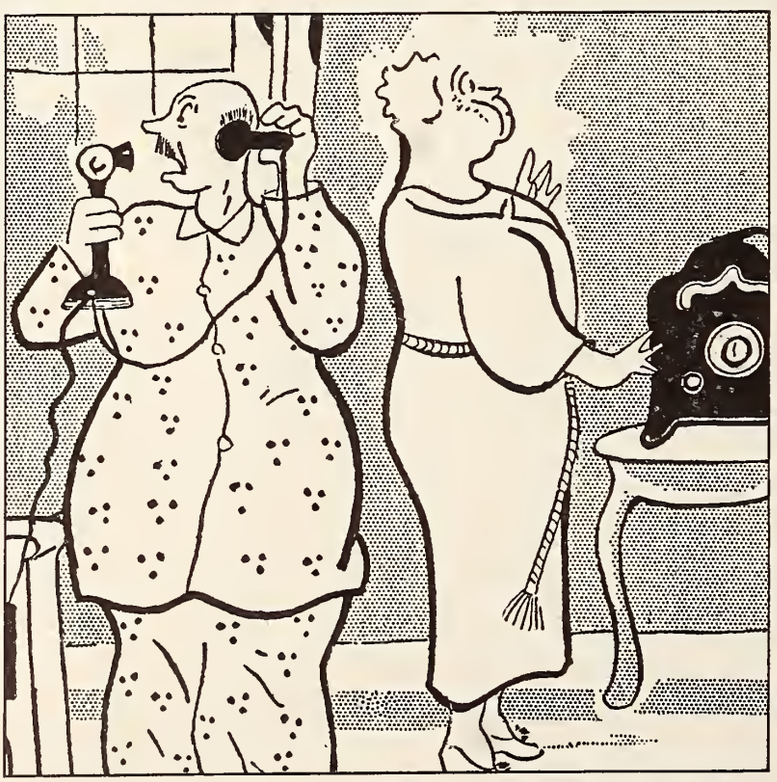
American Gas Machine Co., Minneapolis, 12 *sp*, thru Greve Adv. Agency, St. Paul.
Goetz Brewing Co., St. Joseph, Mo., 26 sp, thru Potts-Turnbull Co., Kansas City.
St. Paul Hatchery, St. Paul, 26 *sa*, thru Frizzell Adv. Agency Inc., Minneapolis.

WKRC, Cincinnati

Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 6 weekly *sp*, thru S. M. Epstein Co., Detroit.
Standard Brands Inc., New York (Chase & Sanborn Tenderleaf Tea), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Milton Bradley Co., Springfield, Mass. (games), 18 *sa*, direct.

KGGC, San Francisco

Nassour Bros. Inc. Ltd., Los Angeles (oil shampoo), 6 weekly *t*, thru Hixon-O'Donnell Inc., Los Angeles.



From New York American

"Station WOT? Your setting-up program just signed off without saying exhale!"

WSPD, Toledo

Magazine Repeating Razor Co., New York (Shick razor), 35 *sa*, thru J. M. Mathes Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Metro-Art, New York (photographs), 39 *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit (cigars), 11 weekly *sa*, thru S. M. Epstein Co., Detroit.
Roman Cleanser Mfg. Co., Detroit (soap, cleaner), 6 weekly *sa*, thru Holmes Inc., Detroit.
Lake Shore Electric Railway Co., Sandusky, O. (transport), 6 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

WMAQ, Chicago

Union Pacific Railroad, Chicago (special train), 10 *sa*, thru Ernest Bader & Co., Omaha.
Washington Boxed Apple Bureau, Seattle, 2 weekly *sp*, thru Izzard Co., Seattle.
Angelus Campfire Co., Chicago (Campfire marshmallows), 2 weekly *sp*, thru John H. Dunham Co., Chicago.
Milton Bradley Co., Springfield, Mass. (parlor games), 3 weekly *sa*, direct.
Dodge Brothers Corp., Detroit (autos) 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Japan Crab Meat Assn., New York, 13 *ta*, thru Maxon Inc., N. Y.

KYA, San Francisco

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), 5 weekly *ta*, thru Vandevort Adv. Co., San Francisco.
Gardner Nursery Co., Osage, Ia. (plants), 5 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Oregon City Woolen Mills, Portland, Ore. (clothing), 5 weekly *sa*, thru W. S. Kirkpatrick Adv. Service, Portland, Ore.
Ironized Yeast Co., Atlanta (yeast tablets), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WNAC, Boston

Japan Crab Meat Assn, New York (canned crab meat), weekly *t*, thru Maxon Inc., Detroit.
New England Telephone & Telegraph Co., Boston (utility), 2 weekly *sa*, thru Broadcast Adv. Inc., Boston.
Lambert Pharmacal Co., St. Louis (Listerine), 26 weekly *sa*, thru Lambert & Feasley Inc., N. Y.

KFRC, San Francisco

Budd & Votaw, San Francisco (Pebble Beach neckties), 2 weekly *sp*, thru Doremus & Co., San Francisco.
Bank of America National Trust & Savings Association, San Francisco, (banking facilities), 5 weekly *sa*, thru Charles R. Stuart Inc., San Francisco.

KFAB, Lincoln, Neb.

Oyster Shell Products Corp., New York, 2 weekly *sa*, thru Husband & Thomas Inc., N. Y.
National Felt Works Inc., Chicago (rug cushion), 2 *sa*, thru Brinckerhoff Inc., Chicago.

WGN, Chicago

Armstrong Paint & Varnish Works, Chicago, 26 *sp*, thru Morenus Adv. Agency, Chicago.
A. S. Boyle Co., Cincinnati (Samoline), 3 weekly *sp*, thru Blackett-Sample-Hummert Inc., N. Y.

WCLO, Janesville, Wis.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Pure Oil Co., Chicago, 5 weekly *t*, thru Freitag Adv. Agency, Chicago.

WFBL, Syracuse, N. Y.

Richfield Oil Co., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Bernard Perfumers, St. Louis, 2 weekly *sp*, direct.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

WISCONSIN ALUMNI RESEARCH FOUNDATION, New York, on March 6 started *Phillips Lord Calling on You* on 5 NBC-WEAF stations, Mon., Fri., 4:15-4:30 p. m. Agency: Geyer, Carnell & Newell Inc. N. Y.

GENERAL MILLS Inc., Chicago, on March 2 started *Worry Clinic* on MBS (WLW, WGN), Mon., Wed., Fri., 1:30-1:45 p. m.

CHRYSLER SALES Corp., Detroit (Chrysler autos) on March 12 started *Chrysler Airshow* on 44 CBS stations, Thursdays, 8-8:30 p. m. Agency: Lee Anderson Adv. Co. Inc., Detroit.

TAVANNES OF AMERICA Inc., New York City (Tavannes Watches) on March 20 starts for 52 weeks *Opportunity Parade* amateur show on 2 NBC-KPO stations, Fridays, 6:30-7 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

KELLOGG Co., Battle Creek, Mich. (cereals) on March 26 starts for 13 weeks *Ben Alexander*, Hollywood commentator, on 8 NBC-KPO stations, Thursdays, 9:15-9:45 p. m. (PST). Agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

TILLAMOOK COUNTY CREAMERY ASSOCIATION, Tillamook, Ore., (cheese), on April 3 renews for 9 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Fridays, 3:15-3:30 p. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Portland, Ore.

AMERICAN HOME PRODUCTS Inc., New York (Edna Wallace Hopper cosmetics) on Feb. 17 renewed for 17 weeks *The Romance of Helen Trent* on 22 CBS stations Monday thru Friday, 11:15-11:30 a. m. Agency: Blackett-Sample-Hummert Inc., New York.

Network Changes

ATLANTIC REFINING Co. on May 2 shifts Atlantic Family on Tour to 7-7:30 p. m.

SHELL EASTERN PET. PROD. Inc., New York, on April 4 replaces Al Jolson with Smith Ballew on NBC-WEAF series.

Associated Cinema Studios

SUCCESSORS to Freeman Lang sound studios, Hollywood transcription firm tentatively renaming the firm as Associated Studios, early in March officially titled the organization Associated Cinema Studios with authorized capitalization of $200,000. San Francisco offices were opened at 1001 Russ Bldg. [See BROADCASTING, March 1, for details of reorganization.]

TRAGEDY ON KOIL
Gas Deaths Quickly Covered and Relatives Get News

KOIL, Omaha, broadcast a description of the scene in a house where two persons were killed by escaping gas from a broken main and lives of others endangered. The woman who discovered the bodies broadcast over a remote setup hooked to a telephone line a few minutes after she made the gruesome find.

She was prone on the floor while speaking into the microphone and once had to be revived by smelling salts before she could continue. The daughter and sister of two of the victims, in a snow-bound Nebraska town without a telephone, learned of the tragedy while listening to KOIL. Some 20 or 30 neighbors shoveled snow several miles to get her to a train.

C. L. Sleininger Resigns Official Posts with Reps

CLIFFORD L. SLEININGER has resigned as secretary and treasurer of Free & Sleininger Inc., and as treasurer of Free, Johns & Field Inc., station representatives, effective at once, it was learned March 11. He will discontinue his active association with both companies to devote his time to other interests, which, for the present, have not been divulged.

Mr. Sleininger, a pioneer in station representation and in agency work, will continue as a director of both of the companies and is retaining his financial interest in the organizations. So far as known there will be no other changes in either organization.

Remington Rand Shift

REMINGTON RAND Inc., Buffalo (typewriters), on March 31 will shift Edwin C. Hill to an earlier hour, 7:15-7:30 p. m., and the network will be enlarged to take in the entire NBC-WEAF basic instead of the split network now used. After March 31 the program will be broadcast Tuesday, Thursday and Saturday, instead of Monday, Wednesday, Friday as at present. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

GEORGE RANSON has joined the sales staff of KBTM, Jonesboro, Ark. He was formerly associated with stations in Memphis.

NETWORK PROGRAMS LEAVING THE AIR

IN ADDITION to the list of sponsors that already have signified their intentions of signing off the networks for the present [see March 1 issue] the following accounts will complete their fall and winter radio campaigns shortly. Dates are the time of the final broadcast.

NBC

General Foods Corp., New York (Sanka coffee) with Helen Hayes, Tuesdays, 9:30-10 p. m., March 24 (WJZ).

Best Foods Inc., New York (Hellman's mayonnaise) with Ida Bailey Allen, Tues., Thurs., March 26 (WEAF).

Proctor & Gamble Co., Cincinnati (Dreft) with Pat Barnes, Mon., Wed., Fri., 12-12:15 p. m., March 27 (WMAQ Mid-West only).

Proctor & Gamble Co., Cincinnati (Ivory soap) with Capt. Tim's Adventure stories, Mon., Wed., Fri., 7:15-7:30 p. m., March 27 (WJZ).

Delaware, Lackawanna & Western Coal Co., New York (Blue coal) with Studio No. 7, Tues., Wed., Thurs., 11:15-11:30 a. m., March 26 (WEAF).

American Rolling Mills Co., Middletown, O. (institutional) with Armco band, Wednesdays, 8:30-9 p. m., March 25 (WJZ).

Ralston Purina Co. Inc., St. Louis (cereal) with Tom Mix and His Ralston Straight Shooters, Mon., Wed., Fri., 5:30-5:45 p. m., March 30 (WEAF).

Pepsodent Co., Chicago (toothpaste, etc.) with Al Pearce and His Gang, Mondays, 5-5:15 p. m., March 30 (WEAF) [The Friday WJZ show, 9-9:30 p. m., continues on the air.]

Radio Corp. of America, New York, with *Magic Key of RCA, Sundays*, 2-3 p. m., March 29 (WJZ).

UNIVERSITY of Minnesota's department of speech is considering the inauguration of a university course in radio speech and script writing and has asked Thomas Dunning Rishworth, KSTP educational director to aid.

Webster-Eisenlohr Expands

WEBSTER-EISENLOHR Inc., New York (Tom Moore, Girard cigar) during the week of March 9 began *Witch's Tale*, disc series, on six Midwest stations. On WHO, WTAM, WGN and WFAA the series consists of a 15-minute program twice weekly; on KOA and WOAI it is once a week for a half-hour. All programs are broadcast during evening hours. WTAM promotes Tom Moore cigars, all other stations the Girard. The campaign is signed for 13 weeks. The transcriptions were bought from Alonzo Deen Cole, author of the script, also the producer, director and leading actor in the program. N. W. Ayer & Son Inc., New York, is the agency.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

Peak Business Ahead!

Spring and summer, in WWNC's listening area, bring a heavy influx of tourists . . . and a heavily expanded business!

Arrange NOW to get your sales message on Station WWNC . . . where business is UP during the warm months!

Do You Know,

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan

Without Any Sales Expense



WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco



Sell Tacoma-Seattle *economically* with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives **two** markets at the price of **one**. 1000 watts . . . 570 kc.

A MESSAGE TO PUBLIC SPIRITED RADIO STATIONS AND NEWSPAPERS

By our *new process*, Direct Recording we can deliver to you, **ABSOLUTELY FREE OF CHARGE**, intimate talks on Nationally important issues by the Senators and Congressmen from your district.

●

Transcriptions delivered anywhere in the U. S. within 18 hours from the hour of recording.

●

We guarantee likelife quality with

NO NEEDLE SCRATCH!

●

Other services

WAX RECORDING

SCRIPT

COMPLETE TALENT BUREAU

U. S. Recording Co.
633-636 Earle Bldg.
WASHINGTON, D. C.

AGENCIES AND REPRESENTATIVES

SAM MOORE, head of the continuity department in the Hollywood radio office of J. Walter Thompson Co., has resigned to join William Esty & Co. Inc., New York. He was accompanied east by Stanley Holt of the Esty firm. Bob Colwell, of the New York office of J. Walter Thompson, where he is assistant to John Reber, vice president in charge of radio, has been in the Hollywood office for several weeks and is writing continuity for the Kraft-Phenix Cheese Corp. program. John Christ, producer, has been transferred from New York to Hollywood. The agency's new Hollywood office is to be ready April 1.

EDWARD A. BYRON, radio director of William Esty & Co., New York agency, has resigned, effective April 1.

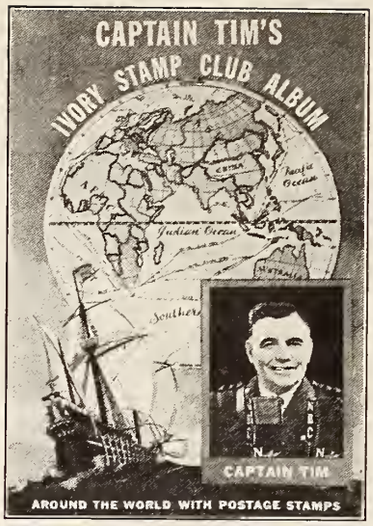
EDGAR KOBAK, whose resignation as sales vice president of NBC took effect March 1, was to report for duty with Lord & Thomas in New York as vice president on March 15 after a vacation.

FORREST MILLER, formerly a salesman of WGAR, Cleveland, has joined the radio staff of Humphrey, Prentke & Associates, Cleveland.

JOHN BLAIR, President of John Blair & Co., Chicago, arrived in Hollywood late in February during a Coast tour.

WILLIAM E. BERCHTOLD, in charge of the press bureau in the Detroit office of J. Stirling Getchell Inc., has been made account executive on the DeSoto Motor Corp. account. He will continue to supervise publicity.

FINIS FARR, radio writer of William Esty Co., New York agency, has joined the editorial department of *Time* magazine.



Millions in P & G Stamp Club

CAPT. TIM HEALY, former British army officer, believes it isn't the stamp that's exciting but the story behind that stamp. Procter & Gamble tried the idea on WDRC, Hartford, and decided the captain was right. So the program was shifted to WJZ a little over two years ago, later to NBC-WEAF and still later to NBC-WJZ network, where it now is broadcast thrice weekly. "Capt. Tim's Ivory Stamp Club Album" is offered to listeners who enclose money and Ivory soap wrappers. Some 850,000 wrote for the album, along with their coins and Ivory wrappers. The club, 500 programs old, has 2,700,000 members. Mail averages 50,000 letters a week, and totals over 3,200,000. Over 400 million stamps have been sent to all parts of the country.

ALFRED W. SCOTT has joined the staff of Beaumont & Hohman Inc., San Francisco, as account executive, and will service radio along with other accounts. He also conducts the Tuesday evening *Voyage of Discovery*, travel dramatizations, on KLX, Oakland.

FRED H. FIDLER, Shell Oil Co., account executive for the J. Walter Thompson Co., San Francisco, has returned to his desk after an illness which confined him to his home for two weeks.

STANLEY G. SWANBERG, manager of Botsford, Constantine & Gardner Inc., San Francisco, on March 23 starts a spring course in advertising for the University of California Extension Division in that city. Radio will be included with other media.

CHARLES T. AYRES, formerly assistant space buyer for Fletcher & Ellis Inc., New York, has joined the media department of Ruthrauff & Ryan Inc., New York, and will be associated with Miss Black in the radio time-buying department.

EDWARD A. ADLER, Jr., radio director and junior account executive, has resigned from Fletcher & Ellis Inc., New York.

WALTER A. KIRKWOOD, formerly with WORK, York, Pa., is now manager of the new WEST, Easton, Pa., operated by the Mason-Dixon group of six stations controlled by the Steinman brothers, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal*.

RADIO ADVERTISERS

MARTIN GILLET & Co., Baltimore (House of Lords, He-No tea) has placed its advertising with Theodore A. Newhoff Adv. Agency, Baltimore.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Peanut products) has placed its account with Gotham Adv. Agency, New York.

BLACK FLAG Co., Baltimore (insecticide) has placed its advertising with Al Paul Lefton Co. Inc., Philadelphia.

UGDA Inc., St. Paul (proprietary) has named Steuerman Adv. Agency, New York, to service its account.

UNION PACIFIC SYSTEM, Los Angeles (transport) has named L. S. Gillham Co. Inc., Salt Lake City, to handle its radio advertising in Utah, Idaho and Montana.

HOLLAND FURNACE Co., Holland, Mich., has named Ruthrauff & Ryan Inc., Chicago, to service its account.

GAR WOOD INDUSTRIES Inc., Detroit (oil burners, air conditioners) has named Farron Stevens Adv. Agency, Detroit, to handle its account.

BELL TRAILER Co., Chicago (lightweight travelers) is using radio along with other media and has named Malcolm-Howard Adv. Agency, Chicago, to place advertising.

H. E. MURRAY has succeeded William Betts as assistant director of merchandising and advertising with Dodge Brothers Corp., Detroit (automobiles).

VANCE C. WOODCOX, Detroit manager of Geyer, Cornell & Newell Inc., and account executive for Kelvinator Corp. (refrigerators) has resigned to join RCA Mfg. Co., Camden.

BURCH GREENE, advertising manager of Chrysler Corp. (autos) has resigned to become director of sales for the West Coast. For the present his work is being handled by Arthur B. Dowd, formerly his assistant.

SILVER DOME TRAILER Co., Detroit (trailers), has appointed Holden, Graham & Clark Inc., as its agency.

HARNISCHFEGER Corp., Milwaukee (engineered homes) has named Grace & Bement Inc., Detroit agency, to handle its account.

CASNATI DERM-ESTHETIC INSTITUTE Inc., New York (Lola Casnati skin products) has appointed Phillips, Lennon & Co., New York, to handle their account. Edward A. Powers is the account executive. Radio will be used.

PACIFIC GREYHOUND LINES Inc., San Francisco (bus travel), starts in April spot and transcription radio in a spring and summer campaign. The agency is Beaumont & Hohman Inc., San Francisco.

CENTRAL SHOE Co., St. Louis (Robin Hood shoes), extensive transcription user, has started The Old Scout Master, a twice-weekly studio program on KMOX, St. Louis. Marvin E. Muller, KMOX announcer, writes script and acts all parts.

SNIDER PACKING Corp., Rochester, is advertising through the Rochester Office of Stewart, Hanford & Frohman Inc., and not the New York office, as incorrectly stated in the March 1 issue.

PUBLIC SERVICE Co. of Northern Indiana is sponsoring the broadcast of the Indiana Northern Regional Basket Ball tournament March 7, 14 and 21, over WIND, Gary, Ind.



Better than 90 per cent use WLAC exclusively. If that isn't sufficient proof that WLAC *pays* as well as *pulls*, we can supply you case histories, with names and the cold figures.

J. T. WARD
PRESIDENT

Member Station
Columbia Broadcasting System
Paul H. Raymer Co.
National Representative

WLAC
5,000 WATTS

Nashville, Tennessee

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Educating Public To Note Earmarks Of the Racketeer

Better Business Bureau Series On Yankee Bringing Results



Mr. Backman

A NEW series of weekly programs exposing the fraudulent business methods of the "small time" dealer, inaugurated over WNAC, Boston, and Yankee Network, is designed to educate the public in an entertaining way so that it will not have occasion to appeal to the Better Business Bureau for aid. This is done through radio skits designed not only to entertain the radio listeners but to educate them to recognize the "earmarks" of racketeers.

Yankee Network saw the practical value of such a program to the public, as well as to business and advertising and the series is fast becoming one of the most popular features of the network. Not only is Yankee donating the time for the broadcast, but is supplying professional talent.

"The only reason that the public ever become the victims of such schemes," says K. B. Backman, general manager of the Boston Better Business Bureau, "is because they are ignorant of them. Generally, business is almost 100% honest, but a small minority of dishonest dealers prey on the public and the good name of business. Legitimate business is determined to protect the public against this small group and is using the radio to accomplish this purpose.

Reaching the Victims

"CONVINCED that the adult is and will be for a long time the natural prey of the swindlers, the Bureau has tried various means of reaching the adult. Its advertising has appeared in over 140 publications which cooperated and donated space for a description of the schemes used to swindle its readers. Messages have been carried on car bills and billboards. Illustrated posters have been placed on employe bulletin boards and places of large employment. Although intended to be interesting and entertaining, all of these messages have been what might be classed as strictly educational material.

"Unfortunately, although accomplishing a great deal of good, this type of publicity seemed to impress most, those who were already victims of these schemes. This did not accomplish the purpose which the Bureau intended, namely, to protect by prevention.

"After years of experimentation, the Bureau was forced to the conclusion that it was an extremely difficult task to educate those adults who were most commonly victimized by fraudulent business schemes. Most of them are hard-working individuals in the non-leisure class whose ideas, after the day's work was done, naturally tended toward recreation, relaxation and entertainment.

"The Bureau then conceived the idea of giving these people what they did want, namely entertainment, but to do it in such a way as to leave them with a knowledge of the 'earmarks' of the various rackets.

"Radio is ideally suited for this purpose and the Bureau decided to develop a plan in which a series of skits and playlets dramatizing the various schemes would be presented. Besides being entertainment, the skits are authentic in every way. They emphasize features which have the greatest public appeal and have some place in the skit. The scheme must be exposed with an explanation, understandable by the masses, of the weaknesses or fraudulent nature of the proposition."

The schemes which have so far been prepared cover a wide variety of subject and relate to practically all types of business. The investment banker is interested in the exposé of the bucket racket and the switch and sell schemes. Furniture and jewlery and fur retailers in the auction sales scheme; real estate in the free lot scheme; beauty shops in the free permanent wave schemes; photographers in the picture enlargement schemes; advertising agencies in the puff sheet scheme; welfare agencies in the charity merchandise scheme, etc., etc. In practically all lines of business there is a small fringe of swindlers.

Mr. White Robbed

T. J. WHITE, general manager of Hearst Enterprises, including Hearst Radio Inc., woke up March 9 in his Willard Hotel room in Washington to be greeted by "I don't want to kill you", uttered by a robber who was fingering a pistol. The intruder helped himself to $130 in cash, and cuff links and then locked Mr. White in a clothes closet. The Hearst manager forced open the door later on and summoned the hotel manager who in turn notified police.

AWARDS PLANNED BY WOMEN'S GROUP

THE Women's National Radio Committee, which last year presented four awards for the best sustaining and best sponsored programs on the air, has increased the number of awards to five and changed the classifications, according to Mrs. Harold Vincent Milligan, New York, the chairman. Selection will be by popular vote.

Awards will be made for the best program of serious music, the best program of lighter music, the best nonmusical program, the best educational program and the best children's program. Awards will go to programs specifically created for radio.

"We are following this policy because the primary purpose of the annual awards contest is to encourage broadcasters and advertisers to exercise more originality as well as to follow higher standards of taste in the creation of their programs," Mrs. Milligan said. "We believe that the development of a radio literature is just beginning and that there is limitless opportunity for the employment of creative artists of high type who will evolve programs that will combine cultural value with popular appeal."

Presentation of the awards will be made not to artists, but to the commercial sponsors, the broadcasting companies or the individual radio stations which have presented the winning programs, Mrs. Milligan said.

The poll to determine popular reaction to current radio fare was launched when the Committee mailed 5,000 ballots to key people.

At those **VITAL SPOTS** *you've simply gotta have*

Balanced Coverage



Get it in **NORTHERN CALIFORNIA** from

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

and on the Coast from the **WESTERN NETWORK**

"Balanced coverage" simply means that your message is received in various sections in proportion to popula tion distribution. Ask your John Blair man to prove the **balanced coverage** of KSFO and the Western Network.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.



We were interested to learn from our dealer organization which Oklahoma station they would prefer to carry RCA and Electrolux broadcast advertising . . . sent questionnaires . . . were really amazed at the overwhelming preference for WKY expressed by our dealers throughout the state . . . Out of a possible 93 votes, WKY was the first choice with 67 . . . This leaves little doubt in our minds as to which station is listened to most by Oklahomans.

HALES-MULLALY, INC.
State Distributors
RCA-Victor, Electrolux

WKY *Oklahoma City*

Affiliated with The Daily Oklahoman, The Times & The Farmer-Stockman

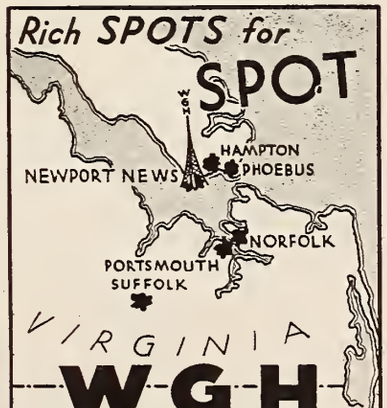
E·KATZ SPECIAL ADVERTISING AGENCY·*Representative*

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Rich SPOTS for **SPOT**



WGH

NEWPORT NEWS · NORFOLK
VIRGINIA
Affiliated with the Virginia Broadcasting System

General Motors Extends

GENERAL MOTORS Corp., Detroit (institutional) has extended the present *General Motors Symphony Concerts* series to and including Easter Sunday, April 12. The two-week extension may lead to a renewal until late spring. Guest stars for the additional concerts had not been selected as BROADCASTING went to press but the Easter Sunday broadcast will originate from The Industrial Men's Association auditorium in Flint, Mich. The General Motors chorus will participate in this broadcast, which will be witnessed by employes of General Motors. Campbell-Ewald Co. of New York is the agency.

During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.



◆

KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Allegheny Steel Co., Brackenridge, Pa.
Beaumont Laboratories, St. Louis (4-Way cold tablets)
N. J. Breitenbach Co., New York (Gude's Pepto-Mangan)
California Fig Syrup Co., Wheeling, W. Va.
The Haley M-O Co., Geneva, N. Y. (milk of magnesia)
Zerbst Pharmacal Co., St. Joseph, Mo. (cold tablets)
Massachusetts Mutual Life Ins. Co., Springfield, Mass.
New England Mutual Life Ins. Co., Chicago
Phoenix Mutual Life Insurance Co., Hartford, Conn.
Kroger Grocery & Baking Co., Cincinnati (coffee)
The Florida Citrus Commission, Lakeland, Fla.
National Biscuit Co., New York
Olson Rug Co., Chicago
International Bedding Co., Baltimore
Hickok Oil Corp., Toledo, O. (gasoline & oil)
Seaboard Oil Co., Chicago (gasoline & oil)
Stott Briquet Co., St. Paul (coal)
American Gas Assn., New York
Metro Art Studios, New York (photographs)
Binney & Smith, New York (Crayola, paste & paints)
Chicago Mail Order Corp., Chicago
Consolidated Bi-Products Co., Philadelphia (Marco dog food)
Hartz Mountain Products Inc., New York (birds, fish & foods)



Transcription Firm Acquires Own Building

MACGREGOR & SOLLIE Inc., San Francisco transcription producers, and a pioneer of more than eight years in the recording business, will move its entire plant to Hollywood within the next 30 days, C. P. MacGregor, president of the corporation announced March 9, upon his return to San Francisco from southern California where he completed arrangements for the transfer. The concern has bought the 1½ story reinforced brick building at 729 South Western Ave., formerly occupied by Transigram Sound Corp. The transaction, including many improvements, involves approximately $50,000. The entire San Francisco plant will be moved to the new location, and when completed, the setup will represent an investment of more than $85,000, according to Mr. MacGregor. The building contains two large studios, an auditorium studio seating 200 persons; library; lounging room for artists and executive offices for those in charge of various departments.

STANDARD RADIO Inc., Hollywood transcription library producers, announces the completion of a special exclusive arrangement with the Society of European Stage Authors & Composers Inc. (SESAC) for inclusion in its library service of the SESAC repertory. Under the terms of the arrangement, all copyright fees are absorbed by Standard.

J. H. BARKER Jr., for six years managing director for Western Electric Co. in Australia, has been appointed Australia-New Zealand representative of Associated Music Publishers Inc., New York transcription library producers. He will sail in the middle of March from Los Angeles.

CLYDE L. WOODS, formerly of Cleveland stations and recently an executive with Humphrey, Prentke & Associates Inc., Cleveland, on March 15 will become associated with the Hollywood headquarters of the Radio Transcription Co. of America to head its newly formed department of public relations. The new department will service sales to clients with complete merchandise plans to accompany programs.

McCLATCHY NEWSPAPERS, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco transcription concern for its entire service, to be released over KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada. Other new subscribers to the entire service since March 1 are KOIN, Portland; KOL, Seattle; KHQ, Spokane; KMO, Tacoma; KIT, Yakima, Wash.; KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.; KRNR, Roseburg, Ore.; KFJI, Klamath Falls, Ore., KIEM, Eureka, Cal.; KHSL, Chico, Cal.

STANDARD RADIO Inc., Hollywood, announced March 7 its entry into the foreign transcription field. Foreign representatives appointed included E. A. Weir, 1 Toronto St., Toronto; Kenneth Hall, 150 Regent Street, Chatham House, London, Eng.; and A. E. Bennett, 29 Bligh St. London, W. I. Australia.

EQUIPMENT

EXTENDED reverberation periods, or echoes, will be produced scientifically in NBC Chicago studios with completion of two echo chambers, according to Howard C. Luttgens, NBC central division engineer. They are believed to be the first in the Midwest.

WESTERN ELECTRIC Co. announces a newly-perfected high-efficiency circuit for radio frequency amplification, applicable particularly to broadcast transmitters. It is said to double efficiency in the linear power amplifier stage and is the result of applying to radio transmitters the Doherty high-efficiency circuit.

WEBSTER Co., Chicago, is now licensed to manufacture sound systems under patents of Electrical Research Products Inc., Western Electric & A. T. & T. subsidiary. The company's new MP-420 mobile equipment operates either from 6 volt DC or 110 volt AC power. A catalogue of the Webster line has just been issued.

GERALD B. MILLER has been named by Brush Development Co., Cleveland, to represent the company's products in the Southern California territory. His headquarters are at 8208 Santa Monica Blvd., Los Angeles.

Telephone Inquiry Set

ANNOUNCEMENT was made March 4 by the FCC Telephone Division that initial public hearings on its investigation of the telephone industry, embracing all of the A. T. & T. companies, will begin March 17. The hearings will be pursuant to the resolution adopted by Congress just a year ago ordering an investigation of A. T. & T. Among other things, the investigation embraces broadcasting line rates.



NO WRONG NUMBERS HERE . . .
YOU "GET" WESTERN MONTANA WHEN YOU *USE* . . .

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA
NEW YORK • CHICAGO

•

WALTER BIDDICK CO.
PACIFIC COAST

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO
NBC-Red

|

KJR
NBC-Blue

National Representatives — EDWARD PETRY & CO.

Changes, Additions In 1936 Year Book

ADDITIONS and corrections to the 1936 Year Book of Broadcasting, which was mailed last month to all subscribers to BROADCASTING Magazine, should be made as follows:

On Page 102, in the Directory of Broadcasting Station Representatives, eliminate the firm of Jackson & Moore, now dissolved, and list Lowell E. Jackson as New York radio manager of E. Katz Special Advertising Agency. On same page, add New York office for Fergason & Aston, with address 234 W. 56th St., and with G. Seaton Wasser and James M. Wade as managers. On same page also add Export Broadcasting Service, newly organized for overseas radio business, with offices at 285 Madison Ave., New York, and telephone number Caledonia 5-2500.

On Pages 116-120, in the Directory of Transcription, Recording, Program Producers and Talent Services, add: Leonard F. Winston, 11 W. 42d St., New York City, Pennsylvania 6-8933, transcriptions and programs; Broadcast Builders Inc.. Hanover, N. H., programs; Sherman Sound Studios, 22 W. 98th St., New York City, recording; Interstate Broadcasting Co., 1008 Marshall Bldg., Cleveland, programs; Dalzell Sound Recording Studio, 1431 Pine St., St. Louis, recording. In same directory, change name of Freeman Lang Studios to Associated Cinema Studios, and list F. W. Purkett as manager. Also eliminate Paramount Recording Studios, Hollywood, and Transcontinental Broadcasting Co. Inc., Los Angles.

On Pages 125-128, in listing of newspaper ownership and control of radio stations, correct listing of KWKH, KTBS and KWEA, Shreveport, La., to indicate ownership by *Shreveport Times* only. Also list WTHT, newly authorized for construction by the Hartford Times at Hartford, Conn., under Connecticut state listing instead of in the Massachusetts list.

On Page 142, in classified directories, correct address of Edgar H. Felix, consulting engineer, to 32 Rockland Place, New Rochelle, N. Y., and in same classification W. Van Nostrand should read "Van Nostrand Radio Engineering Service" and should also be listed as a frequency measuring service.

On Page 164, in National Broadcasting Co. rate card, insert stations WCSC, Charleston, S. C., and WFBC, Greenville, N. C., in Southeastern group, with rates of $120, $72 and $48. Eliminate name of Edgar Kobak from list of officials.

Current changes in agency and advertiser directories can be made from "Agencies and Representatives" and "Radio Advertisers" classifications in current issues of BROADCASTING.

WDBJ, Roanoke, Va., on March 10 was authorized by the FCC to increase its daytime power from 2,000 to 5,000 watts.

WTAR
NORFOLK, VIRGINIA
NBC-National Representatives—Edward Petry & Co.

AIDING THE BLIND
Drive Begun to Stop Objection To Program Resumes

A CAMPAIGN to combat rising objection to five-minute program resumes for the benefit of the 120,000 blind in this country has been started by the American Foundation for the Blind, according to Robert B. Irwin, executive director.

"The Foundation can sponsor without reserve a gracious service without which blind radio listeners might be unable to select the entertainment and educational features prepared for the day," said Mr. Irwin. "In designing its own talking book-radio combinations, the Foundation long ago decided to equip the machines with Braille dials so that the apparatus is independently in the hands of the blind operator.

"Daily resumes multiply the usefulness of radio to the blind many times. I am sure no one would object if the true reason for the service were known."

The Foundation has distributed some 4,000 radios and the Red Cross, cooperating with NBC, supplies without cost all labor needed in preparing the expensive plates used in Braille notebooks for the use of the blind in conjunction with the *NBC Music Appreciation Hour*.

G. O. P. Adds Radio Staff

THEODORE F. ALLEN and C. M. Bolson are the latest additions to the radio staff of the Republican National Committee under the direction of Thomas Sabin. Mr. Allen recently was a member of the NBC sales department, and Mr. Bolson formerly was a lecturer on advertising and allied subjects at Indiana University, and has served on the educational committee of the Association of National Advertisers. Mr. Bolson will be in charge of special merchandising and research for the radio division of the Republican National Committee. Both men are temporarily assigned to the New York office, with more definite assignments to follow.

CJKL, Kirkland Lake, Ont., has been authorized by the Canadian Radio Commission to shift to 530 kc. and boost its power from 100 to 1,000 watts, and expects to have its new transmitter in operation in April.

LANG-WORTH
planned programs
TAX FREE DANCE MUSIC
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

Goetz Beer Discs

GOETZ BREWING Co., St. Joseph, Mo., during the week of March 15, begins a new series of 26 quarter-hour WBS transcription programs on 19 Western stations. The program will be entitled *Goetz Country Club*, a musical broadcast. Stations are KFAB, KGBX, KIDO, KMBC, KMOX, KVOO, WHO, KRNT, KFEQ, WMT, KFRU, KOA, KSCJ, KTAR, WOW, WOC, WNAX, WKY, KVOA. Potts-Turnbull Co. Inc., Kansas City, Mo., placed the account.

WJAS, Pittsburgh, was authorized by the FCC March 10 to increase its day power to 5,000 watts, with 1,000 watts night, effective May 19.

STATION TESTED PROGRAMS!
WROK
ROCKFORD, ILL.
Delivers a PROVED AUDIENCE with its popular local programs in NORTHERN ILLINOIS and SOUTHERN WISCONSIN

LOCAL STORE INCREASES VOLUME 42 PER CENT

Last Fall a local clothing store eliminated several forms of advertising, put the money into time on Station WAVE . . . *increased volume 42 per cent, "the greater part of which is due alone to WAVE!"*

We'd like an opportunity to prove to *you* that WAVE alone can do your job in Louisville—the city that does 25 per cent of all retail business in Kentucky. . . . NBC

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

New Lever Bros. Series

LEVER BROTHERS Co., Cambridge (Lifebuoy, Rinso) will begin a new series of musical programs over a CBS network starting March 24, Tuesdays, 8:30 - 9 p. m. Isham Jones and orchestra, Ken Murray, Pat Padgett & Pick Malone (Pick and Pat) and another singer, possibly Patti Chapin, will be the talent. The network will be as large as that used for the *Lux Radio Theatre* also sponsored by the company, if the necessary stations can be cleared. The period is that now used by Packard for Lawrence Tibbett, which signs off March 17. Ruthrauff & Ryan Inc., New York, services the account.

Supreme Court
OKAYS
TVA
•
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

STUDIO NOTES

THREE New York theaters are now the locus of WOR programs heard both locally and over MBS. United Cigars' *Good Evening Serenade* Friday nights and the same sponsors *Yours Sincerely* Sunday go from the WOR-Mutual Playhouse (New Amsterdam Roof Theater) to MBS, and on Saturdays Borden's *Lou Little Club* is heard locally from that place. Sundays the *National Amateur Night* sponsored by Health Products Co., starting April 12, will be fed to MBS from the Lyceum Theater, with WINS as New York key. From the Brooklyn Fox on Wednesday night WOR carries the unsponsored *Husbands & Wives* feature, also sent to MBS, with Sedley Brown and Allie Lowe Miles.

CBS on March 9 started a sustaining series featuring five prominent women as commentators, appearing weekly on successive days, 9:30-9:45 a. m. The speakers are: Thyra Samter Winslow, books and cooking; Mrs. John S. Reilly, advice to mothers; Hildegarde Fillmore, beauty; Grand Duchess Marie, manners and etiquette; Beatrice Fairfax, heart problems.

NEWSPAPERS in Omaha, Council Bluffs, Ia. and Lincoln, Neb., are using time on Central States Broadcasting Co. to push circulation of their papers. On KOIL the *Omaha World-Herald* and the *Council Bluffs Nonpareil* now have time, while in Lincoln the *Lincoln Journal* and *Lincoln Star* have adopted radio as a means of advertising. The newspaper time on the air is either through an advertising trade agrement or a program agreement with the broadcasters.



Kendall B. McClure of WOAI

ITS OWN news service, with national news supplied by INS, is being operated with considerable success by WOAI, San Antonio, which has a local news staff of five and regional correspondents throughout its service area. News editor, who also handles the mike, is Kendall B. McClure, formerly a regular commentator on Texas stations and widely known writer of fiction and radio continuities in the Southwest. McClure has also appeared on various sponsored programs with his *Here and There in the Headlines*. His editorial assistant is Edwin Fisher.

FINDING that Chicago's late evening radio offerings are nearly 100% dance music, H. Leslie Atlass, Chicago CBS vice president, has ordered his staff to use some of this midnight time on WBBM, CBS key in Chicago, to try out new program ideas. One of the first is the *Musical Weather Man*, featuring announcer Thomson Bartlett, who will read last-minute weather forecasts for nearby states while Eddie House, singing organist, salutes them with state and college songs. This program is broadcast nightly 1:15 a. m.

KARRY DAVIDSON, continuity editor, of WAAF, Chicago, is now writing and presenting a new feature each Tuesday, Thursday and Saturday at 10:30 a. m. Larry, billed as "The Answer Man", asks and answers 20 questions on a variety of interesting subjects. A short interval between the question and answer is allowed to give the listener time to think of the answer.

THE *Buddha's Amateur Hour*, sponsored by the Marin Dell Milk Co., San Francisco, on KFRC, that city, is awarding an unusual monthly prize to winners. Once a month, winners of the weekly show, heard Saturdays, 8 to 9 p. m., are judged in a final competition. Amateur winning the final contest gets a free airplane ride to New York, with three days in that city, all expenses paid. Plus a liberal allowance, the amateur also gets a CBS audition and a stage appearance at Radio City Music Hall. There is a waiting list of 3,000.

DES MOINES schools broadcast music courses on KSO when schools were closed ten days in February due to a coal shortage. Lesson sheets in musical appreciation were printed four mornings in *The Des Moines Register*. Programs were aired at 10:45 a. m. with the director of school music, L. E. Watters in charge. Studies were based on a concert of St. Louis Symphony orchestra in Des Moines.

RESUMPTION of the *Utah Senators in Washington* broadcast after an absence of six weeks, has been announced by KDYL, Salt Lake City. The programs present the radio letters of Utah's two senators, Thomas and King, telling of interesting proceedings in the nation's capital. This marks the third consecutive year the radio letters have been broadcast.

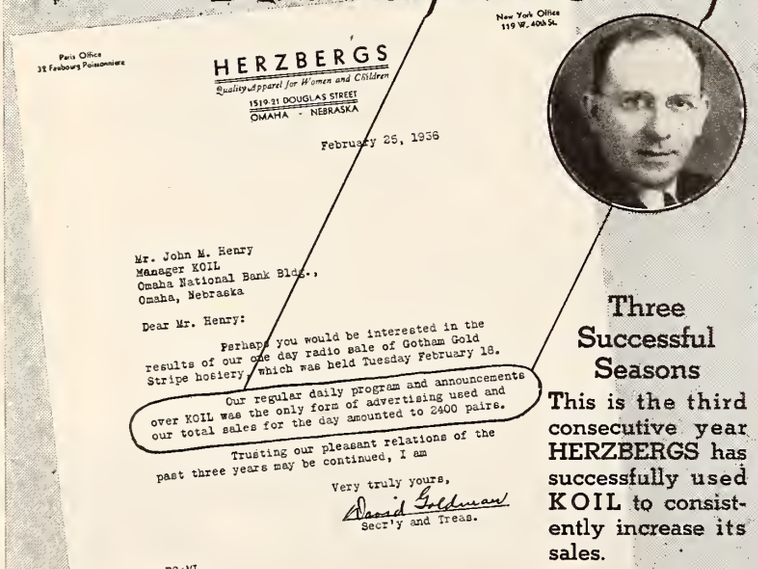
A NEW series on WNEW, Newark is entitled *Embarrassing Moments* with listeners invited to submit blushing experiences. Those accepted net the sender a dollar and they are asked to broadcast the experience. Another feature is *Junior G-Men* dramatizing official police records in which boys have played active parts in efforts to combat crime.

KOIL, Omaha, is broadcasting safety talks by police, reports of stolen and recovered autos, and other police questions under the title *Omaha Police Bulletin*. Important accidents are reviewed on each of the daily programs

THE first direct network program from Puerto Rico was heard March 7 over MBS when Maj. Gen. Blanton Winship, governor of the island, spoke from the radio and telephone station at San Juan. Also heard were a number of players on the Cincinnati baseball club, training at San Juan. The broadcast was arranged through International Telephone & Telegraph Co., which opened lines to Puerto Rico in February.

TWO leading Southern railways, Louisville & Nashville and Nashville, Chattanooga & St. Louis, used radio recently to contact employes unable to attend a meeting of 6,000 employes of the two roads. The broadcast, over WSM, Nashville, was brought to employes on the job by radio dealers who placed sets in railway shops and offices. In addition, the railway message was brought to the public through the program.

KOIL *is...*
"Reaching and Selling"



Three Successful Seasons

This is the third consecutive year HERZBERGS has successfully used KOIL to consistently increase its sales.

Many letters such as this evidence the accomplishment of KOIL's first purpose: to make all clients' advertising REACH and SELL people in the KOIL-Area!

2500 Watts Day **KOIL** 1000 Watts Night

OMAHA - COUNCIL BLUFFS

Free & Sleininger, Inc., National Representatives

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

WDGY, Minneapolis, has an early morning feature titled the *Alarm Clock Parade*, which features the Maniac Hotel on Ascap St. in Musicland. The idea is that the "clerk" wakens bands supposedly staying at the hotel and paying for their rooms by playing a recorded number in the morning. Commercials on the hour are handled as telegrams arriving at the desk of the hotel. After musical background at the opening of the feature, an alarm clock rings, the hotel clerk snores, then bellhops call for the orchestras. Weather and time are given by the clerk when he calls to wake up one of the bands. The band leader orders breakfast and a commercial announcement is worked into the talk.

SLOVENIANS of Minnesota's Iron Range have banded together to purchase a full hour for sponsorship of a native program over WMFG, Hibbing, which reports that the Finns, Swedes and Italians are doing likewise. The large foreign population of this area has made the station's foreign language programs extremely popular.

WHEN WPTF, Raleigh, N. C., goes on the air with the *Esso Extra* news program sponsored by Standard Oil Co. of New Jersey, the reporter never knows when Marschalk & Pratt Inc., New York, the agency, may be listening. Frequently the agency phones for a wire relay one minute before the program goes on the air, the announcer not being informed the sponsor's agency is listening.

THE *Pantry Parade*, cooking school of WHIO, Dayton, presented for a half-hour four mornings weekly following the local police court program (most popular show in this listening area) is the strongest commercial presentation on the station. Conceived, designed and written in one week, it was sold to eight cooperative sponsors before the show was auditioned. Sponsors include a chain grocery company, IGA; a milk dealer, Himes Brothers; a bread company, Dayton Bread; a meat packer, Sucher Packing Co.; Frigidaire; Gas Refrigerator Sales Co.; Laurel Biscuit Co., and Dayton Spice Mills.

A CLEVELAND automobile dealer is broadcasting on WGAR with a straight-from-the-shoulder program in which the used car sales manager is interviewed on questions suggested by listeners.

KFWB, Hollywood, early in March started a radio beauty contest nightly at 11 p. m. with Wen Niles at the microphone. At the end of 60 days the contest will close and winners (selected from photographs) will be awarded a grand prize of a Warner Bros. contract, followed by merchandise awards for second, third and fourth places.

THE death rattle of a snake startled listeners to WFBL, Syracuse, during a remote from the Rotary Club where John Raymond, national snake authority, was speaking. Part of his presentation to the Club was showing six deadly snakes, among them a diamond back rattler. This was the one Mr. Raymond teased into coiling and rattling so that the sound was heard over the air.

KHJ, Los Angeles, has formally opened a transcription department after several months of experimenting and installation, with C. C. McDonald as the recording supervisor. The installation is a double turntable outfit for either instantaneous or wax recording and can be used for air checks, direct line recordings or for studio usage such as rehearsals, auditions and other similar programs. The station has also equipped its sales force with a playback valise outfit with which auditions can be given on transcriptions in the privacy of a sponsor's or agency office.

KFRO has its studios and transmitter on Radio Street, in Radio Addition, Longview, Tex.

THUNDER SCREEN
Ray Kelly Makes Discovery as He Performs Chore

CANNON booms, surf and thunder are produced from one sound effects machine, since Ray Kelly, NBC chief sound technician in New York, heard faint vibrations from a screen he was removing from a window in his home. The result was the thunder screen, which has an electrical phonograph pickup head to provide several sound effects backgrounds for NBC dramatic programs. The phonograph pickup changes into electrical impulses the almost inaudible physical vibrations resulting from tapping the screen with drumsticks or rolling shot across it.

When taking off the screen at his home, Kelly inadvertently tapped it with the screwdriver. Realizing that agitation of the screen in various ways would result in fundamentally true-toned sounds could they be amplified, Kelly immediately started experimenting.

The machine is a screen mounted on a swivel so it can be placed in a vertical position for producing thunderclaps and cannon booms by striking the screen, or seesawed to roll shot across it for surf sounds. The phonograph pickup is affixed to the edge of the screen and feeds impulses into the loudspeaker on the sound turntable.

SAN FRANCISCO and Oakland radio editors were guests of Guy C. Hamilton, general manager of the McClatchy Newspapers and radio chain, over the weekend of March 7, visiting the recently opened KFBK studios at Sacramento, Cal. In the party were Oscar Fernbach, radio editor, *San Francisco Examiner;* Claude La Belle, radio editor, *San Francisco News;* Howard Needham, radio editor, *San Francisco Chronicle;* and Paul Nathan, radio editor, *Oakland Post-Enquirer.*

THE *Knoxville News-Sentinel*, affiliated with WNOX, is using the station now for a variety of promotional programs. These include four news broadcasts daily, Sunday news preview, *Bob and Mary*, a song program promoting want ads, an hour dramatization of the comics every Sunday, and a weekly cooking feature.

AFA Convention Plans

PLANS are being completed for the 32d annual convention of the Advertising Federation of America, to be held in the Hotel Statler, Boston, June 28-July 2, with committees now functioning under local chairman Frank A. Black. Those intending to attend have been urged to make early hotel reservations through Edmund S. Whitten, secretary of the Advertising Club of Boston, Hotel Statler.

MAJ. GEN. JAMES G. HARBORD, chairman of RCA and former chief of staff of the A. E. F., has written a new book *The American Army in France* which came off the presses of Little, Brown & Co., March 6.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

REPEAT SPONSORS ON NBC INCREASE

THE proportion of 1935 NBC advertisers who had used NBC networks previously was 84%, the figuring being the best in the network's history. In 1928, when network radio was quite new, the figure was 36.9%; in 1929, 52.5%; in 1930, 55.8%; in 1931, 58.1%; in 1932, 75.7%; in 1933, 70%; in 1934, 80%.

Last year 95.1% of NBC's gross revenue came from advertisers who had used NBC previously. Average expenditure per NBC advertiser last year was $207,660, an increase from $157,252 in 1934. Unit volume was divided as follows: 5 (3.4%) spent over $1,000,000; 10 (6.8%) spent from $500,000 to $1,000,000; 23 (15.5%) spent from $250,000 to $500,000; 29 (19.6%) spent from $100,000 to $250,000; 25 (16.9%) spent from $50,000 to $100,000; 56 (37.8%) spent $50,000 or less.

Pittsburgh Glass Spots

PITTSBURGH PLATE GLASS Co., Pittsburgh (paint, glass) has started half-hour musical programs over six stations. Programs are library recordings and are broadcast during evening hours. The discs series supplements the NBC-WJZ program Thursdays. Stations are WNOX, KVOO, KOA, KFYR, KIDO, KSTP. Batten, Barton, Durstine and Osborn Inc., New York, places the account.


MR. E. H. RIETZKE — PRESIDENT OF CREI

Don't Let Lack of Technical Training Give You The "Gong"!

The man who is better than his job requires . . . is the man who gets ahead! Lack of technical training and the entrance of new automatic equipment is going to force many operators into the background unless they realize that TECHNICAL TRAINING *right now*, is an "insurance policy" for the future!

● *(aside to executives)*

Free Catalog Sent on Request

Our present residence class graduates in June. These men have the necessary background and training to fill your most exacting positions. Several of these young men will be available. You are invited to write for detailed descriptions of these men.

CAPITOL RADIO ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-3
WASHINGTON, D. C.



Is Your Name Here?

The I. J. Fox Company
Personal Finance Company
Maryland Pharmaceutical Co.
The K. B. Company
Cleveland Von Company
Ohio Smelting Company
Crazy Water Crystals Co.
E. W. Rose Company (Zemo)
Smerdas Music House
Karnack-Ambrosia Company
Watch Tower Radio Service
Cleveland City Mission
Saunders System
Max Rosenblum
Burts, Inc.
Wanda Furniture Company
White Cross Beauty Products
Havre Department Store
Brazis Brothers Clothing
H. Blonder Company
Sidney Rose, Clothier

SMART ADVERTISERS USING **WJAY** FOR FIVE YEARS

Reason? RESULTS!

WJAY HAS MORE LOCAL CLIENTS THAN ANY OTHER STATION IN CLEVELAND

Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

SUPERVISING RADIO SALES

Classification of Prospects and Accounts Proves a Business Booster and Systemizer

By EDWARD P. SHURICK
Assistant General Manager
WDGY, Minneapolis

FIVE YEARS ago, when commercial sales manager for the Minneapolis office of KSTP, I devised a system of radio sales supervision which increased our sales materially. It is known as the "Protected Sales System", now in use by a number of stations.

The system is divided into four classifications (1) assigned accounts, (2) temporary accounts, (3) seasonable accounts, (4) accounts on the air. Each salesman is given a list of 31 assigned accounts which represent 31 different concerns in his territory. These are posted on the assigned account cards. These accounts belong to the salesman whether or not he closes the business, comes in by mail, or is brought in. In return for this protection he must properly service the list.

Landing Prospects

IN TRAVELING around over his territory, the salesman naturally runs into new business. As soon as he finds a new prospect he calls the station and asks for protection. A check of the cards in the "temporary account" file is made. It it does not appear on any of these cards the salesman is given temporary protection and a card is filled out which goes into the temporary account file. It remains here for a period of 30 days, giving the salesman an opportunity to work up an account with the prospect. At the end of 30 days the card comes up for attention. The salesman either renews the prospect for another 30 days or drops it. If it is dropped it goes to the "unassigned file" which is a list of all potential accounts in the territory.

When an account is sold it goes to the "accounts on the air file" where it remains until the contract expires. A new account is added to the "assigned account file".

A salesman may turn in any number of acounts he desires from his assigned account file and for each one he will receive a new account which then becomes an assigned account. The accounts turned in are placed in the unassigned account file . . . until desired by some other salesman.

The "seasonable account" file contains a list of accounts that are seasonable in nature such as coal, summer resorts, etc. Salesmen are required to turn in daily reports of calls made and these are posted on the cards so that a permanent record can be kept.

The advantages of this system are:

1. It gives the salesman a definite list on which to work, without the interference of other salesmen or executives of the station.
2. By adding and taking off the assigned list the list, itself, is always active.
3. It allows the commercial manager to keep his hands on the activities of the men under him.
4. It prevents confusion due to having three or four salesmen call on the same account.
5. The temporary assigned file gives the salesmen protection while developing a new account.

Sales promotion letters are sent out to the accounts on the assigned account file from time to time and these letters are signed by the salesman that has the account to his credit. Incidentally, salesmen under this plan are called account executives . . . a title which, we find, adds more dignity to their work.

TEMPORARY ACCOUNT
FIRM John Jones and Company
SALESMAN G.W.Mandin
EXPIRES February 1 1936
NUMBER 164
DATE January 1st 1936

UNASSIGNED ACCOUNT
FIRM John Jones and Company
ADDRESS 2033 Nicollet Ave
CITY Minneapolis STATE Minn
PHONE Me 3344 CREDIT OK
TYPE OF BUSINESS Druggist
INDIVIDUAL John Jones
TITLE Manager DATE Feb 10 36
PREVIOUS SALESMAN G.W.Mandin

ASSIGNED ACCOUNT
FIRM John Jones and Company
ADDRESS 2033 Nicollet Avenue
CITY Minneapolis STATE Minn.
PHONE Me 3344 CREDIT OK
TYPE OF BUSINESS Druggist
INDIVIDUAL John Jones
TITLE Manager DATE Feb 10 36
SALESMAN G.W.Mandin.

2/10 3/22 3/28 4/10

KEEPING FILES—Here are three of the four cards used by WDGY to keep an orderly record of its various prospects and accounts.

NBC Sales Meeting

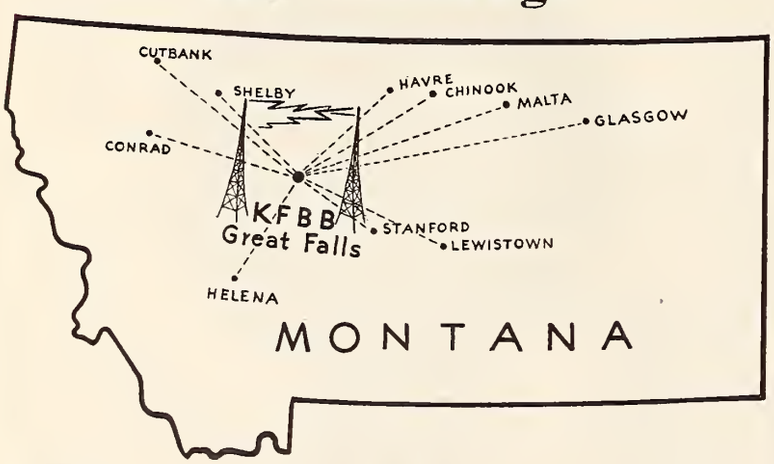
LOCAL and national spot sales promotion were discussed March 2-3 in New York at conferences of advertising and sales promotion executives of NBC-owned and managed stations with William S. Hedges, manager of NBC operated stations, E. P. H. James, manager of advertising and sales promotion, and Reginald M. Brophy, manager of station relations. Among those present were H. A. Woodman and Lynden Morrow, KDKA, Pittsburg; J. R. MacPherson, KOA, Denver; J. A. Holman and George Harder, WBZ, Boston; Kolin Hager and A. MacDonald, WGY, Schenectady: Vincent Callahan and John Dodge, WRC-WMAL, Washington; Vernon H. Pribble and Howard Barton, WTAM, Cleveland; Emmons C. Carlson, WMAQ-WENR, Chicago; David McKay, KPO-KGO, San Francisco.

For Better Reception

KSTP, St. Paul, is pioneering better radio reception in that region by its *Getting the Most Out of Your Radio* series, devised by Hector Skifter, technical supervisor, Lester Carr, chief engineer, and Thomas Dunning Rishworth, educational director. The first program, which started this month, demonstrated the results of cutting off certain frequencies and asking the listener to observe the effect on quality of transmission. The series is designed to help give the advertiser the full advantage of his programs by improving reception and encourages use of service engineers.

DOROTHY THOMPSON, author and correspondent, and wife of Sinclair Lewis, on March 17 joins the Woman's Radio Review on an NBC-WEAF network.

Our Advertisers Prove Our Coverage



RETAIL merchants in ten towns (one town 219 miles from Great Falls) use KFBB for complete coverage of their local markets.

These merchants, by watching results, know that radio advertising over KFBB is a profitable investment.

Let us establish your product in this responsive area —a trial campaign will convince you.

K F B B

2500 Watts Day *1000 Watts Night*

GREAT FALLS MONTANA

7 out of 10
Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

SOLD OUT
WAITING LIST ONLY FOR SPOT ANNOUNCEMENTS
WLBC—MUNCIE, INDIANA

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

MEDIUM PROMOTION
Retailers Told How to Make the Best Use of Radio

A GOOD example of how radio officials can promote the medium before advertising groups is provided in a recent address by Campbell Arnoux, manager of WTAR, Norfolk, at the annual joint convention of the Virginia Association of Retail Clothiers and Furnishers and Men's Apparel Club, held at the Hotel Cavalier, Virginia Beach, Va.

A resume of government vs. private broadcasting and a sketch of radio's growth was followed by a review of radio's advantages as an advertising medium. Mr. Arnoux gave figures on 1935 time sales compared with 1934 and showed how different industries use the medium.

Several pertinent questions about radio were propounded and answered by Mr. Arnoux. They were: "Is it here to stay? How many people listen? Has it proven itself as an advertising medium? Can it promote my store and sell goods for me? If so, how can I best use it?" Advantages of institutional and direct selling campaigns were listed by Mr. Arnoux.

HAMILTON CARHARTT OVERALL Co., Detroit and Carhartt Park, Ky., will use a limited number of radio stations in urban centers to make a test campaign in the early stages of a new national campaign to be undertaken shortly. C. E. Rickerd Adv. Agency, Detroit, has been appointed to handle the account.

Rift in NAB Ranks

(*Continued on page 11*)

new board will govern whatever future course may be taken.

The four officers up for reelection at the next convention are President Fitzpatrick, WJR, Detroit; Charles W. Myers, KOIN-KALE, Portland, Ore., first vice president; Edward Allen, WLVA, Lynchburg, Va., second vice president; Mr. Levy, WCAU, Philadelphia, treasurer.

Members of the board of directors whose terms expire at the convention are Arthur B. Church, KMBC, Kansas City; F. M. Russell, WRC-WMAL (NBC), Washington; I. R. Lounsberry, WGR-WKBW, Buffalo; H. K. Carpenter, WHK, Cleveland; W. S. Hedges, WEAF-WJZ (NBC), New York; Gardner Cowles Jr., KSO-KRNT-WMT, Des Moines and Cedar Rapids, Ia. All these vacancies will be for three-year terms.

Board members who will have one additional year to serve are Alfred J. McCosker, WOR, Newark; Harry C. Butcher, WJSV (CBS), Washington; John J. Gillin Jr., WOW, Omaha; S. Gordon Persons, WSFA, Montgomery, Ala. Those board members who will have two years to serve are Ralph R. Brunton, KJBS, San Francisco; T. W. Symons, Jr., KFPY, Spokane; W. W. Gedge, WMBC, Detroit; J. O. Maland, WHO, Des Moines; Edwin Craig, WSM, Nashville.

Membership Problems

ON THE network-independent issue, it has been clearly brought out that not all of the independents are anti-network insofar as NAB affiliation is concerned. Some of them, it is indicated, believe that the present trouble is not all the doings of the networks or their irreconcilible stand.

On the other hand, the view is freely expressed by Baldwin supporters among the independents that they feel the NAB can get along well enough with network-station members. They harbor the view that the networks are much more dependent upon the trade association than the reverse, and that the networks have profited greatly from their NAB affiliations.

For example, it was brought out that of the aggregate NAB membership of some 385 stations, only 21 are network owned and operated. The networks as such pay nothing into the NAB coffers. Their owned and operated station members, however, pay on the same pro rata basis as all other members. The dues of these score of stations amount to 18.9% of the NAB's annual gross revenue.

NBC stations holding memberships in the NAB are WEAF, WJZ, WBZ, WTAM, WGY, WMAL, WRC, KGO, KPO, WJZ, KOA, WENR, WMAQ, KDKA. CBS members are WABC, WBBM, WBT, WCCO, WJSV, WKRC, KMOX.

KFPY
of Spokane, Washington

Announces
the Grant of
5 KW

From the Federal Communications Commission

●

This increased power will be used on or about June 1st . . . as soon as a new transmitter site, outside the city of Spokane—with half-wave vertical antenna — is ready for use.

THIS INCREASED POWER, and new location, guarantee KFPY the GREATEST COVERAGE in the Spokane area.

The Largest Lumber Mills in the State are in
MISSOULA MONTANA
1000 Watts **KGVO** 1260 Kc.

FULL HOUSE

Here's the way our schedules line up for three days out of the seven each week. "Full House" after 5:00 P. M. is the word for Tuesday, Thursday and Friday, with a very limited number of 15-minute periods available on Monday, Wednesday and Saturday.

We invite you to check the reason for this WWVA "Full House" popularity—it's proof of a "hand" to play in the radio advertising "game" in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

P. M.
5:00—General Baking Co.
5:15—Peerless Department Store
5:30—Malt-O-Meal
5:45—United Remedies
6:05—Colvig's Apparel Shop
6:10—Hudson-Essex
6:15—Ward Baking Co. (CBS)
6:30—Pure Oil Co.
6:45—Continental Baking Co. (CBS)
7:00—Myrt and Marge (CBS)
7:15—Cooey Bentz Furniture Co.
7:30—A. & P. Coffee Time (CBS)
7:45—Chevrolet Motor Co.
8:00—Ironized Yeast
8:15—Dodge Bros.
8:30—Sign Off

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

'Plug' Kendrick says:



"Sharpshooting? You'll get real cooperation—action—results when you shoot over.. WIRE"

Truest test MARKET IN U.S. IS INDIANAPOLIS

NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
WM. G. RAMBEAU CO. - N. Y. - Chicago - Frisco

Duffy Bill Chances Seen Slim

(Continued from page 11)

opportunities at this session would be measurably enhanced.

The first witness in favor of the measure was Senator Duffy (D-Mich.) author of the bill. In a remarkably lucid statement, he recounted how the bill was drawn and how an interdepartmental committee set up by the State Department had conducted two dozen conferences on it with all interested groups last year. He even pointed out that E. C. Mills, ASCAP general manager, had supported the measure in principle before the interdepartmental committee.

Universally Supported

SENATOR Duffy branded as "silly" the ASCAP talk about the "power trust" being behind the bill and allegations about its alliances with radio. He effectively retorted to the ASCAP denials of ever threatening taverns, dance halls or other "small users" by producing a sheaf of letters from Wisconsin businessmen which called ASCAP everything from "racketeer" to "arrogant".

Senator Duffy told how the bill had passed the Senate unanimously last session after having been reported unanimously by the Senate Patents Committee. He related how the measure had practically universal support, and asserted that its passage was necessary in order to permit American entry into the Berne Convention, under which the works of American authors would be automatically copyrighted and protected abroad.

The measure is distinctly a compromise, the Senator declared with no one group getting all it wanted. The bill, he brought out, specifically recognizes the right of an author, rather than of a publisher, and is designed to protect the creator.

Stout defense of the provision which would eliminate the $250 statutory innocent infringement clause was voiced by the Senator. He brought out that instead of fixing this minimum it would leave to the discretion of the courts the amount of damages for infringements, and it would remove the "palpable injustices" that have resulted through exercise of the existing provision. Moreover, he said, it imposes a confidence in the ability of the courts of the country whereas the $250 provision is a showing of "distrust" of the courts. No other country, he brought out, imposes a fixed minimum penalty in its laws.

"I contend," said Senator Duffy, "that the Duffy Bill eliminates the power that has been used not only as a 'black-jack' but also to force users to take out licenses." Then he charged ASCAP with using its present powers as a "club" and took issue with statements made during the hearings by Sirovich in support of ASCAP.

Of significance was Senator Duffy's statement that the music publishers, and not the authors, control the music whereas ASCAP came to the hearings professing to represent only authors, or at least implying it. He revealed, too, that the legislation had been discussed with the President.

For Sake of Argument

RESPONDING to questions, Senator Duffy said he believed ASCAP conjured up the story that enactment of the Duffy Bill would put ASCAP out of business "for the sake of argument". He said he personally believed ASCAP would be much better off without the $250 clause.

Chairman Sirovich then barged in with a vitriolic tirade in which he held that Michael Flynn, representing the American Federation of Labor, had informed him that organization would oppose the Duffy Bill and that numerous other organizations would fight it. He repeated fragments of the speeches he had made earlier in the hearings about the dire things that would happen if the United States entered the international union.

"I'm willing to follow the suggestion of the President," was the simple response of the witness.

A more restrained plea for "deferring" passage of the bill was made by Rep. Lanham (D-Tex.). He wondered if it wouldn't be advisable, in view of the chaotic European situation, to wait until the copyright union meeting in Brussels this fall. "No," snapped back Senator Duffy, "we should sit in and have a vote".

The Senator was then excused until March 12, at which time he appeared for further examination.

When the hearing convened March 11 there was a committee tiff over whether the NAB should appear or whether the State Department should come forward. By a vote Sirovich lost 4-3 (the committee has 21 members) and Wallace McClure, of the Treaty Division, of the Department, was called. He was chairman of the Interdepartmental Committee.

Mr. McClure explained how the Duffy Bill was drafted. He said hearings on it were held at the request of the Senate Foreign Relations Committee. His interdepartmental committee, he asserted, stands four-square behind the bill and the State Department wants the treaty ratified and it can't be until the Duffy Bill becomes law. The Department, he said, believes the Duffy Bill is the "one implement properly to protect the rights of the people of the United States particularly the creators of artistic works."

In restrained manner but with a firmness of his conviction, Mr. McClure said the treaty is necessary to protect the rights of American in Europe and that all the organizations participating in the current hearings "have supported the bill at one time or another".

Up to the Courts

IN SO many words he told the Committee the Department had instructed him to urge the committee to pass the bill. He recalled that President Hoover in 1930 first urged ratification of the treaty and that President Roosevelt in 1934 did the same. The Foreign Relations Committee in both 1934 and last year urged ratification of the treaty.

Mr. McClure took issue with ASCAP testimony and with statements by Sirovich that entering the copyright convention would be ill-advised at this time. The treaty, he argued, would strengthen international law and give "us protection and a new armor". Piracy of American works, he held, would be encouraged by not adopting the treaty.

On the $250 statutory damage

Why Don't You Climb On The Band Wagon With Us?

Three National Accounts Bought Our Programs Last Month.

The advance of this company can only be attributed to the close touch that the members of this organization have kept on the pulse of the transcription business.

Your sponsor wants to make money—your station wants to make money and WE want to make money—and the only way we know how to do it is to supply you with the programs that will produce the above results. . . .

AND THAT'S WHAT WE'RE DOING—
WE BUILT THIS BUSINESS ON SALES

Write or wire for complete information on our many varied programs.

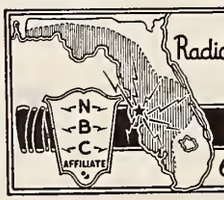
R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

For Rent
EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

•

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY



Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

provision Mr. McClure said the committee reached the conclusion that the provision should be eliminated in the public interest. The bill provides for damages in a different way, he declared, but leaves them to the discretion of the courts. He brought out that conditions are different today than they were in 1909 when the present law was enacted. Then, he said, there was no radio and no ASCAP. The measure simply would bring enforcement up to date. He questioned the statements that elimination of the provision would destroy ASCAP.

Moreover, said Mr. McClure, the bill would make users of music "incidentally and secondarily" not liable to the copyright law. These he described as individuals who pick up copyrighted music from a source such as radio, which in the first instance has paid a performance fee. The present law allowing such payments, he declared, "challenges the very foundation of American Liberty".

In substance, the question considered in the preparation of the Duffy Bill, Mr. McClure argued, was that of maximum protection of the hundreds of thousands of users of music against the 1,000 domestic members of ASCAP, or "whether we should legislate for the large numbers or the small numbers." The "small user" of music such as the tavern or the barber shop, Mr. McClure said, "has hanging over his head a sword of Damocles that may drop down on him at any moment in the form of an infringement suit."

It is quite probable, continued the witness, that ASCAP is "entitled to more money but we can't legislate money into their pockets."

As for ASCAP's contention that the bill meant "life and death" to it, Mr. McClure said he felt the organization was a necessary one. But he added that a survey made by his department of 30 foreign countries disclosed that not one of them had a statutory minimum damage clause in their laws, and that their performing rights societies, similar to ASCAP, seemed to get along well enough according to ASCAP's own admissions. "The Department of State," he said, "believes that in view of the situation in other countries, it would not hurt ASCAP."

The survey abroad also showed, said Mr. McClure, that the tendency is to leave the music monopolies in performing rights societies but to have them under more stringent government control.

As is his wont, Chairman Sirovich, upon conclusion of Mr. McClure's direct testimony, again stated that many of the users were opposed to the bill. He mentioned the American Federation of Labor particularly, and Mr. McClure said the Department desired to substitute for the present manufacturing clause of the Duffy Bill, relating to printing of works in this country, the provision in the old Vestal Bill which failed of enactment four years ago.

Mr. McClure, too, was asked to return on March 12 for further examination along with Senator Duffy.

Looks at Gift Horse

WHEN ASCAP resumed its theatrical extravaganza on March 3, it trouped before the Committee Rudy Vallee, crooner and band leader. This was the Vallee snatched by radio from obscurity about eight years ago, and who by the grace of the microphone and a good man on the gains, had his whispering voice made audible over the air. The things Vallee said about the industry that made him were rather harsh.

Among other things, he warned broadcasters they might be digging their own graves by opposing ASCAP and they might "kill the golden goose", etc. He resented the "appellation of 'racketeer'". He said he hoped some day to become an "executive in radio", and that he felt the broadcasters and others were "dead wrong" in trying to disrupt the Society.

There was all sorts of talk by Rudy about "killing inspiration" in song-writers, and that there would be no music at all if that happened. He told about ASCAP's noble deeds, to which Rep. O'Malley interjected:

"Just as ASCAP has touched you, so have many of my people been touched by ASCAP."

Then there was talk of the Duffy Bill being unconstitutional for some undefined reason. And Rep. Church broke in:

"If the Duffy Bill is unconstitutional, we don't need this show."

Chairman Sirovich said he "objected" to calling the hearing a show. Several committee members talked at once and out of the din Vallee was heard to say that if ASCAP only gets $4,000,000 a year for music, then that is "woefully inaedquate".

That day's session concluded with General Counsel Nathan Burkan of ASCAP bringing out that in Washington State, where ASCAP was adjudged illegal and in restraint of trade, music was being used without compensation. He revealed that ASCAP is "making efforts to take the case" to the Supreme Court.

ASCAP's key witness was E. C. Mills, general manager. Be it said to his credit, he did not indulge in the showmanesque gymnastics of his associates but settled down to a cold exposition of ASCAP's right to collect. He frankly admitted he was out for all "the traffic can bear". Many of his statements were open to challenge, however, and many of the questions asked that might have been enlightening he managed somehow not to answer.

Over the Dam

FIRST, Mr. Mills recounted reasons why the United States should not enter the copyright union. Germany, Italy and Austria, he held, maintain conditions on copyrights that could not be tolerated by this country. He could not see how the United States could improve its position by joining the union. Personally, he declared, he had been "in favor of the Berne convention", but "a lot of water has gone over the dam since then."

Gradually Mr. Mills built up his case. He said in 1934 the motion picture theatres sold $1,560,000,000

(*Continued on page 52*)

The annual payroll of the industrial plants of Gadsden, Alabama, is

$7,500,000 annually

WJBY



"RESPONSE to our offer far exceeded our expectations. The great number of requests that we received after the first announcement made it necessary to withdraw the offer immediately."

Says Mrs. Margaret Evans, **Advertising Manager of A. Harris & Company, one of Dallas' leading department stores.**

4000 letters as the result of ONE announcement is the experience of A. Harris & Company with a free offer. The "mail plug" was an inexpensive ash tray of Centennial design offered on the 8:00-8:15 A. M. broadcast of Tuesday, January 28th. This experience is a typical story of response over

50,000 Watts

WFAA • WBAP

DALLAS FT. WORTH

Representatives: **Edward Petry & Company, Inc.**

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent o the populations of

Boston
St. Louis
Pittsburgh

ıll put together.

Now WAAT exclusively caters to 'hat local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you.*

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice —offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—390 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC

WAAT

Jersey City, Northern New Jersey

More Warner Suits as Negotiations Fail

(*Continued from page 11*)

damages of $5,000 per rendition. Warner now is using printed forms in the filing of the suits. It also opened its guns upon hotels and night clubs in New York, filing ten suits on March 6 and ten more March 12.

In the answers thus far filed by New York stations, all were of a similar nature. All contended that the controversies did not arise by virtue of the Copyright Act, under which they were brought, but involve a question of title between ASCAP and Warner and the authors of the particular compositions. This contention grows out of the fact that ASCAP claims that Warner authors are still ASCAP members and that ASCAP has the right to license the compositions for public performance, which accounts for ASCAP's appearances as intervenors in some of the suits. In each case it was contended that the alleged claim for infringement was merely incidental to the basic controversy between ASCAP, Warner and the authors.

Dismissal of the suits was sought on the ground that the Federal District Court for Southern New York had no jurisdiction. In each instance, also, assessment of costs against the plaintiff was asked.

All of the answers were in the nature of blanket denials of infringements, except that NBC, in one instance admitted performance. The network's contention was that Warner was an ASCAP member when the contracts for use of ASCAP music were signed last year and that so far as these stations are concerned there is no question of infringement involved.

In an answer filed Feb. 28 CBS held that it was still licensed to broadcast music published by the Warner group, even though it is continuing its policy of not broadcasting Warner music. The suit brought by Harms Inc. contended that a performance of *I Get a Kick Out of You* shortly after midnight on New Year's Eve over WABC constituted a copyright infringement. CBS holds that both Harms and Cole Porter, the composer, were members of ASCAP at the time WABC obtained from ASCAP the license which grants performing rights in the Warner Bros. compositions up to 1941. Cole Porter, it added, remains a member of ASCAP and has specifically assigned his rights to ASCAP for this period.

Additional suits filed March 6 include:

T. B. Harms vs. WNEW, for alleged infringement of *Every Now and Then;* M. Witmark & Sons vs. WHN, for the alleged infringement of *Where the River Shannon Flows;* Witmark vs. KHJ, for alleged infringement of *Mine Alone;* Remick vs. KHJ, *Whistle and Blow Your Blues Away;* Witmark vs. WMEX, *Gypsy Love Song;* Remick vs. WFBL, *Get Happy;* Witmark vs. WSYR, *The Words Are In My Heart;* Remick vs. WCFL, *Put On Your Old Grey Bonnet;* Witmark vs. WWL, *Let's Have Breakfast in Bed;* Witmark vs. WCFL, *That Old Irish Mother of Mine, Lulu's Back In Town* and *Sunrise and You;* and Remick vs. KSFO, *Sweet Georgia Brown.*

Additional suits filed by Warner included 15 alleging infringement of *That Old Fashioned Mother of Mine* by CBS network stations. In each instance $5,000 in damages was sought. The suits were filed by Witmark against WGST, WDRC, WLBZ, WKBW, WHEC, WOKO, WESG, WDNC, WBIG, WMBR, WDAE, WDBO, WLAC, KMOX.

Remick filed suit against WEST, WORK and WSJS for alleged infringement of *Sweet Georgia Brown.* Witmark filed against WEST for *Sweethearts Forever.* Harms filed against WGAL for *Sleepy Valley.* Remick filed against WGST for *Put on Your Old Grey Bonnet,* and Harms filed against the same station for *London on a Rainy Night.* Witmark filed against WORK for *Where the River Shannon Flows* and Harms filed against WEBR for *Gringola* and against KSFO for *Continental* and *You Let Me Down.*

In another sheaf of suits on March 6 Harms filed nine actions on *That Old Fashioned Mother of Mine* against WFEA, KOMA, WKRC, WBNS, WSMK, WSPD, WADC, WMBG. A tenth suit in this "installment" was against WORK on *L'Amour Toujours L'Amour.*

In announcing the filing of the additional suits March 6 against stations, hotels and night clubs, Warner stated it will "continue to bring actions against additional hotel and radio stations" which use their songs without license. All suits have been filed by Wattenberg & Wattenberg, Warner attorneys.

To swell the total number of station infringement suits to 97, Warner announced March 10 that 21 additional suits had been filed. Of these 17 were for alleged infringement of *That Old Fashioned Mother of Mine,* filed in the name of Harms against KSCJ, KTRH, WHAS, KVOR, WBRC, WALA, KLRA, WSBT, WREC, WCAO, WBT, KWKH, WQAM, WFBL, WSJS, WWL, WJR. Each sought damages of $5,000.

Other suits filed March 10 were Harms against KWKH on *Three Little Words,* asking $5,000; Remick against WOCL, for *Whistle and Blow Your Blues Away,* asking $250; Witmark against WOCL for *The Words are in My Heart,* asked $250, and Witmark against WSOC for *Gypsy Love Song,* asking $250.

Following up the maze of alleged infringement actions against CBS stations on the tune *That Old Fashioned Mother of Mine.* H. V. Akerberg, CBS station relations executive, on March 10 notified all network affiliates that the song in question was different from numbers of a similar name published by Warner houses. Declaring CBS is at a loss to understand the purpose of Warner in bringing the suits, he advised stations to forward all papers to ASCAP for defense by it "pursuant to Paragraph 11 of the ASCAP contract." Mr. Akerberg's letter follows:

We have just learned that Harms Inc., one of the publishers in the Warner Bros. group, has served complaints on some of our affiliated stations alleging the broadcasting of "That Old Fashioned Mother of Mine" on a Columbia network program on Jan. 23, 1936, between 9 a. m. and 9:15 a. m., EST. The words of the number mentioned in the Harms complaint were written by Worton David and the music by Horatio Nicholls.

Columbia was served with a complaint in the early part of February alleging a network broadcast of "That Old Fashioned Mother of Mine" on Jan. 23, 1936, between 9 a. m., and 9:15 a. m.—the same day and hour. The complaint against Columbia was brought by Jerome H. Remick & Co. and the number specified in that complaint was published by Jerome H. Remick, the music being by Lee S. Roberts and the words by Will J. Callahan. This complaint was withdrawn about two weeks after it was filed, and no new suit has been commenced against Columbia on account of broadcasting "That Old Fashioned Mother of Mine."

Our records clearly indicate that what was broadcast on Jan. 23, 1936 at the time in question was a third song entitled "Old Fashioned Mother of Mine" and which is entirely different and distinct from either of the songs mentioned above and which was written and published by members of ASCAP who have not made any pretense of withdrawing from ASCAP.

In view of our belief that any suits alleging broadcasting of this song can clearly and conclusively be defeated on the facts, we are at a loss to understand the purpose of the Warner group in bringing the suits. However, if your station is served with a complaint alleging broadcasting of "That Old Fashioned Mother of Mine", we suggest that you immediately forward all papers to ASCAP, 30 Rockefeller Plaza, New York City, for defense by it pursuant to Paragraph 11 of the ASCAP contract.

Chinese Puzzle

WITH 51 broadcasting stations, 40 in the International Settlement and 11 in the French Concession, the city of Shanghai has the largest number of stations of any city in the world, reports the Department of Commerce. China altogether has 102 stations, operating in the broadcast band, only 12 of which broadcast in English. All accept advertising and quota rates, including the 75,000-watt KGOA operated by the National Government at Nanking. The new log of Chinese stations has been published by the Department of Commerce, Washington.

Tide Water Starts Spots

TIDE WATER OIL Co., New York (Tydol and Veedol) has placed spot accounts on two stations in the East, and more stations will be used in the Northeast when the radio schedule is more advanced. On Feb. 17, over WBEN, Buffalo, 7:30-7:45 p. m., five nights a week, the sponsor launched Cy King as the *Tidewater Reporter.* Over WFBR, Baltimore, on Tuesday, March 10, 7:45-8 p. m., twice weekly, the *Inquiring Reporter* with Henry Hickman was inaugurated. Lennen & Mitchell Inc., New York, is the agency.

INTEGRITY . . .

A business, like an individual, can become known for its integrity. The dictionaries say that integrity means upright and honest. In plain language, it means square shooting.

The Radio Transcription Company of America has long been known for its integrity. The world-wide organization stands squarely behind each transcription whether it involves one program or many.

A radio station does not "buy a pig in a poke" when it buys a Transco production, for they are all tried and tested programs in the musical and dramatic workshops before finally performed before a real audience for the final acid test and placed into actual production.

Neither do program managers have to "dicker" on Transco prices for they are all carefully scheduled according to the magnitude of the production and the size of the station.

Transco customers never worry about the old phrase of "let the buyer beware". In its place is the modern-day slogan of "The customer is always right". Every subscribing station for Transco transcriptions must be satisfied with every program it buys. They are all "custom-tailored" for all types of audiences.

Our field manager will be glad to call on you with specimen programs without obligation or expense.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
3910 Carnegie Ave., Cleveland, Ohio

Action for Use of Name On Sponsored Broadcast Is Dismissed by Court

THE RIGHT of a broadcaster to use the names of persons in a sponsored news broadcast without fear of suit for violation of the Civil Rights Act, was established by a decision handed down March 3 by the State Supreme Court of New York.

Joseph H. King, carpenter of Rochester, N. Y., in July, 1935, filed suits against Walter Winchell, columnist, Andrew Jergens Co., sponsor of Winchell's radio program, and NBC for $50,000 damages alleging that unauthorized use of his name on an Oct. 7, 1934, broadcast was a violation of the Civil Rights Act which prohibits the use of any person's name for advertising purposes without the permission of that person.

The portion of the news broadcast that mentioned Mr. King's name told how the plaintiff, a carpenter, had sawed off the limb of a tree upon which he was sitting and had fallen to the ground and suffered injury. The plaintiff further claimed that his reputation had been so ridiculed and damaged by the news broadcast that he was unable to obtain work at his trade and asked that damages be awarded on the additional grounds of libel and slander.

Supreme Court Justice Willis K. Gillette, who presided, on the motion of defense counsel, dismissed the case, holding that in the first instance, Mr. King's name had not been used to advertise Jergen's lotion and that the commercial announcements on the program were separate from the news. In the second instance, Justice Gillette ruled, that while the news item was humorous, it was not degrading because it did not attack the plaintiff's reputation, character or ability. The Justice held that more than notoriety was necessary to substantiate charges of libel and slander.

LYKOLENE MEDICINE Co., Kansas City (dental cream) is placing one-minute WBS transcribed announcements on five stations. Twelve discs are being made for the sponsor but it is not known whether the series will run for that number of weeks or if the campaign plans will be revised. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

Sell The Southwest with

SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

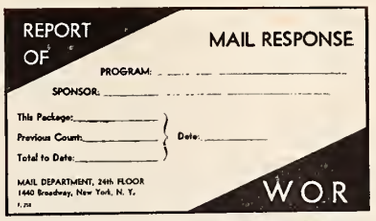
MAIL MADE EASY
WOR System Speeds Handling, Gives Instant Check

THE new "mail response sticker" of WOR, Newark, is keeping sponsors happy. This new service was devised recently by James P. Mulvaney, in charge of mail, and permits an accurate accounting of mail response. The sticker is pasted on each bundle of mail forwarded to sponsors from WOR each day. On its face are the daily total for that particular program, the date, and the week's total. Bundles are wrapped in packages of 100. If they are packed in smaller numbers the exact total is given on the sticker.

Each day five mailmen at WOR handle the bundling, counting and mailing. About 120 bundles go out a day. The record week found 113,367 letters received for various commercial programs. An average week usually finds about 60,000 letters.

Beside this mailing innovation, Mulvaney has devised an accurate mail accounting "running record". Each sponsored program has a file card. Daily the total is changed, along with the week's total. The system goes back to Jan. 1. This enables department heads at the station or at the advertising agency to call WOR at any time and receive the latest complete totals or just the daily response. Each week a complete report on sponsored programs, sustaining programs, and individual artists is compiled by the mailing department, and sent to inter-office departments.

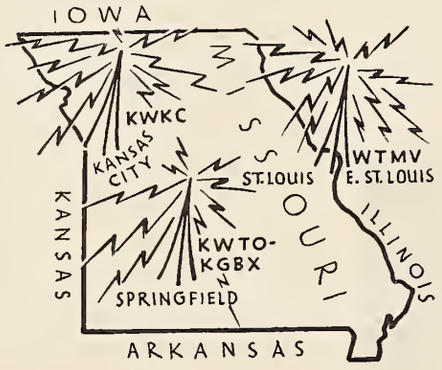
Perhaps the outstanding WOR mail puller is Purity Bakeries *Omar, the Mystic*, heard Mondays to Fridays at 5:15 p. m. Announcement was made of giveaway of a mystic code. Applicants went to Purity baker dealer for applications and mailed them to the station. On Feb. 3, more than 19,000 requests flooded WOR's mail pouch. The week's total, which broke the station's existing mail-response records, was 81,396. Mulvaney's men quickly assorted these requests, recorded them on the index card, and wrapped the bundles of 100 for delivery to the sponsor. The sponsor received the mail and the total the following day.



STICKERS — WOR attaches a sticker like this to each bundle of mail which is sent to sponsors.

Oyster Shell Campaign

OYSTER SHELL PRODUCTS Corp., New York (crushed oyster shell poultry feed) is using one-minute daytime spot announcements twice weekly on nine stations in the East and Midwest. The stations are WLS, WCCO, WBZ-WBZA, KFEQ, KFBI, KFAB, KOA, KMOX, WKY, WHO. Contracts run until the latter part of April. Husband & Thomas Inc., New York, is the agency.



COVERAGE of THREE PROSPEROUS MARKETS at ONE LOW RATE !!

NOW — radio advertisers throughout Missouri are being more richly rewarded than ever before . . . because Missouri incomes are up and Missourians are spending. NOW you can buy coverage of the three key markets of the state at one LOW combination RATE.

For Rates and Coverage Data Write to Any Station Listed Below

KWTO-KGBX • KWKC • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS, ILL.

The way to an Advertiser's Heart is through a profitable broadcasting program!



WBAL programs are profitable—as proven by mail returns and sales results.

WBAL is the only high-powered, clear-channel station in Maryland—10,000 watts in a market of more than 3,500,000 listeners.

We have many success stories—write us.

When You Buy **WBAL** You Sell Maryland

WBAL

Baltimore

NBC Basic Blue Network

10,000 watts
1060 kcs.

National Representatives

HEARST RADIO, INC.

Duffy Bill Chances

(Continued from page 45)

worth of tickets to the public, and to ASCAP they paid one cent out of every $47. Broadcasters, he said, sold $80,000,000 worth of time on the air in 1935 and paid to ASCAP for its 45,000 composers (44,000 foreign) $2,680,406.46.

In passing, Mr. Mills paid some tribute to American radio. He said this country has the best radio in the world — the cleanest, nicest and most entertaining; it is dependable and on time, and it has the brightest men, he declared.

Of the Duffy Bill, Mr. Mills said: "This bill originally, I believe, was conceived as something to help the creators of copyrightable material — that is, original literary, artistic and musical works—as all bills are, and in the course of being discussed and prepared for enactment had tagged onto it a lot of extraneous matter, and finally became instead of an instrumentality intended to benefit creators of copyrightable material, a thing very gravely to their detriment, which will ultimately destroy them."

The Duffy Bill, Mr. Mills charged, was not written in good faith. He said it was drawn by "inexperienced" men and that ASCAP had nothing to do with it. Moreover, he said he doubted whether the United States would be admitted to the Berne convention if the bill were enacted because of the so-called "manufacturing clause" requiring publication of American works in this country. On this he brought in the American Federation of Labor argument to force printing of works in this country.

Discussing merchanization of music, Mr. Mills said that ten years ago, in appearing before the House Patents Committee, he had predicted that radio is the greatest contribution that science has made to mankind; "that it will do more to bring about the brotherhood of man than anything since the Holy Bible; that it will give us a universal language, and that it will ultimately make wars impossible."

On the phonograph record royalty he declared that both orchestras and actors "now come in a can". And, he added, the composer of an opera, recorded for reproduction, gets no more than the man who wrote "Who Threw Mush in Father's Whiskers" or "Flat-Tired Papa, Mama Going to Give You Air".

Mr. Mills criticized the provision of the existing law, which would be carried on in the Duffy Bill providing a 2-cent-per-side royalty on phonograph records.

The Duffy Bill, Mr. Mills contended, is "honeycombed" with language that would have to be tested in the courts. "Why foist upon us something we don't want?" he asked.

Help the Composer!

HE CHARGED that users of music do not want to pay anything for performing rights. Concluding his formal statement, he asked the committee to do something "real" for composers. "Do not be so concerned about what happens to the user," he admonished. "He will take care of himself. He does it very well. He is well organized, well financed, completely equipped to take care of himself."

Concluding his testimony at the behest of Dr. Sirovich, Mr. Mills gave a biographical sketch of himself from the time he taught school in San Antonio, Tex., to his organization work for motion picture exhibitors, vaudeville actors, music publishers and finally ASCAP. For three years he served as head of Radio Music Co., NBC music subsidiary which finally was dissolved. Mr. Mills then returned to his ASCAP general managership.

ASCAP concluded its case in chief March 5 in a blaze of glory with George M. Cohan. The grand old man of the stage and author of "Over There" and other tunes, wise-cracked his way through examination. He said he did not come down to Washington to represent "any racketeers". He praised ASCAP in approved style. When Sirovich asked him whether he thought composers were being amply paid, Cohan inquired: "What do you think?" After another volley of Sirovich questions, the actor responded by asking: "What do you think?" and then explained he wanted to know what side Sirovich was on before he answered.

When Dr. Sirovich asked Mr. Cohan about the Duffy Bill and the Daly Bill, the actor snapped back: "I know Bill Duffy and I know Bill Daly."

Questioned by Rep. Daly (D-Pa.) Mr. Cohan said he felt the Duffy Bill would take away the rights of the composers. Then he said that his biggest hit, "Over There", was just a "bugle call", adding: "If I hadn't written it Thursday, somebody else would have written it Friday."

On cross-examination following Mr. Cohan, Mr. Mills advised committee members to look at the "genesis of the Duffy Bill". Actually, he said, broadcasters and others seek to get control of music in foreign countries as well as here. He concluded that he felt that with the "products of the world" in music to sell, "I think I have done a lousy job."

A Sharp Exchange

BOTH Senator Duffy and Mr. McClure resumed March 12 on cross-examination. The hearing was enlivened by a sharp colloquy between Senator Duffy and Rep Daly (D-Penn.) after the latter had used police court judge tactics in his examination. There was a spontaneous outburst from other committee members about the "undignified manner" in which the hearing had proceeded, Rep. Deer threatened to withdraw from committee membership if such procedure persisted.

Finger pointed the Philadelphia

(Continued on page 53)



APEX BROADCAST—**Bob Evans, sports announcer of WGAR, Cleveland, a six-footer who weighs 206 pounds, interviews Cliff Thompson, circus giant, who stands more than three feet taller than Evans.**

Join the Parade of National Successes Now on —

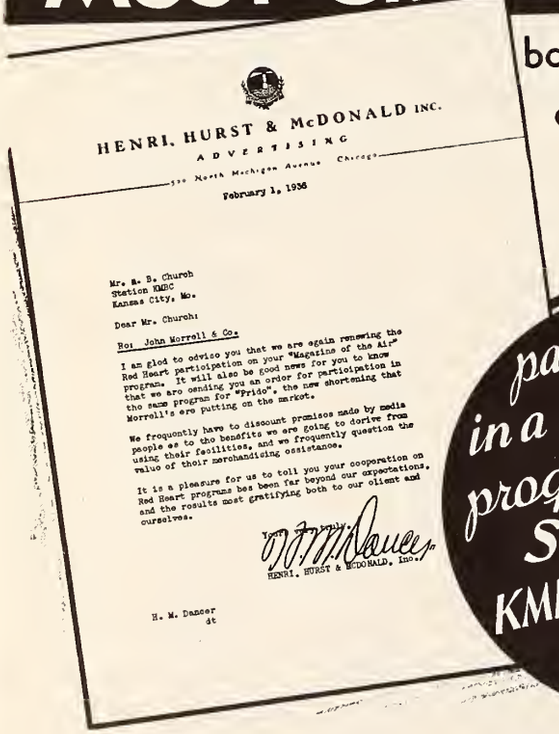
WSOC

R.C.A. Magic Key
Album of Familiar Music
General Motors Symphony
Strange As It Seems
Contented Program
Chevrolet Musical Moments
Phillip Morris Program
Sherwin-Williams Paint Co.

Wire or write for rates to—

WSOC
Charlotte, N. C.

"MOST GRATIFYING both to our client and ourselves"



HENRI, HURST & McDONALD INC.
ADVERTISING
333 North Michigan Avenue Chicago

February 1, 1936

Mr. H. B. Church
Station KMBC
Kansas City, Mo.

Dear Mr. Church:

Re: John Morrell & Co.

I am glad to advise you that we are again renewing the Red Heart participation on your "Magazine of the Air" program. It will also be good news for you to know that we are sending you an order for participation in the same program for "Pride", the new shortening that Morrell's are putting on the market.

We frequently have to discount promises made by radio people as to the benefits we are going to derive from using their facilities, and we frequently question the value of their merchandising assistance.

It is a pleasure for us to tell you your cooperations, Red Heart programs has been far beyond our expectations, and the results most gratifying both to our client and ourselves.

Very truly yours,
HENRI, HURST & McDONALD, Inc.

H. M. Dancer
dt

participate in a women's program that SELLS! KMBC Magazine of the Air

Women in 496,000 radio homes in the KMBC Market hear 'Magazine of the Air' five afternoons weekly. They are entertained -- they are informed -- THEY BUY! Write or wire for details

KMBC of KANSAS CITY

Free & Steininger, Inc., National Representatives

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

olitician engaged in an argument ith Senator Duffy about having rearranged with Rep. O'Malley, ho was not present at time, on he testimony in support of the uffy Bill. Senator Duffy openly esented the insinuations, respondng that ASCAP had "its friends n the committee" and had "highriced" counsel. When Daly began o lecture to the Senator, Rep. Deen broke in to protest the "unignified" procedure.

Mr. Deen was supported by Rep. hurch who protested the Philaelphian's criticism of other memers of the committee who were ot present. When Mr. Daly began o berate Mr. Church, the latter aid: "I'm not going to be chasised by anybody. I insist upon egular order". Sirovich's gavel ounded and Mr. Daly stopped.

For an hour Senator Duffy reiewed his previous testimony in upport of his bill and in opposiion to ASCAP's arbitrary methds. He was finally dismissed with hanks, and Mr. McClure again ook the stand.

Hot Executive Session

OLLOWING the session, howver, an executive meeting was alled, and it proved hot and eavy. Rep. Kramer (D-Cal.) ofered a resolution to prolong the earings until April 23 but on oint of order made by Mr. O'Maley it was ruled out.

There was also discussion in the xecutive session of the Daly-Duffy controversy, with indicaions that the issue might come p on the floor of the House.

Rep. Kramer advanced the sugestion that perhaps there should e an amendment to the Duffy Bill hich would provide that before ny station, motion picture exibitor or other user is cited for nfringement he shall be given otice from the copyright owner n his ownership and until such otice there could be no violation. Ir. McClure said it seemed to him ffhand that it might constitute n undue burden upon the author.

Asked by Rep. Deen whether he hought ASCAP used the $250 inringement clause as a club, Mr. IcClure said the impression he ad was that the provision operes "as a sort of subsidized barining power which the governent has placed in the hands of a rivate organization."

"I do not think that any good SCAP should want that law and hat any bad ASCAP should be iven it," he said.

Western Railroads

(*Continued from page 7*)

tions in the Middle Western territory from which Illinois Central draws its major winter travel. In addition to this Illinois Central, beginning last October, contracted for one hour over Station WMAQ every week day morning from 7-8 a. m., and indications are that this will continue indefinitely.

In view of the above outline of the radio activities of our own clients, I think you will agree that the statement in your publication referred to above is extremely misleading, and I think it will be only fair to the railroads, including our clients, that you publish a more correct statement in an early issue of BROADCASTING.

I would further say that the radio activities mentioned above are only a part of very extensive advertising campaigns of the railroads, including magazines, newspapers and direct mail, which our clients are consistently carrying out, as also are most of the progressive railroads of the West. For instance, the Illinois Central began three months ago a new series of institutional advertising, using over 450 newspapers, with large copy and with a new advertisement every three weeks, this advertising being along lines entirely new in the railroad advertising field. This is in addition to a very extensive direct selling campaign featuring their winter travel service.

The Union Pacific, individually, have been consistently advertising in a large number of national magazines and, jointly with the Chicago & North Western Railway, in practically all of the leading newspapers throughout the Middle West and East. Rock Island Railroad, too, have continued to use national magazines and newspapers in the same territory.

I think the foregoing should convince you that the story you have published conveyed an entirely wrong impression of the situation.

Yours very truly,
H. G. BULLOCK,
Vice President, The Caples Co.

Finally, Mr. McClure said the Department had not been consulted one way or another in connection with the writing of either the Sirovich or the Daly bills, whereas it was instrumental in drafting the Duffy Bill.

Scoop Ward Enrollment Defies 1% Survey Rating

WARD BAKING Co., Brooklyn, sponsoring the *Scoop Ward* program on CBS, recently enlarged to a 19-station network, has enrolled 500,000 children in its Scoop Ward Club. Early in February the program had a rating of only 1% in the Coperative Analysis of Broadcasting (Crossley) survey. Since 11 stations were used in a territory having 6,000,000 radio families, the survey indicated only 60,000 radio families listened to the program. Despite this rating, the club at that time had 250,000 youngsters enrolled. Allowing for more than one child in a family, a big gap still existed between the program rating and the number of children who wrote to the sponsor for *Scoop Ward* badges. In addition it is pointed out that thousands of other children also tune in the program although they have not joined the club, and a large number of adults follow the adventures of *Scoop Ward.*

Midwest in 3 Cities

MIDWEST RADIO Corp., Cincinnati, is using thrice-weekly quarter-hour studio programs in three cities to promote its line of radio receivers. In Detroit and Cincinnati, WJR and WCKY are being used to attract retail buyers into stores handling Midwest receivers. Over KNX, Los Angeles, Midwest is soliciting mail order inquiries. The sponsor's refrigerator line has not yet been promoted by radio. Key Adv. Co., Cincinnati, is the Midwest agency.

they tell us:

"VOGLIAMO LA STAZIONE WMFG" (ITALIAN)
"MY CHCEME WMFG" (SLOVENIAN)
"VI VINYA HA WMFG" (SWEDISH)
"ME TAHDOMME WMFG" (FINNISH)

"We Want WMFG"

—and the Slovenians, Italians, Swedes and Finns want WMFG enough for each to sponsor, by popular subscription, a one hour weekly program.

If you would sell this responsive "melting pot" audience—you, too, *want* WMFG, the station that blankets the Iron Range.

★

WMFG

HEAD OF THE LAKES BROADCASTING CO.

HIBBING • MINNESOTA •

FOR BROADCASTING PURPOSES

Send for free samples

SUPREME DISC NEEDLES
No. 7125 — 100% Shadowgraphed Inspected — No. 7125
Approved by Electrical Research Products Inc.
For Use With Western Electric SOUND SYSTEM
The VOICE of ACTION
PHONOGRAPH NEEDLE MFG. CO.
PROVIDENCE, RHODE ISLAND.

Nine specifications

All The Name Implies

Want A New Rich Market?

NEBRASKA

Ranks FIRST in Cash Income, Per Farm

Few other states rank so high in so many leading crops as Nebraska!

. . . that's why Nebraska folks have larger incomes than those in most other states!

. . . and that's why Nebraska is today regarded as the nation's "NO. 1 MARKET!"

SPOT RADIO SCHEDULES SHOULD INCLUDE NEBRASKA

Nebraskans are great radio fans. Spot radio programs and announcements pay unusually well. We have ample proof. Give us an opportunity to supply you with data and result-records. A letter to the association office—or any individual station—will bring you an immediate reply.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.
KOIL Omaha, Nebr., and Co. Bluffs, Ia.
KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.
KGBZ York, Nebr.
KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.
KMMJ Clay Center, Nebr.
KGNF North Platte, Nebr.

Kate Smith Program

TO INAUGURATE Kate Smith Invitation Week the Great Atlantic & Pacific Tea Co. has booked a one-time program on 39 CBS stations, Sunday, March 15, 8-9 p. m. In newspapers and magazines the sponsor is promoted the week, March 15-22. Other promotional material has been sent to every A&P store in the country. Talent on the special program includes: Dick Powell, Eva Le Gallienne, the whole cast of *The Rise of the Goldbergs*, *The A&P Gypsies*, *Romany Singers*, James Melton, Bob Burns, Jack Miller and orchestra, Doc. Rockwell, Harry Reser and orchestra, Block & Sully and others. The program was to originate from the CBS 45th St. Playhouse. The hour selected is opposite Major Bowes', sponsored by Chase & Sanborn coffee. Paris & Peart Inc., New York, handles the A&P account.



UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

Newspaper Tie-ups For Station Prove Merchandising Aid

WIP Finds Exchange of Space And Time Mutually Helpful

By ALBERT A. CORMIER
Vice President & General Manager
WIP Philadelphia



Mr. Cormier

THE HOSTILITY between radio and newspapers flares up regularly on various fronts but the last two years have been marked by generally happier feeling between the broadcasters and the press. While relations are still strained in many quarters, Philadelphia offers one of the best examples of the mutually beneficial results that can be obtained by cooperation between the two.

Philadelphia newspapers generally were openly hostile to radio. Only one of the five dailies carried daily radio news, and only two of the five had Sunday columns. Radio publicity was strictly taboo and cooperation of any sort between newspaper and the stations was unknown. This was the picture in the summer of 1935.

WIP, in its quest for additional merchandising media for its sponsors, approached the *Evening Public Ledger* to suggest that a trade agreement be made whereby WIP would receive space in the paper and the paper would be given time on the air. The negotiations were not so difficult as might have been expected because the newspapers' plaint that radio news hurt the sale of newspapers and that radio received huge slices of the advertising budgets that formerly went to the press had been largely dissipated. Time was exchanged for space on a card rate against card rate basis.

Exchange of Time

THE NEWSPAPER time took six 15 minute periods per week on WIP, creating the character of "Brother Bill" to read the *Ledger's* daily comic section on the air. They were rather dubious as to the results, but agreed to make the experiment for a period of three months. After two months "Brother Bill" offered a button on which was the picture of one of his comic strip characters. During the next four weeks he received in excess of 15,000 requests. Since it is necessary to have the paper in order to follow the radio program, the paper felt that "Brother Bill" had been responsible for increased circulation and the program is therefore set to continue indefinitely.

Once the ice was broken the previous press-radio coldness melted away. Today WIP has similar arrangements with both of Philadelphia's morning papers, the *Inquirer* and the *Record*, as well as with the *Evening Ledger*. The papers have used the radio time for merchandising as well as a means of building circulation. The *Inquirer*, largest of the radio advertisers, presents each Saturday a dramatization of the first portion of the novel that will appear in the next day's paper. Seven mornings per week it presents a five minute program giving the most interesting items from its lost and found columns and each evening it offers a safety talk with plugs for its automobile advertising. The *Record* has instituted a domestic help service which is broadcast each morning with a few selections from the paper's help-wanted section.

The newspapers have discovered that the merchandising possibilities of radio are as great as the opportunities of increased circulation. In its solicitation of advertising the guarantee that a specific ad will be mentioned in a radio broadcast is frequently the inducement that closes the sale. The programs have no adverse effect on radio because the type of advertising that the papers are merchandising is generally not ra dio station material.

So much for the advantages t the newspapers. But what do th radio stations get out of it? In th first place, simply having a sta tion's call letters in three dail newspapers, with a combined cir culation of 701,388, and two Sun day newspapers, with a circula tion of 1,023,918, is not to be min imized. The uses of the larg amounts of newspaper space to radio station are legion and WIP months of experimentation hav already demonstrated the value o the tie-ups. Because few radi stations have had carefully planne newspaper advertising campaign the field is largely unexplored bu four definite uses have alread been established.

The value of institutional adver tising is unquestioned and th large amount of space availabl to the station has enabled it t run a series of ads on the progres the station has made, plans fo the future, some of the station special services to listeners, an similar things. The institutiona ads help to sell the station in ger eral rather than an individua program, and add definite prestig

One of the principal uses of th space by WIP has been in build ing audiences for the most sale ble of its sustaining program When sponsors have been inte ested in program popularity, an more especially in the mail pul consistent advertising of the pr gram in three newspapers has i creased mail as much as 1500% Aside from the mail consideratio any program is much more desi able when regular newspaper a vertising has been used to call to the attention of listeners. Ne programs can secure fullest aud ence in a very short period of tin when attention is regularly call to it on the radio pages of t newspapers.

The use of the space as a me chandising service to sponsors invaluable. The new sponsor c have newspaper advertising spa calling attention to his progra as part of the station's servic The advertising is not limited the radio pages, and sponsors women's programs may have t woman's page or the society pag and sport talks and programs f men on the sports pages, sy phony and classical music on t music pages. Station policy pe mits the copy in the advertisi of commercial programs to be us only to call attention to the rad program and not as a supp mentary ad for the sponsor's pro uct.

The availability of the newsp per space has been in numero cases the answer to the statio guest-star problem. An indepen ent station finds it impossible pay high-priced names for appe ances on its program, but t publicity in station ads in t papers is generally sufficient co pensation. Since the inception the press-radio tie-in, *WIP's Hom makers' Club* has had a sta screen or radio star of natio fame on 26 consecutive visi broadcasts.

All in all, both WIP and t newspapers have benefited fr the exchange. Each has been a to use the other medium to su plement its own advertising, w negligible inroads into each o er's territory.

Hourly News Flashes

LAUFER FURNITURE Co., Buffalo, has signed a 52-week contract for five-minute news flashes every hour on Thursdays from 9 a. m. to midnight, the periods being divided between WGR and WKBW. Ellis Adv. Co., Buffalo, placed the account.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE



LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

FCC Keeping Congress Busy Probing into Rumors and Files

Seizure of Telegrams for Senate Lobby Committee Leads to Court Ruling Holding Action Illegal

AS AN ORATORICAL target for Congress, the FCC is establishing something of a unique record, with two separate resolutions for investigation of its activities in the copper and a third dealing with its telegram seizures having been adopted.

On the heels of the Catholic "profane poem" affair which precipitated the Connery Resolution, and the Willard Hotel incident, which caused introduction of a resolution by Senator Couzens (R-Mich.), Senator Borah (R-Idaho) on March 9 introduced and saw adopted a resolution on the telegram seizures.

The resolution read:

Resolved, That the FCC be and the same hereby is requested to report to the Senate all activities of its agents in any inspection or alleged seizures of telegrams and records and telephone communications or other private communications to or from any point in the United States or any forged or destroyed telegrams and that the FCC inform the Senate by what authority and under what law and at whose direction the action of the FCC was taken.

This grew out of the disclosure that the files of both Western Union and Postal in Washington had been examined by agents of the Black Lobby Investigating Committee of the Senate under orders of the FCC and with the assistance of FCC clerks. It was attacked in both House and Senate and by other political groups as a "reprehensible" practice and as one which the FCC had no authority to undertake.

At its meeting March 11 the FCC appointed a committee of four, headed by Commissioner Norman S. Case, as chairman, to study the Borah resolution and draw up the reply. Several days, it was estimated, would be necessary to complete the work. Other members are Commissioners Walker, Stewart and Sykes.

Ruling by Court

IT WAS learned that the FCC at a full Commission meeting on Sept. 26 adopted a minute instructing Commissioner Irvin Stewart, chairman of the Telegraph Division, to examine the telegram files relating to lobbying messages and activities under investigation by the Black Committee. This was done upon motion of Dr. Stewart.

So far as known the Black Committee did not subpoena these files or direct the FCC to do so. If that is so, according to legislative authorities, the FCC was legally without power to make the seizures in the name of the FCC. The examinations were conducted in September. Some 5,000 private telegrams, including those of a personal or confidential nature, were understood to have been examined.

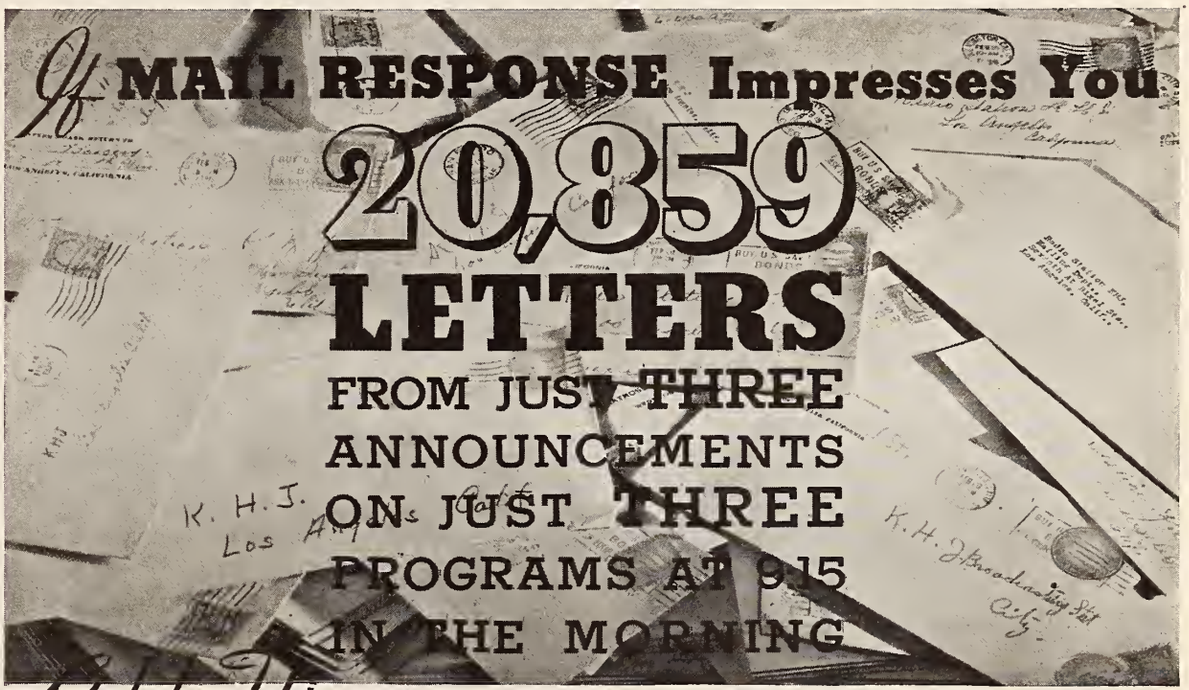
There were prompt reactions in and out of Congress. First Jouett Shouse, head of the American Liberty League, went on the air to attack the procedure bitterly. Then Rep. Wadsworth (R-N.Y.) blasted forth in the House, charging that telegraph companies had been intimidated to a point where they were "afraid" to resist the FCC clerks.

Chief Justice Wheat of the District of Columbia Supreme Court on March 11 issued a permanent injunction against the furnishing of the entire file of Western Union telegraph messages sent by the law firm of Silas Strawn, of Chicago, former president of the American Bar Association and former head of the United States Chamber of Commerce.

The injunction, while directed against Western Union, was tantamount to blocking efforts of the Senate lobby committee in its effort to make blanket seizures of telegrams. The present case blocked the seizure of the Strawn law firm's messages but it is believed that the ruling will be applicable to hundreds of similar telegraph files of lawyers, corporations and organizations which the Black Committee has ordered the telegraph companies to turn over to it in its investigation of lobbying and political activities. Strawn is a member of the finance committee of the Republican National Committee and Senator Black was also reported to be desirous of probing any activity by his firm in connection with the American Liberty League.

A week earlier Senator Couzens introduced his resolution on the Willard Hotel incident which the FCC committee of five had previously investigated and had found no evidence of any "bribes" of FCC members. The resolution asked that the FCC submit to the Senate the detailed report of its investigation and of that of the Department of Justice, upon which it based its findings.

Without awaiting action of the Senate on the resolution, however, the FCC on March 5 submitted to Senator Couzens the entire testimony. What the Senator planned to do with it is not known. It was indicated, however, that Couzens sought the testimony to ascertain whether the Senate would be justified in demanding an investigation of all of the activities of the FCC. While members of the Senate had been importuned to make such an inquiry, there was no documentary evidence, it is understood, to support the charges advanced. Among those conferring repeatedly with Senators, it was declared, have been the same groups which were instrumental in having the Connery Resolution passed in the House. The Connery measure is still pending before the House Rules Committee.



Add Up . . . to a lot of Convincing Facts. Proving KHJ's Coverage leadership in Southern California. 20,859 requests from the housewives who are the buyers.

☆ 99% of the total mail received by KHJ originated in the eleven counties of Southern California.

☆ 51% of the total mail received by KHJ originated in the City of Los Angeles --- 4th market of the nation.

KHJ's DAYTIME AUDIENCE affords advertisers a maximum of sales at a minimum of cost.

KHJ
LOS ANGELES

☆ ☆

Write for detail mail breakdown and Map showing KHJ's New Daytime Coverage

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

Los Angeles Office, 1076 W. 7th St. San Francisco Office, 1000 Van Ness Ave.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 1 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 3

APPLICATIONS GRANTED:

WMFJ, Datona Beach, Fla.—CP new trans., vertical radiator.

KPDM, Pampa, Tex.—Modif. CP trans. site & equip.

KFSG, Los Angeles—Modif. license from 1 to 2½ kw D, use KRKD trans.

KSD, St. Louis and KMJ, Fresno—Auth. antenna measurement.

KGBX, Springfield, Mo.—Vol. assign. license to Springfield Brdcstg. Co.

KOOS, Marshfield, Ore.—Modif. license to Pacific Radio Corp.

WQAM, Miami—CP new equip.

KWKH, Shreveport, La.—Auto. freq. control equip.

KSCJ, Sioux City, Ia.—Amended CP change antenna, trans. site, increase from Simul. D WTAQ SH N to unltd.

W9XAA, York Twp., Ill.—License for CP move trans. to WCFL site.

SPECIAL AUTHORIZATIONS — KFI, Los Angeles, extension temp. auth. close aux. trans. pending repairs; WTAG, Worcester, Mass., temp. auth. tests new site; WJBK, Detroit, extension temp. auth. tests for site; WQAN, Scranton, extension temp. auth. curtailed time pending ASCAP negotiations.

SET FOR HEARING: KRNT, Des Moines; WAWZ, Zarephath, N. J.; WOL, Washington; NEW, Auburn Pub. Co., Auburn, N. Y.; NEW, Jefferson Brdcstg. Co., Ormond O. Black, pres.,, Birmingham; NEW, WISE Brdcstg. Co., St. Paul.; NEW, Saginaw Brdcstg. Co., Saginaw, Mich.; KUJ, Walla Walla, Wash.; NEW, C. W. Snider, Wichita Falls, Tex.

MISCELLANEOUS — KSL, Salt Lake City, granted petition intervene KLO applic.; KGU, Honolulu, denied reconsideration grant of KGMB; NEW, Chas. C. Theis, Wichita, oral argument set for 3-5-36 on Ex. Rep. I-96 recommended grant applic.; Springfield Newspapers Inc., Springfield, Mo., permitted to file answer applic. Pittsburg Brdcstg. Co., for new station; Kidd Bros., Taft, Cal., appearance & statement of facts accepted in applic. new station; WEEI, Boston, denied motion strike notice of desire to be heard & statement of facts at hearing of Chattanooga Brdcstg. Co.; NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal., denied schedule of applic. week of March 2; KGFG, Oklahoma City, denied reconsideration and grant applic. modify license from Sh.-KCRC to unltd.; WAAW, Omaha, granted renewal license; Charleston Brdcstg. Corp., Charleston, W. Va., answer to appearance of WDBO accepted; KHSL, Chico, Cal., denied reconsideration and grant applic. modif. license from 950 to 630 kc, increase to 250 w unltd.; E. Anthony & Sons Inc., Pawtucket, R. I., granted protest asking reconsideration Commission action of 1-21-36 granting extension completion date of WNRI and directed applic. set for hearing; NEW, Valley Brdcstg. Co., Pomona, Cal., remanded to docket applic. CP 1160 kc 250 w LS.

APPLICATIONS DISMISSED—WTMV, E. St. Louis, Ill., CP 1500 kc 100 w 250 LS unltd.; NEW, Alex F. Suss, Maryville, Cal., CP 1210 kc 100 w unltd.; NEW, Alex F. Suss, Sacramento, CP 1310 kc 100 w unltd.

ACTION ON EXAMINERS' REPORTS:

WILL, Urbana, Ill.—Granted modif. license from 890 to 580 kc, from Sh.-KUSD and KFNF to D 1 kw, sustaining Examiner Seward.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Denied CP 1480 kc 5 kw, sustaining Examiner Walker.

KADA, Ada, Okla.—Denied exp. auth. 1200 kc 100 w unltd., reversing Examiner Seward.

KGCX, Wolf Point, Mont.—Denied CP move trans., change equip., change from 1310 to 1450 kc, increase from 100 w N 250 w D to 1 kw unltd., reversing Examiner Bramhall.

WEDC, Chicago—Granted renewal, sustaining Examiner Hyde.

NEW, Golden Empire Brdcstg. Co., Redding, Cal.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Dalberg.

KFPY, Spokane — Granted CP new equip., change trans. site, increase from 1 kw to 1 kw 5 kw D 890 kc unltd., sustaining Examiner Hill.

WSPD, Toledo — Granted CP change equip., increase from 1 kw 2½ kw LS to 1 kw 5 kw LS 1340 kc unltd., sustaining Examiner Seward.

WJBC, Bloomington, Ill.—Granted CP change equip., increase from 100 w to 100 w 250 w D 1200 kc, Sh.-WJBL, sustaining Examiner Bramhall.

WHBU, Anderson, Ind.—Granted CP change equip., increase from 100 w to 100 w 250 w D 1210 kc unltd.

WFBM, Indianapolis—Granted CP new equip., move trans. & Studio, increase from 1 kw to 1 kw 5 kw D 1250 kc unltd., sustaining Examiner Walker.

RATIFICATIONS:

WKBV, Richmond, Ind. — Extension test period (2-24).

WDZ, Tuscola, Ill.—Same (2-28).

WOW, Omaha—Extension temp. auth. 5 kw N(2-28).

WAAF, Chicago — Temp. auth. spec. hours (2-28).

WTRC, Elkhart, Ind. — Temp. auth. Simul.-WLBC spec. hours (2-28).

MARCH 10

APPLICATIONS GRANTED:

WDBJ, Roanoke, Va. — CP new equip., increase 1 to 5 kw D, move trans., studio locally.

WIOD-WMBF, Miami—CP new equip.

WRJN, Racine, Wis.—Modif. CP change equip., antenna & trans. at Mt. Pleasant.

KBIX, Muskogee, Okla. — Modif. CP trans. site & studio, antenna system.

KWBG, Hutchinson, Kan.—Vol. assign. license to Nation's Center Brdcstg. Co. Inc.

WMBR, Jacksonville—CP change equip.

WHBL, Sheboygan, Wis.—CP move locally, change equip.

KYA, San Francisco — Vol. assign. license to Hearst Radio Inc.

SPECIAL AUTHORIZATIONS—WMFJ, Daytona Beach, granted extension temp. auth. RCA Victor 100-E trans. pending action CP applic.; WFIL, Philadelphia, granted temp. auth. 100 watt portable; WIBA, Madison, Wis., granted extension temp. auth. 500 w N; WJJD, Chicago, granted temp. auth. begin 5 a. m. CST during daylight saving period.

SET FOR HEARING: NEW, Wike & Studebaker, Baker, Ore.; KLO, Ogden, U.; KWBG, Hutchinson, Kan.; WJBO, Baton Rouge, La.; WJAC, Johnstown, Pa.; WRDW, Augusta, Ga.; NEW, Foreign Lands Corp., Honolulu; NEW, Brockway Co., Watertown, N. Y.; NEW, Black Hawk Brdcstg. Co., Waterloo, Ia.; NEW, WKY Radiophone Co., Oklahoma City; NEW, Farmers & Bankers Life Ins. Co., Wichita; NEW, Winona Radio Service, Winona, Minn.; NEW, Earl Weir, St. Petersburg; NEW, Frank M. Dunham, Fort Dodge, Ia.; NEW, Theodore E. Johnson, Houston; KGMB, Honolulu.

ORAL ARGUMENT GRANTED—NEW, Golden Empire Brdcstg. Co., Sacramento (4-30-36); NEW, Royal Sacramento (4-30-36); WTFI, Athens, Ga. (4-16-36); NEW, L & S Brdcstg. Co., Atlanta (4-16-36).

ACTION ON EXAMINERS' REPORTS:

KID, Idaho Falls — Granted CP move trans., increase 250 w N 500 w D to 500 w N 1 kw D 1320 kc unltd., sustaining Examiner Walker in part.

NEW, William S. Thellman, New Castle, Pa.—Denied CP 1420 kc 100 w D, sustaining Examiner Dalberg.

NEW, E. L. Clifford, Pottsville, Pa.—Denied CP 580 kc 250 w D, sustaining Examiner Dalberg.

WJAS. Pittsburgh—Granted modif. CP increase to 1 kw N 5 kw D unltd., sustaining Examiner Walker.

NEW, Carter & Wolfe, Mansfield, O.—Denied CP 1370 kc 50 w N 100 w D unltd., sustaining Examiner Walker.

MISCELLANEOUS — KXL, Portland, Ore., granted order take depositions; WBNX, New York, granted oral argument applic. CP new equip., increase to 1 kw, move trans.; NEW, Plain Dealer Pub. Co. & Munroe F. Rubin, Ruth Rubin, denied petition for Broadcast Division to hear applic. transfer control WHK, WJAY to U. B. Co., instead of examiner; WHBI, Newark, granted continuance hearing applic. increase 2½ to 5 kw; WAAW, Omaha, denied reconsid. & grant applic. assign license to Neb. Brdcstg. Co.; NEW, L. & S. Brdcstg. Co., Atlanta, granted oral argument applic. CP new station be consolidated applic. WTFI move to Atlanta; KDYL, Salt Lake City, suspended grant of Feb. 13 new equip., move locally, increase to 5 kw D, and set for hearing on protest of KLO; Metro Brdcstg. Co., Los Angeles, remanded to docket for further testimony; G. D. Goff, Tampa, Fla., granted oral argument before Broadcast Division 3-26-36 applic. CP new station 1500 kc 100 w unltd.; NEW, Dorrenne D. Roderick, El Paso, reconsidered action granting applic. CP 1500 kc 100 w unltd., set for hearing.

APPLICATIONS DISMISSED:

NEW, Springfield Newspapers Inc., Springfield, Mo.—CP 790 kc 1 kw D.

NEW, Voice of Black Hills, Rapid City, S. D.—CP 1200 kc 100 w spec.

WWRL, Woodside, N. Y.—Modif. license 1500 kc 100 w 250 w LS spec., re hours.

KFOX, Long Beach, Cal.—Applic. vol. assign. license.

WEST, Easton, Pa.—Applic. modif. CP.

NEW, R. C. Coshorn, Lester E. Cox, Jefferson City, Mo. — Applic. CP 920 kc 500 w D.

RATIFICATIONS:

WBAA, W. Lafayette, Ind. — Granted temp. auth. spec. hours (3-5).

KIIH, Lincoln, Neb.—Granted auth. exp. freq. (3-7).

KIFF, St. Louis—Granted auth. 50 w exp. (3-7).

WPTF, Raleigh, N. C.—Granted auth. extend equip. test (2-29).

KFKA, Greeley, Col.; KFRC, San Francisco; WTAQ; Green Bay, Wis.—Granted auth. extend program tests.

WFAA, Dallas—Granted petition intervene applic. Pittsburg Brdcstg. Co. new station at Pittsburg, Kan. (3-3).

WBAP, Fort Worth—Same.

WBNX, New York—Granted auth. directional antenna (3-4).

Pulitzer Pub. Co., St. Louis — Granted hearing date 4-7.

APPLICATION DENIED—WHBC, Canton, O., denied temp. auth. operate pending applic. assignment license and CP to Ohio Brdcstg. Co., but not to exceed 30 days.

Examiners' Reports . . .

NEW, Fountain of Youth Properties Inc., St. Augustine, Fla.—Examiner Hyde recommended (I-203) that applic. CP 1210 kc 100 w unltd. be granted.

NEW, Valley Electric Co., San Luis Obispo, Cal.; E. E. Long Piano Co., San Luis Obispo—Examiner Hill recommended (I-204) that applic. Valley Electric Co. for CP 1200 kc 250 w D be granted; that applic. E. E. Long Piano Co. CP 1200 kc 100 w unltd. be denied.

Applications . . .

MARCH 2

NEW, Rensselaer Polytechnic Institute, Troy, N. Y.—CP gen. exp. amended to 1 kw.

WORL, Needham, Mass.—Modif. license increase from 500 to 1 kw.

WNBR, Memphis—Consent transfer control to Memphis Commercial Appeal Inc.

WJNO, W. Palm Beach — Modif. CP change equip., trans. site locally.

NEW, News Press Pub. Co., Santa Barbara—CP 1450 kc 500 w unltd., amended to 1410 kc.

KVL, Seattle—CP change equip., change from 1370 to 1070 kc, 100 to 250 w, hours from Sh.-KRKO to D, amended re antenna.

APPLICATIONS RETURNED — NEW, Myron J. Bennett, Minot, N. D.; KMBC, Kansas City.

MARCH 3

NEW, Bayou Brdcstg. Co., Houston—CP 1200 kc 100 w unltd.

W4XH, Spartanburg, S. C.—Modif. license re freq., 50 w.

NEW, W. C. Miner, Rock Springs, Wyo. —CP 950 kc 500 w ltd., amended to 1310 kc 100 w D.

APPLICATION RETURNED—E. N. & S. W. Warner, d/b Warner Bros., Oakland, Cal.

MARCH 5

WBNY, Buffalo — License for CP as modif. 1370 kc 100 w 250 w D, except hours assigned to WSVS.

WMCA, New York—Modif. license from 500 w to 1 kw D & N.

WEVD, New York—Modif. license from 1300 to 1400 kc unltd. etc., amended to directional antenna.

WKY, Oklahoma City—CP new equip., increase from 1 to 5 kw, move trans. locally amended re antenna, change to 1 kw 5 kw D, omit move trans.

NEW, Fred A. Baxter, Superior, Wis.—CP 1370 kc 100 w unltd., amended to 1200 kc.

WCRW, Chicago — Modif. license re hours.

KFKA, Greeley, Col.—Modif. license from 500 w 1 kw D to 1 kw N & D.

NEW, Ellwood W. Lippincott, Pendleton, Ore.—CP 1500 kc 100 w D amended to unltd.

NEW, H. L. Corley, Trinidad, Col.—CP 1370 kc 100 w unltd.

KFBB, Great Falls, Mont.—CP change equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D, change from 1280 to 90 kc, move trans. locally, asks facilities KSFI and KSFI assigned to 1280 kc.

KVOE, Santa Ana, Cal—Consent transfer control to J. S. Edwards Inc.

APPLICATION RETURNED — KLPM, Minot, N. D.

MARCH 7

NEW, Ogdensburg Pub. Co. Inc., Ogdensburg, N. Y.—CP 1500 kc 100 w unltd.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1200 kc 100 w unltd. amended to 1370 kc.

APPLICATION RETURNED — NEW, WBBM Brdcstg. Corp., Chicago, gen. exp. 50 w.

MARCH 9

WHN, New York—License for CP new equip., increase D power; license to use old trans. as aux.; auth. antenna measurement.

NEW, J. W. Plame, Huntington Park, Cal.—CP 850 kc 100 w unltd., freq. of KIEV, amended to 1500 kc, omit request for KIEV and KVOE freq., studio 625 Pacific Blvd.

APPLICATIONS RETURNED — NEW, Lexington Herald Co., Lexington, Ky.; NEW, John S. Braun, Waco, Tex.; KFJZ, Fort Worth; NEW, Bluffton Brdcstg. Co., Bluffton, Ind.; New, Ed Klies, Helena, Mont.

MARCH 10

WBBC, Brooklyn—Modif. license from Sh.-WLTH, WGGU, WFOX to Sh.-WITH, asks facilities WARD, WFOX, amended to unltd., asks facilities WARD, WLTH, WVFW.

WHEC, Rochester — Modif. CP new equip., move trans., extent completion.

WLLH, Lowell, Mass. — Exp. aut 'satellite' station 1370 kc 10 to 100 w & N unltd., Lawrence, to operate synchronously.

NEW, W. H. Marolf, Escanaba, Mich.—CP 1500 kc 100 w unltd.

WFBC, Greenville, S. C.—License for CP as modif. new equip., increase power, move trans.

NEW, Tribune Printing Co., Jefferson City, Mo.—CP 1310 kc 100 w D.

KGFW, Kearney, Neb.—Consent transfer control to Clark Standiford & Kate Fisher.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1370 kc 100 w unltd. amended to 1200 kc.

NEW, Glenn Van Auken, Indianapolis —CP 600 kc 1 kw D, amended to 1050 kc.

MARCH 11

WHBI, Newark—Modif. license use aux. trans as main.

WDRC, Hartford—CP gen exp. 50 w.

WJSV, Washington—CP gen exp. 100 w.

WEST, Easton, Pa.—License for CP as modif. move to Easton, change antenna.

WKY, Oklahoma City—License for gen. exp. station W5XAU.

WSIX, Springfield, Tenn.—Modif. CP trans. site, extend completion.

WDZ, Tuscola, Ill.—License for CP as modif. change freq., equip. move trans.

NEW, Voice of St. Louis Inc., St. Louis —CP gen exp. 100 w.

WMT, Des Moines—CP change equip, increase 1 kw N 2½ kw D to 1 kw N 5 kw D.

NEW, Tribune, Great Falls, Mont.—CP 550 kc 1 kw N 5 kw D unltd (facilities KFYR) amended to 950 kc.

Warner Bros., Oakland, Cal.—CP gen exp. 200 w.

APPLICATIONS RETURNED — NEW, Arthur E. Seagrave, Lewiston, Me.; NEW, Albert O. Fenyvessy, Rochester, N. Y.; NEW, Owensboro Brdcstg. Co., Owensboro, Ky. KGBC, Honolulu.

MARCH 12

NEW, George F. Bissell, Pittsfield, Mass. —CP 1200 kc 100 w D.

WJBK, Detroit — Modif. CP change equip., move trans., directional antenna to extend completion.

KTSA, San Antonio—Vol. assign. license to KTSA Brdcstg. Co.

KNOW, Austin, Tex. — Auth. transfer control to Hearst Radio Inc. 10,000 shares.

NEW, John S. Braun, Waco, Tex.—CP 1500 kc 100 w D.

KFJZ, Fort Worth—CP new equip., increase to 100 w 250 w D.

GBK, Tyler, Tex.—CP change equip., e trans locally.
WKC, Kansas City—CP new equip., e studio locally; vol. assign. license Tom Cleveland, amended to Lester E. & Thomas L. Evans.
GO, San Francisco—CP new equip., in- se from 7½ to 50 kw, move trans. to r Belmont, Cal.
EW, Golden Empire Brdcstg. Co., ysville, Cal.—CP 1140 kc 250 w D.
EW, James H. Hardy & L. D. Marr, adena, Cal.—CP 1160 kc 250 w D.

MARCH 13

HDH, Boston—License for CP change ip.
EW, Dr. F. P. Cerniglia, Monroe, La. P 1500 kc 100 w unltd.
SBC, Chicago — CP change antenna, e trans. locally.
TAQ, Green Bay, Wis. — License for as modif. new equip., move trans. & io, change hours.
PPLICATION RETURNED — WCMI, land, Ken.

Ralston-Purina on NBC

LSTON-PURINA Co. Inc., St. uis (Ry-Krisp) will return to air April 3, Fridays, 10:30-45 p. m., on an NBC-WEAF work for 52 weeks. Marion lley, opera singer, and Josef estner orchestra will be the tal-. The program will be broad-t from the new NBC studios in llywood. Gardner Advertising , St. Louis, placed the account.

Kleenex Without Quest

HILE International Cellucotton oducts Co., Chicago (Kleenex) s renewed its contract on CBS, mention of Quest, deodorant, l be made after April 1 in ac-dance with the CBS policies d down last year. Kleenex's mmitment expires at the end of s month, hence the expurgat- of the Quest angle. The Klee- program features a dramatic tch, *Mary Marlin.*

ACCURACY

FREQUENCY CHECKS

Five Watts or Fifty Thousand Watts!

Domestic or Foreign!

From the weak peep of WLEZ, the 5 watt rebroadcaster in Norfolk, Nebraska, to the husky 50,000 watt voice of XENT, Old Mexico, our clientele includes over a hundred stations in all power ranges and locations on the North American Continent.

You will be interested in our lower prices on "AT" Cut Crystals.

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

Major Bowes Declared Balking at Renewal of NBC Artists Contract

WITH the *Major Bowes Amateur Hour*, sponsored by Chase & Sanborn, observing its first anniversary on the NBC-WEAF network this month, it is learned from reliable sources that Maj. Bowes is contemplating refusing to renew his present agreement with NBC Artists Service whereby it receives 10% of the gross billings of the Bowes amateur units on tour and whereby NBC books and sells the Chase & Sanborn show. The present contract with the Artists Service expires April 14.

The booking situation, however, has no connection with Chase & Sanborn's NBC contract, it was said, the proposed change affecting only the theater units, of which 14 are now on the road and which are said to have had gross billings of about $600,000 since last July. The theatrical grosses were largest during January and February of this year, and at the present rate may run around $1,500,000 for this year. The theatrical units are Maj. Bowes' personal property.

Maj. Bowes is said to be opposed to paying NBC its 10% commission in the belief that he can handle them himself from his own Broadway office. NBC since last July has serviced and exploited the amateur units, with Murray Bloom and Rubey Cowan assigned to the job.

That the amateur cycle would have lasted as long as it did, or that it would reach the pinnacle of popularity it has enjoyed, was a surprise to all in the radio field. and it is also well known that Bowes' road shows rest largely on his radio show's popularity for their drawing power. Despite his differences with NBC. it is entirely unlikely that Maj. Bowes will attempt to take his program to another network in view of the expense and buildup Chase & Sanborn has extended to it.

Brooklyn Case Deferred

ANOTHER month's postponement of the hearing on the so-called Brooklyn cases was ordered by the FCC at its general session March 11. The newest date is May 7 at which the entire case, involving a dozen applications, will be reopened.

New York Women Honor Margaret Cuthbert, NBC

NBC's director of women's activities, Miss Margaret Cuthbert, has just been honored by being selected by the New York League of Business and Professional Women as one of the League's 24 "women of achievement". Miss Cuthbert, who has been with NBC for ten years and who will be one of the honor guests at a banquet March 18, was recognized, said the League, "for her sympathy and understanding to the needs of women and women's organizations on the radio." Another NBC woman executive, Claudine Macdonald, was selected to speak on opportunities for women in the radio field to women students of the Syracuse University senior class at a vocational aids conference March 12. Mrs. Macdonald has been director of the NBC Women's Radio Review since 1929.

Publicity Firm Expands

PUBLICITY ASSOCIATES, Empire State Bldg., New York, announces the opening of a new department to be devoted exclusively to radio publicity for the exploitation of radio programs, artists and special broadcast events. The department will be under the supervision of J. Fred Coll and Miss Bettie Glenn. Coll was formerly director of publicity and special features of the American Broadcasting System and WMCA. He has been a member of Publicity Associates for more than a year. Miss Glenn was formerly of the NBC press department and is also a former publicity director of WMCA.

SCIENTIFIC



RADIO SERVICE

. . . Crystals are scientifically ground to an accuracy of BETTER than .01%. "It Pays to use the best," Say Radio Engineers, that's why we use Scientific Crystals.

CRYSTAL SPECIALISTS SINCE 1925

New Low Temperature Coefficient Crystals are supplied in isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals___$90

Scientific **RADIO SERVICE**
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-362

MEETS EVERY REQUIREMENT



Type 731-A Modulation Monitor

OF THE FEDERAL COMMUNICATIONS COMMISSION

Check these features against the Commissions Rule 139, as amended on October 29, 1935, Section D:

★ A d-c meter for setting the average rectified carrier and for indicating percentage carrier shift during modulation.

★ A peak indicating light which flashes on all peaks exceeding a predetermined value.

★ A new-type high-speed meter indicating continuously the percentage modulation either on positive or on negative peaks, selected at will.

The Type 731-A Modulation Monitor is priced at $195.00
Write For Bulletin X-3512-B

GENERAL RADIO COMPANY
CAMBRIDGE MASSACHUSETTS

VERSATILE! **IDEAL FOR ALL CONDITIONS**

The Amperite SR-80 Velocity, when in vertical position, has widest angle of pickup without frequency discrimination.
Permits 360° pickup when lowered and tilted until parallel to floor.
Same position provides narrow angle (X in diag.*) which can be used to eliminate undesirable noises.

NEW: POSITIVE, SMOOTH-ACTION STANDS! Write for Bulletin SM-1.

FREE TRIAL You are invited to conduct a Two Weeks' Free Trial of the SR-80 and accessories. No deposit. No obligation. Write us today.



AMPERITE Velocity DIAPHRAGM SPHERICAL

AMPERITE Company
561 BROADWAY NEW YORK

*Diagram shows angle of pickup without frequency discrimination of various types microphones.

AMPERITE Velocity MICROPHONE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

THIRTY-TWO page of information about "the eighth United States retail market" are contained in the 1936 edition of *Standard Market Data and New Information About KSTP*, just published by the St. Paul station. Complete data on coverage, programs and advertisers are included.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

NEWSPAPERS AID WBIG in Cooperative Series For Nearby Towns

COOPERATING with 23 weekly and semi-weekly newspapers, WBIG, Greensboro, N. C., has started a program entitled, *Our Neighbors*, Tuesday and Saturday mornings.

Salutes are given to communities represented by the newspapers, and items of general interest are selected and broadcast with the permission of these papers. Many readers of these newspapers appreciate the cooperation of WBIG, and a large number of letters are received commending the program.

In addition to helping the communities served by cooperating newspapers, a talent drive is being made. Two or three composers have sent to WBIG original compositions being tried by Lew Gogerty's studio orchestra, most notable of which is "Carolina Waltz".

WBIG receives each week more than 30 community newspapers that are read, clipped and in many cases filed for future reference.

CIGARETTES were given away for the first time on a network recently when Axton-Fisher Tobacco Co., on its MBS program *Cafe of the Red Dagger*, offered listeners a free pack of Spuds for the asking. More than 10,000 requests were received in two days at WOR, Newark.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Du Pont Disc Drive

E. I. DU PONT DE NEMOUR & Co. Inc., New York (paint) o March 9 started a WBS quarte hour transcription series title *Paint Parade*, twice weekly, o WSMB, New Orleans, and WJA Jacksonville, Fla. Another grou of stations is to be added the wee of March 16, with still more bein included April 6 until the numbe is about 20. Batten, Barton, Du stine & Osborn Inc., New York, the agency.

Adams Sponsors Fights

ADAMS HAT STORES, Ne York, broadcast blow-by-blow d scriptions of the last two figh staged at the Madison Squa Garden over WMCA and membe of the Inter-City group. On Ma 6 the sponsor will broadcast ringside description of the Tor Canzoneri-Jimmy McLarnin bou Sam Taub again will do the a nouncing. WMCA, WPRO, WCB WMEX, and WIP will carry t broadcast. Maxon Inc., New Yor is the agency.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Engineer and Press Operator with years experience and proven record, desi position with progressive station. Box 4 BROADCASTING.

Program director, writer, production announcing. Eight years radio. Ten ye theatre. Box 454, BROADCASTING.

Operator, graduate of R. C. A. In tutes; now employed as engineer of sm station. Young, ambitious, conscientio good references and willing to start small salary. Box 446, BROADCASTING.

Cleveland trained announcer, actor director. Can handle production, conti ity, and any announcing. Single. Av able. References. Box 456, BROADCASTI

Newspaperman, 14 years experie desires station connection — news edi commentator, or both. Midwest prefer Young, married, reliable. Box 457, BRO CASTING.

Thoroughly competent engineer-nouncer; three years with 100 watt 5 Kw. stations; familiar with desi maintenance, desires position. Go a where, available immediately. Age Address Box 452, BROADCASTING.

Licensed Broadcast Technician des position with progressive station, or manager or chief engineer of small stat Good education, seven years experie Now with 1000 watt station. Box BROADCASTING.

Program director with experience announcer — musical director — contin writer—orchestra leader. Properly ducted programs will increase sales enlarge scope of listeners. 8 years chain and independent stations. Emplo College degree. Box 455, BROADCASTIN

Engineer desires technical position broadcast station. E. E. degree. Exp enced in design, operation and mai nance of transmitter and speech i equipment. Holds radiotelephone first operators license. References. Now ployed designing broadcast station eq ment for manufacturer. Box 453, BR CASTING.

Wanted To Buy—Equipmen

UZ-4210 R. C. A. transcription turnt Address Box 445, BROADCASTING.

HOW NBC SAVES MILLIONS OF AMERICANS FROM RED RADIO EARS



"Oh, I wouldn't tell *that* one, dear"

REMEMBER that prickling sensation which presages the narration of a naughty number—in the wrong company? A number which would strew them in the straw in the livery stable, perhaps, but which would put the chill of death on the Saturday Evening Whist Club? Of course you do.

And your almost audible relief when the raconteur's wife sensed the situation and sweetly Signed Him Off! "There," you said, as your ears cooled, "*is a woman!*"

Multiply this danger by Millions

Perhaps you have never paused to reflect that the same danger is constantly present with radio. That the blight of the misplaced bon mot is apt to cause Red Radio Ears in not *one* American home, but in *millions*. That certain subjects which bloom beautifully and naturally on the shelves of the nation's pharmacies wither and die when introduced as dinner topics.

Here at NBC, we make it *our* job to fend off Red Radio Ears. We keep the family circle soothed and entertained.

Not with any idea of setting ourselves up as a Board of Advertising Morals, but with the conviction that common sense and good taste are ageless. Our Audience Mail Department confirms us—daily. You'd be surprised to learn how evenly the national common sense and good taste are buttered across the country.

Portland dittoes Park Avenue

The word that puts the delicately attuned ears of Park Avenue into the red also tints the ears of Portland, Ore. The exaggerated claim that draws a Bronx cheer north of the Polo Grounds will draw its counterpart—like an echo—in the suburbs of San Diego. The derogatory reference ("Dirty dig," to you boys in the back room) is as swiftly resented in Seattle as in Savannah.



"We're both playing ball for the same team—the advertiser"

NBC is greatly heartened by the cooperation of clients and their advertising agencies. Much remains to be done, but we are on the right track. So far as we are concerned, Red Radio Ears will yet be but a memory—one with red flannel underwear!

NATIONAL BROADCASTING CO., Inc.

AN RCA SERVICE • NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO

STUDIOS OF WGN

"WORLD'S GREATEST NEWSPAPER"

are

Completely RCA Equipped



THE huge studios of WGN, which cost a large sum, are completely equipped with RCA apparatus....When the new studio project was conceived, it was determined that money would be used unsparingly in order to achieve the very best results possible in the art of broadcasting. The building itself is an architectural gem; its interior a masterpiece of collaboration by architects, engineers, decorators; and its equipment is the finest obtainable....Thus this nationally-famous 50 kw. station joined hands with RCA for the perfection of program quality....When planning to enlarge or modernize your facilities, remember that WGN, one of the greatest stations in the country, able to buy the best, chose RCA equipment. Think also of the fact that RCA can equip stations of any size with apparatus that is simple in operation, rugged, dependable and economical in both first cost and operation.

TRANSMITTER SECTION

RCA MANUFACTURING CO., Inc.

Camden, N. J., a subsidiary of Radio Corporation of America

Get in touch with one of these offices: New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street
San Francisco, 170 Ninth Street • Dallas, Santa Fe Building • Atlanta, 144 Walton Street, N. W.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 7

WASHINGTON, D. C.
APRIL 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Mouthly. 25th issue (Yearbook Number) Published in February

17 MILLION PEOPLE

*spend billions to buy these products**

Automobiles

Chevrolet
Dodge

Beverages

Feigenspan's Beer
Welch's Grape Juice

Clothing and Apparel

Ansonia Shoes
Crown Overalls
I. J. Fox Furs
M-J Fur Company

Confections

Dolly Madison Ice Cream
Viva Candy Bars

Drugs and Pharmaceuticals

Alka Seltzer
B-C Remedy
California Syrup of Figs
Carter's Little Liver Pills
Dr. Edwards Olive Tablets
Father John's Medicine
Ex-Lax
Gude's Pepto-Mangan
Haley's M-O
Hoodlax
I.V C. Pearls
Ironized Yeast
Murine
Musterole
Peruna
Rem
S.S.S. Tonic
Vapex

Foodstuffs

Andy Boy Broccoli
Astor Coffee and Tea
Beardsley's Codfish
Bisquick
Bond Bread
Bonita Carrots
Borden's Farm Products
Burnham & Morrill's Baked Beans
Broadcast Corned Beef Hash
Colman's Mustard
Comet Rice

Foodstuffs (cont'd)

Del Maiz Niblets
Dole's Hawaiian Pineapple Products
Dromedary Dates
Dugan's Whole Wheat Bread
Educator Crax
Fisher Bread
Geisha Crabmeat
Golden Blossom Honey
Grandma's Old Fashioned Molasses
Green Giant Peas
Heart's Delight Food Products
Highland Vermont Maple Syrup
Hormel's Soups
Icy Point Salmon
Jones' Dairy Farm
Kemp's Sun Rayed Tomato Juice
Kraft-Phenix Cheese
La Choy Food Products
Libby's Canned Foods
Maine Food Products
Martinson's Coffee
Namco Crabmeat
Ocean Spray Cranberries
Ovaltine
Premier Mayonnaise
Prido Shortening
Red Heart Dog Food
Richardson & Robbins Canned Foods
Seald-Sweet Grape Fruit Products
Silver Cup Bread
Sunsweet Prune Juice
Taystee Bread
Three Diamond Crabmeat
Walker Gordon Milk
Wheaties

Gas and Oil

Pure Oil
Richfield Oil

Household Equipment and Furnishings

American Washing Machine Manufacturer's Assn.
Bigelow Sanford Rugs
G-E Washing Machines and Ironers
New Jersey Laundries
Olson Rugs

Insurance and Financial

Greenwich Savings Bank
Household Finance Corp.
National Safety Bank & Trust Co.
Personal Finance Co. of New York

Retail Establishments

Macy's
United Cigar Stores
Vim Radio Stores
Whelan Drug Stores

Soap and Kitchen Supplies

Furn-X
Lin-X
North American Dyes
Patapar
Oxydol

Tobacco Products

Girard and Henrietta Cigars
Spud Cigarettes

Toilet Goods

Bathasweet
Bost Tooth Paste
Calox Tooth Powder
Conti Products
Dr. Lyon's Tooth Powder
Drezma Cosmetics
Glamé Nail Polish
Kreml
Mennen Products
Pinaud Products
Phillips Milk of Magnesia Creams

Miscellaneous

Columbia University
Country Club Estates
Empire Gold Buying Service
Gruen Watches
Manhattan Storage & Warehouse
Milton Bradley's "Easy Money" Game
New Jersey Bell Telephone Co.
New York American
Port of New York Authority
Woman's Home Companion

*Advertisea over WOR in March, 1936

WOR

THESAURUS *Presents*

SENATOR FRANKENSTEIN FISHFACE



The Senator says:

"I'm—uh—er—My record reeks with —er—uh—er—speaks for itself! Uh— I hope! Uh—I have come to New York to starve to death—er—to start a revolution—no, I mean to start at the—uh —the top, by gosh! I stop for nothin', and I'm gonna shoot the works—I'll show 'em a thing or—uh—stuff—maybe!

"And, I view the—uh—THESO— so what—I mean THESAURUS—uh— with—uh—out—hesication—desihation —quiet—QUIET—hesitation and I— bink—link—mink—I mean think it one of the stand out—stand in—uh—out-standing—program services—next to me—my friends—I mean myself—for the people—by the people—yessir— you can vote on it."

FRANKENSTEIN FISHFACE

A SPECIAL PROGRAM

Appropriate music for Palm Sunday and Easter by the Trinity Choir is being released to THESAURUS subscribers this month.

NATIONAL BROADCASTING COMPANY, INC

A RADIO CORPORATION OF AMERICA SERVICE

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAG

Walter J. Neff and William Rogow
formerly of Station WOR
announce the formation of
Neff-Rogow, Inc.
specializing in radio advertising
with offices at 30 Rockefeller Plaza
New York, New York

Circle 7-4231

WWJ First in Listener Interest



HERSCHELL HART
RADIO EDITOR



TY TYSON
Assistant Manager of WWJ and Sports Announcer



MAXINE TELLER
WWJ Home Economics Expert



C. C. BRADNER
News Commentator

Besides being America's pioneer broadcasting station, WWJ possesses the unique advantage of a 63-year background of public relations experience. Many of WWJ's staff have been newspaper trained and have an expert insight into public wants that could be obtained in no other manner. Among the programs that make WWJ the most popular in the rich Detroit trading area are the following:

HERSCHELL HART'S "Gossip of the Stars" reveals the same first-hand knowledge and intimate association with the celebrities of radio that has made his "Air Gossip" column in The Detroit News one of the most widely read and oft quoted by "insiders" as well as the public.

C. C. BRADNER'S twice-daily broadcasts of news edited from the columns of The Detroit News are delivered in a manner and style so different and distinct that in every survey of program popularity ever taken in the Detroit community, Bradner has not only led ALL other newscasters, including the big names of radio, by wide margins, but has ranked right near the top, in audience perference, of all programs.

TY TYSON'S many years of base ball and foot ball broadcasting have made him easily the outstanding rado personality of the community. Always in step with the popular trends and knowing the great interest Detroit has in this year's Tiger team, WWJ has sent Ty to the training camp at Lakeland, Florida, from where he sends a daily bulletin to be broadcast each evening. Like all Ty's broadcasts, this has become an exceptionally popular feature.

MAXINE TELLER, WWJ's Home Economics expert, has that rare gift—only too seldom to be found—a woman's voice that sounds truly pleasing over the air. Miss Teller has a rich contralto voice with cultured, polished accents. She combines with it an extremely intelligent and interesting treatment of drab household matters that sets her program entirely apart from the many others that attempt this difficult part of radio programming.

America's Pioneer Radio Broadcasting Station

1 KW NIGHT
5KW
DAYTIME

Owned and Operated by The Detroit News

National Representatives: **JOHN BLAIR & COMPANY,** *New York, Chicago, San Francisco*

WHEN THE BIG LOCAL ADVERTISERS OF THE TWIN CITIES BUY RADIO

they favor KSTP

IN FACT THEY SPEND

25.4%

More Dollars On KSTP Than On Any Other Station

KSTP talent and production staff produce 67 commercial shows of 15 minutes or more each week—a greater number than any other Twin Cities' station.

KSTP talent and production staff produce 136 commercial shows weekly of 5 minutes or more—a greater number than any other Twin Cities' station.

KSTP received contracts from 70 nationally recognized advertising agencies from coast to coast during 1935.

KSTP
NORTHWEST'S LEADING RADIO STATION

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES; in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair & Co.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



"Has anybody called F & S?"

IF you've never given us an opportunity to help you out of a jam, we believe you've missed a new experience. How? Well, it's hard to explain. It's the experience of being *worked for* by guys who regard your well-earned respect and goodwill as an essential factor in their business lives, rather than seeing you as a possible victim to be fattened up for the slaughter —"sold."

That's badly expressed, but the idea is that we really want to be in the position of sincere, trusted *and helpful* co-workers with anybody who's trying to do an honest job in radio. We think we can be that to you, if you'll let us. Will you give us a ring?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO . . . (NBC) . . Des Moines	KMBC . (CBS) . . Kansas City	KFWB . . . . . Los Ange
WGR-WKBW (CBS) . . . Buffalo	WAVE . (NBC) . . . Louisville	KOIN . (CBS) . . . . Portla
WIND-Gary — WJJD-Chicago	WTCN . . . Minneapolis-St. Paul	KOL . (CBS) . . . . Sea
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KVI . (CBS) . . . . Taco
	KSD . (NBC) . . . St. Louis	

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 7 WASHINGTON, D. C., APRIL 1, 1936 $3.00 A YEAR — 15c A COPY

Biggest Station Deal in History Effected

CBS Consummates Agreement to Buy KNX, Los Angeles for $1,250,000 as Pacific Coast Key Outlet

INVOLVING the largest station purchase in history, KNX, Los Angeles 50,000 watter, has been sold to CBS, subject to FCC approval, for a reported price of $1,250,000. This would be paid in four installments over a four-year period.

The sales arrangement was consummated in New York March 19, after several days of negotiation, by Guy C. Earl Jr., president and principal owner of Western Broadcast Co., with William S. Paley, CBS president, and other network officials.

The entire arrangement is based upon FCC approval of the transfer and also is conditional upon renewal of the KNX license, now issued on a temporary basis because of program citations. It contemplates substitution of KNX for KHJ as the Los Angeles outlet for CBS, effective next Jan. 1, at which time the current CBS contract for use of the Don Lee Network as its Pacific Coast adjunct expires. Presumably other stations of the Don Lee-California network simultaneously will sever their CBS affiliation.

The KNX purchase arrangement has been brewing for several months. G. A. Richards and Leo B. Fitzpatrick, principal owners of WJR, Detroit, and WGAR, Cleveland, had been in negotiation with Mr. Earl but that deal fell through, it is understood, because of failure to agree upon terms.

West Coast Plans of CBS

WHEN these negotiations petered out, CBS took them up itself. So far as known, CBS does not contemplate passing operation to the Richards-Fitzpatrick organization, but intends to build its own Pacific coast organization around KNX. This, however, probably will not be definitely worked out until Mr. Earl procures approval of the transfer from the FCC Broadcast Division.

CBS, it is reported, long has sought a high power, clear channel outlet on the Coast to place it on a better competitive situation with NBC. It has only one such station in the entire Western area —KSL, Salt Lake City, an affiliated outlet. NBC on the other hand, has KOA, Denver; KPO and KGO, San Francisco, all of which it operates, and KFI, Los Angeles, and KJR, Seattle.

KNX, with its phenomenal coverage in 11 Western states, would greatly strengthen the CBS competitive position. Moreover, it would place it in an excellent position in view of Hollywood's growing importance as a talent center and network program originating point. CBS has had to face a constant barrage from members of Congress and from listeners in several remote Western states—such as Montana—because of lack of outlets for coverage in that area.

Linked directly with the agreement to purchase have been the frequent visits of CBS officials to the Coast. Sam Pickard, CBS vice president in charge of station relations, has been on the Coast practically all of this winter. Mefford R. Runyon, CBS treasurer, was on the Coast for several weeks following Christmas largely on this mission.

Application for the transfer has not yet been filed with the FCC. Until it is, it is presumed that precise details of the transaction will be kept confidential. Paul M. Segal, Washington counsel for KNX, is expected to file the necessary papers. A number of weeks may elapse before that is done.

Transfer of KNX to CBS would presage a number of important changes in network affiliations on the Pacific Coast and perhaps hasten the plans of Mutual Broadcasting System to expand into a transcontinental network. KNX now is linked by wire with KSFO, San Francisco. More then likely the shift from Don Lee also would embrace a change by CBS from the Don Lee San Francisco outlet, KFRC, to KSFO, which is now independently operated.

Several programs on MBS have been routed to KNX, and there have been rather active discussions of its affiliation with that network. The barrier has been the long wire-haul from Chicago to Los Angeles and the linking of intermediate stations in such cities as St. Louis, Kansas City, Denver and Salt Lake City. Conversations have been had with stations in each of these cities, and in two cases, it is understood, tentative arrangements have been made.

McClatchy Group Consulted

TENTATIVE plans, it is reported, also have been discussed by CBS with the McClatchy newspapers, operating four California stations which are at present segments of the CBS-Don Lee network. They are KFBK, Sacramento; KWG, Stockton; KERN, Bakersfield, and KMJ, Fresno. Evidently these stations would become affiliated with CBS as regular outlets with KNX as their Pacific Coast key.

Conversation logically has drifted to use by MBS of KHJ and KFRC in the two largest California cities. In St. Louis MBS has

(*Continued on page 62*)

PRINCIPALS IN RECORD STATION SALE



MR. EARL



MR. PALEY

Hearst Radio Buys Three More SBS Stations, Acquiring the Entire Group

HEARST RADIO Inc., subsidiary of the publishing interests headed by William Randolph Hearst, has concluded arrangements for the purchase of three more units of the Southwest Broadcasting System. This was learned March 25 from entirely reliable sources, although the details of the deal and the prices paid for the stations were not disclosed.

Subject to FCC approval of the transfers of ownership, Hearst Radio thus acquires KTAT, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. These are in addition to KTSA, San Antonio, and KNOW, Austin, which Hearst Radio purchased early in March for $180,000 and $45,000, respectively. Whether the SBS network will be maintained as such will depend upon Hearst plans, but it is reported from Fort Worth that the network is now merely carrying out its chain commercial commitments.

With its acquisition of all five of the Southwest units, it is presumed that Hearst will assign Elliott Roosevelt, son of the President, who on March 10 became vice president of Hearst Radio and president of the KTSA and KNOW now operating companies, as directing head of all the stations. This assumption would appear to be confirmed by Young Roosevelt's statement that he intends maintaining his home in Fort Worth, where since last September he has been vice president of Southwest Broadcasting System.

Except for the *San Antonio Light*, Hearst has no newspapers in the cities in which the stations are located. This marks a departure from his original policy of seeking to acquire radio outlets in

(*Continued on page 66*)

Radio Flood Service Brings Lavish Praise

By J. FRANK BEATTY

Stations Turn Over Entire Facilities to Aid of Public; Lives Risked, Elements Defied in Battered Regions

HELP and comfort for millions of flood victims, caught in the wild waters that submerged scores of cities from Maine to the Carolinas and from the Atlantic to the Midwest, were provided in heroic manner as radio set up without preparation the most elaborate system of communications and relief in the history of major national disasters.

With no thought of cost or lost revenues from sponsors, broadcasters stopped everything and turned over their facilities to the public service. When all other means of communication had failed, stations in flooded areas stayed on the job, night and day, to broadcast warnings, to serve as a clearing house for information, and to act as headquarters for Red Cross, for military police, relief, fire-fighting and other agencies.

A fortnight after the worst had passed finds stations back to normal again, for the most part, although some are still limping along on crippled equipment. A number of stations were torn off the air, but in most communities there was reception from at least one nearby station. In many cities power was shut off and for a time only automobile and battery sets were in operation.

Radio Was Ready

THE STORY of broadcasting service is being told by a million mouths. Red Cross and all public and civic agencies are lavish in their tribute to radio. It is a narrative of a new kind of public service in time of catastrophe, and in its wake is the comforting thought that radio will be ready for future events of the type.

A novel type of communication was set up when broadcasters tied in directly with amateurs and put their stations on the networks. Amateurs cooperated nobly with stations and relayed countless bulletins as well as providing eyewitness information from flooded points. A survey by BROADCASTING of the work done by stations, networks and their personnel brings out many of the highlights of what has proved a conspicuous radio public service; difficulties in getting data out of the beleaguered areas alone prevents it from being complete.

Major networks went the limit to provide flood warning service, supply listeners with information from inundated areas and fill in the breach where other means of communication had been crippled.

Battling power failures, blocked highways, skeleton railway service and difficult flying conditions, they kept crews on the job and informed the world what was happening. Power failure in Pittsburgh affected network lines passing through the city as repeater stations were put out of commission and miles of wire were torn by the flood.

Two NBC field units were marooned in attempts to reach devastated areas. A unit of five men was sent out at midnight March 17 by William Lundell, NBC director of special events. In the unit were George Hicks, announcer; Harold See, engineer who flew the Pacific on the *Philippine Clipper;* Jack Hartley, W. R. Brown and Don Whittemore. On a train consisting of engine and caboose they got as far as Lewistown, Pa., where high Juniata waters marooned them in the railway station. They put on a broadcast with the aid of kerosene lamps as water lapped at the foundation of the station. They went three days with little sleep and a diet of ice cream and saltines.

Another crew sent from KDKA, Pittsburgh, got to Johnstown. (Their experiences are recounted elsewhere in this article.) Ted Kimball, NBC announcer, flew from Washington to Johnstown and back in an Army bomber. Upon his return he broadcast a description of the flooded Potomac and Johnstown regions.

NBC set up emergency short-wave circuits to guard against trouble in New England but was not required to use them. Engineers in NBC's Radio City studios were on almost continuous duty for days. Two staff engineers who operate amateur stations, George Milne and Edwin C. Wilbur, stuck to their sets for 48 hours, keeping in touch with amateurs.

Besides broadcasting appeals for relief, warnings on health, fire precautions and road information, NBC offered elaborate news coverage and originated programs from Johnstown, Lewistown, Pittsburgh, Hartford, Washington, Altoona, Wheeling and Philadelphia, with relays from amateur stations in Allentown and Punxsutawney.

Equally active was CBS, with one of the features being a *Marc of Time* in which many amateurs figured. Bob Trout, CBS special features announcer, flew over the Connecticut River in a chartered plane. Time limitations on him were relaxed because of the unusual circumstances. With only his stop-watch as a guide, Trout watched the second hand and hit the half-hour deadline squarely on the nose with his "This is the Columbia Broadcasting System." James Kenney was the engineer. The signal from the plane was picked up by RCA at Riverhead, Long Island and sent over telephone lines to New York.

Robert Moe, CBS New York engineer, who happened to be in Pittsburgh, and Tony Wakeman, an announcer of WJAS, Pittsburgh, did most of the broadcasting from the Steel City and Johnstown. One of their broadcasts originated at the little mountain town of Ligonier, nearest point where a phone line could be found.

Officials Use Networks

CBS put Governor Earl of Pennsylvania on the network from WHP, Harrisburg, in a Red Cross appeal, as well as Admiral Grayson, Red Cross chief, from WJSV Washington. The Washington pickups were arranged by Ted Church and E. Murrow. Harry Hopkins, WPA administrator, and Governor Curley, of Massachusetts spoke on CBS.

Among stations cooperating with CBS were WWVA, Wheeling; WBRE, Wilkes-Barre; WFBG Altoona; WHP, Harrisburg; WDRC, Hartford; WCAO, Baltimore for a Hagerstown, Md., pick up, and Yankee Network.

Jack Roche, assistant to Paul White, CBS director of public events and special features, directed the coverage.

William Ensign, CBS salesman who was scheduled to meet Mr. White in St. Louis, boarded a train for St. Louis, scheduled to go via Cleveland. He awoke the next morning and found the train was in Staunton, Va.

The Association of CBS Technicians at WABC, New York, quickly raised a $50 fund for Red Cross relief and the money was presented to Kate Smith on a special program for the Red Cross on March 19. The A. & P. songbird devoted all of her program to an appeal for flood victims. A. & P. bought an extra quarter-hour for her three appeals and eliminated commercials.

Boake Carter, Philco commentator, took a four-hour flight of United Air Lines and broadcast a description of the Pennsylvania floods over CBS. He was also "fed" first-hand news material by amateur operators in the distressed areas of Pennsylvania and Maryland.

Among heroes of the catastrophe was Dr. Joseph Vancheri, amateur operating W8BWH at Punxsutawney, Pa. Just two hours after he had broadcast over

When WTIC Heeded Cries of Distress: A Saga of Public Service and Loyalty

SURROUNDED by flood waters that devastated Hartford and sections of New England, Paul W. Morency, general manager of WTIC, wrote this graphic eyewitness account of the debacle, explaining what happened and what WTIC and Hartford did about it. Here is his story, written as the water began to subside.

By PAUL W. MORENCY
General Manager WTIC, Hartford



Mr. Morency

AS WE look across the troubled panorama of our people's hasty retreat from rising waters — their bewilderment at the sudden crippling of facilities for light, heat and transportation—their fears and anxiety for the safety of friends and loved ones, certain constructive forces hitherto unnoticed in the bustle of relief activity comes to the surface to make us realize how we got along as well as we did. And why it was that—in spite of the most trying conditions — Hartford was an orderly community, self-sufficient and able to carry on.

Most broadcasters are familiar with the yeoman service performed by the Red Cross, the American Legion, the state and city constabulary, the military, the city hall, the public utilities and other groups organized for the public welfare. It is my purpose to give the details of the part played by the broadcasters — amateur and professional — in cooperating for the public good, and to explain how, by the dissemination of valuable and authentic news reports of current conditions; by the alleviation of fear caused by false and hysterical rumors; by the prevention of the spread of disease through the publication of health reports; by aiding traffic conditions in the broadcasting of emergency traffic regulations; and by bolstering the morale of the community by the presentation on the air of community leaders responsible for that morale, broadcasting too has had a definite share in making the past few exciting days easier for all.

When you consider how modern broadcasting is dependent upon electric power and how most of Hartford was without power for many hours, you may well wonder how it was that WTIC—owned and operated by the Travelers Insurance Companies—has been in constant and continuous operation during the flood period, the only local broadcasting station able so to do. Hastily organized to meet the emergency, the engineers at the station's transmitter ten miles from Hartford on Avon Mountain were able to cut in on electric power from neighboring cities less than a half a minute after the regular power finally failed—as

(*Continued on page 60*)

past-to-coast NBC hookup, he collapsed at his post following 36 hours of continuous duty relaying messages to and from the stricken area.

The hookup was effected by Richard Urian, Philadelphian operating amateur station W3CRO. KYW, Philadelphia, keyed a line into W3CRO. After Urian had asked amateurs to clear the channel, he called W8WBH at 11:30 a. m. A few seconds later Dr. Mancheri began his colorful description of flood conditions in isolated Wyoming Valley and the program was keyed to NBC from KYW.

W3CRO then contacted W3EEY, Allentown, operated by Donald Wilbur, who relayed a description of the flood in that section.

With these two amateur relays, NBC established a new system of communication.

Ed Wynn, broadcasting for Plymouth Motors on CBS March 19, stepped out of character for the first time in his radio career to make an appeal for Red Cross funds. Many other programs provided similar public service.

Mutual Broadcasting System broadcast programs from Yankee Network, WCAE, Pittsburgh, and WWVA, Wheeling, as well as supplying complete news coverage. The special features division of WOR, Newark outlet of MBS, lined up the eye-witness broadcasts.

[Yankee Network's coverage is described in the next column.]

Well In Advance

EVEN before the flood situation had developed, NBC had established March 13 a flood warning service in cooperation with the U. S. Coast Guard, Red Cross and U. S. Weather Bureau. Arrangements had been made for the Weather Bureau to send flood warnings to NBC at Radio City that alarms might be broadcast to communities in danger. Mobile transmitting units had been assembled for placement aboard Coast Guard planes surveying inundated areas and guiding rescue workers.

The flood that washed out the Golden Triangle of Pittsburgh also washed out the *Pittsburgh Plate Glass Symphony* broadcast scheduled for an NBC-WJZ network March 19. The sponsor substituted the NBC Symphony Orchestra, playing from Radio City with Frank Black, NBC musical director, handling the baton.

When it was learned March 18 that it would be impossible for KDKA to key the program from Pittsburgh, a hurried call was sent to the Newark airport to take Joseph Bentonelli from the Pittsburgh plane just ready to take off.

Edward L. Patton, Pittsburgh Plate Glass Co. advertising manager, and Ken Fickett, of the radio staff of Batten, Barton, Durstine & Osborn Inc., New York agency handling the account, already had boarded a Pittsburgh-bound plane. Shortly after leaving Newark they learned that the plane would not stop until it reached Columbus, O. They took a plane back to New York the next morning.

All March 19, BBDO tried to contact its Pittsburgh office but without success, nor could they reach the sponsor or the studio, all three located in the Grant Bldg., in the Triangle. Carnegie Institution, where the programs are



A FEW MORE INCHES—And the dog house of WJSV, CBS Washington station, would have been in the Potomac. Water rose almost to the tuning inductances. Just a bit more and WJSV would have been without its transmitter, located on the Potomac near Alexandria.

broadcast, was out of the flood zone but even if KDKA had been able to pickup the broadcast it is doubtful if the orchestra personnel would have been present.

NBC cancelled its *Music and American Youth* program from Buffalo March 22 when the city was snowbound, student performers being unable to reach the studio.

As late as March 24 MBS was providing flood descriptions. On that day it broadcast a four-point description from Cincinnati, with announcers in an airplane, a Naval reserve boat on the Ohio River, atop a city tower and on a short-wave truck in downtown Cincinnati.

Yankee On the Job

YANKEE Network News Service got its first inkling that floods were imminent on March 18. John Shepard 3d, president of Yankee Network, sent Leland Bickford, news service editor, and Gerry Harrison, director of public relations, to Westfield with instructions to pick up Linus Travers, production manager, at Worcester.

Driving over flooded roads and over swollen streams, they finally reached Springfield, at times having their car towed through water three feet deep. Meantime Mr. Shepard contacted WMAS, Springfield, and an operator and announcers were sent to Westfield.

The Boston trio arrived in Springfield in time for the scheduled 4:45 broadcast and with the aid of emergency telephone lines at the Westfield dam a program was sent over Yankee and Mutual networks. Linus Travers gave the Springfield story from WMAS studios, with Neil Wallace and Bob Feldman, WMAS announcers, at the microphone and Jimmy Spates at the controls.

Another broadcast was given at 8:15 that evening from Westfield, the broadcasters leaving the dam just before Westfield was cut off by water.

Meantime the Connecticut River had started to overflow, with West Springfield inundated. Reports of flood progress were sent by teletype. WMAS turned over its facilities to public and relief organizations, which made continuous use of the station. Families who had been separated were brought together by radio and emergency appeals were made for clothing, cots and blankets.

As general flood conditions appeared imminent throughout New England, Bickford returned to Boston to handle dispatches from all sections. At noon March 19 Yankee, feeding also the Mutual network, brought word pictures of the flood direct from refugees in the Springfield High School of Commerce. In the afternoon Bob Feldman and his car were moored in water at Willamansett and climbed aboard a truck of stone bound for the giant Holyoke dam, rumored to be in danger.

A one-tube amplifier made by Spates was used for flood broadcasts. Just in time for a 3:15 broadcast, after being delayed by National Guard, the Yankee crew reached the foot of the Holyoke Falls. Travers' life was saved by Gerry Harrison, who grabbed him just as the side of the bank gave way. They returned to Springfield just before Willamansett was inundated.

Told to Get Out

ACTUAL stories of refugees were broadcast that evening from Red Cross headquarters in Springfield. Rumors of the breaking of Holyoke dam were dispelled by WMAS locally. At 2:20 a. m. March 20 the power failed and WMAS went off the air.

WDRC, Yankee station at Hartford, Conn., closed down at 8 p. m. March 20 when power failed.

On the 18th WFEA, Manchester, N. H., was designated by Governor H. Styles Bridges as public information headquarters of the State. Vincent H. Chandler, chief operator, organized a four-point group of 5-meter transmitters and receivers.

Persons in danger zones were notified of their plight by WFEA and moved to points of safety, not a life being lost. Lines to the transmitters were lost for a time, as well as the power supply, but electric and telephone companies sent out emergency crews who restored service after emergency authorities ordered them to give priority to this service.

Emergency bulletins were broadcast from the governor's office and all relief and rescue activities were coordinated through WFEA, which was the only means of information on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sandbags around Amoskeaf Dam, which was in danger.

Vincent H. Chandler, WFEA chief operator, was ferried and motored to the transmitter with a 5-meter outfit and set up equipment there with the aid of Jack Frost, who had been on watch alone for more than 24 hours. Thus contact was maintained with the studios. WFEA had no program line service out of Boston after Thursday evening. As the flood subsided, the station was the clearing house for salvage and relief work.

Thousands of Messages

WLLH, Lowell, Mass., broadcast some 2,000 emergency messages during the flood period, placing its facilities in the hands of public and relief agencies. In addition it broadcast constant news bulletins.

Robert F. Donahue, manager of WLLH, in a broadcast March 22, said: "It was our hope when conditions became serious Thursday that we would have the cooperation of Lowell newspapers in bringing all information to our listeners. In the absence of this cooperation, and although our facilities were overtaxed with emergency messages, we have also broadcast factual news which we believed important. We have attempted to present these bulletins in such a manner as to give an accurate picture, without causing undue alarm or panic. At this point we wish to thank the *Lawrence Telegram* for the bulletins they furnished us."

WLLH was in the center of the Merrimack Valley flood area and was not far from a power plant which supplied an emergency line across a canal. WLBZ, Bangor, Me., remained on the air. Like other Yankee stations it was unable to communicate with Boston because of telephone and teletype trouble, Yankee reported, but its broadcasts were heard regularly.

In Springfield WMAS assembled a gasoline-driven generator obtained in Boston and shipped by highway to the station. After giving out warnings March 18 that the Greenwood Dam at New Hartford, Conn., had let go, WDRC, Hartford dispatched a crew to the scene of the disaster. An emergency hookup was completed and the story told from a bridge spanning the river at Unionville, a few miles below. WDRC later sought FCC permission to transfer its programs to WNBC, New Britain, according to a message phoned to Yankee headquarters by Franklin M. Doolittle, president of WDRC.

A. J. Stephenson, Yankee publicity director, took an active part in the network's flood service.

WTIC, Hartford, kept on the air as its engineers at the transmitter, ten miles away on Avon Mountain, cut in on power lines from neighboring cities less than half a minute after the main source

Harmonizing the Flood

DESCRIBING flooded Potomac waters from atop the Washington Monument, Shannon Allen, NBC Washington production manager, introduced over the air a director and a member of the Washington Goodwill Baptist Church choir. Asked by Allen to describe their reactions to the flood, they responded with two spirituals, "Deep River" and "Down to the Sea".

of power had failed. [See special article on Page 8 by Paul W. Morency, WTIC general manager.]

In New York state snow and sleet added to the troubles of broadcasters. On March 18 a sleet storm ripped down the transmission lines linking the studios and transmitter of WHAM, Rochester. The break occurred just ten minutes after the day's schedule had opened. To keep commercials on the air, artists and musicians were driven to the transmitter 15 miles away and performed in the operations room with the 50 kw. transmitter. A piano and transcription turntable were sent to the transmitter.

Awaiting the arrival of talent for the *Mrs. Thrifty Buyer* script program, operators filled the gap by whistling the theme song. After five hours of makeshift programming communication was reestablished.

WGY, Schenectady mobilized 20 transmitters and offered the facilities to state and municipal officials, along with 12 transmitter and control engineers who were licensed as amateurs. They spent long hours tuned to amateur bands and acting as relay stations for distribution of news and messages.

State police of Massachusetts used WGY to warn Connecticut Valley residents that the Vernon, Vt. dam had broken loose. Health suggestions were broadcast by the New York health department and the highway department broadcast road information.

Licensed amateurs on the WGY staff are: A. H. Korb, W2CGO; H. C. Mosher, W2HEL; R. K. Strong, W2SJ; Warren Munson, W2BKM; Harold Tolson, W2EBDE; E. G. Nickle, W2EGN; R. S. Yendle, W2ETY; G. R. Amey, W2CTC; G. M. Hoffer, W2AVG; R. L. Millham, W2EZ; T. G. Schumacher, W2AIX; Gene Darlington, W2ALP.

The U. S. Works Progress Administration announced that WPA chiefs in the Binghamton-Albany section relied on radio for contacts with district directors and supervisors. WGY, as well as WOKO in Albany, were pressed into service to broadcast instructions to WPA district officials.

Water in Smoky City

FOR SHEER DRAMA and humane service, Pittsburgh stations stood out prominently in the catastrophe, KDKA, WCAE, WJAS, KQV and WWSW all turning over their facilities to public aid as long as they could stay on the air. All stations except KDKA were affected by temporary power shutdowns and KDKA is still burning over published reports that it was forced off the air.

The devastation that followed the swamping of the Golden Triangle by Allegheny and Monongahela waters led to a series of radio adventures that KDKA had not experienced since it took to the air on Nov. 2, 1920 as the first station operating on a regular schedule.

When the flood got into full swing March 17, Walter C. Evans, Westinghouse radio manager, in Pittsburgh with S. D. Gregory, assistant manager, took personal charge of KDKA's flood coverage. With the transmitter located at Saxonburg, 30 miles to the North, it operated with emergency battery systems in the studios which were able to stand a week's drain and with uninterrupted power at Saxonburg.

KDKA's bulletins on flood conditions, its appeals for aid, and messages of public and relief officials as well as advice concerning water, gas and electric service is credited with having buoyed the courage of suffering Pittsburghers. By 4 p. m. March 18 KDKA was the only local station still broadcasting and it became the clearing house for all Western Pennsylvania information.

On March 17 at KDKA Dwight Myer, plant manager, authorized two engineers, Glenn Luther and George Saviers, to go to Johnstown with Glenn Riggs, announcer. They left by a special train which took all night to go some 75 miles. Arriving in Johnstown, they luckily found a boat, loaded the pickup equipment on board, and soon found themselves overturned in the swift eddies.

Back at the Oars

ALL MANAGED to hang on to the boat and salvage the remote equipment. Again taking to the oars, they reached the telephone office, sent a few bulletins to KDKA, and at 2:17 p. m. were on the NBC-WEAF network telling what was happening in engulfed Johnstown. At 2:18 p. m. they obeyed orders of state police who faced them with pistols, abandoned the broadcast after one minute on the air, and rushed three miles to high ground and shelter. Police had started removing everyone from low regions following rumors that the Quemahoning dam above the city was tottering. On their way to safety each of the KDKA men obeyed police orders, grabbed a girl telephone operator, and made for high levels.

Later in the afternoon came word that the dam would hold so the three returned to the telephone building and sent to KDKA the first word that the dam would hold. They got out of Johnstown on a work train after being on the job 52 hours.

Meanwhile a Johnstown amateur, W8FRC, kept in touch with H. W. Irving at the KDKA Saxonburg transmitter and gave an eye-witness account. Soon other amateurs contacted Irving and a regular communication system was established with Westinghouse shortwave stations in Pittsburgh, Philadelphia and Boston to handle flood messages.

While the KDKA triumvirate was braving the Johnstown elements, Pittsburgh's troubles and water were piling up at a mad rate. The waters that had engulfed Johnstown and raised Allegheny tributaries went on a rampage, and teaming with the Monongahela, inundated much of downtown Pittsburgh until it had submerged street cars and reached the second floor of department stores.

Out of the Frying Pan

THE TIDE of rising water swept on down the Ohio, and Luther and Saviers, who had just started to catch their breath after the Johnstown escapade, were dispatched to Wheeling along with Ed Sprague, announcer. Late in the night of March 19 they reached a suburban hamlet where they caught a Baltimore & Ohio train to Wheeling. Heading for the telephone office, they connected their pickup unit and went down the streets. Saviers walked backwards holding the unit, Luther was in front at the dials and Sprague walked alongside holding the microphone. Soon they were on an NBC-WJZ network.

Later they rowed around flooded Wheeling. Among novel sights was that of traffic lights blinking on schedule beneath the water with only boat traffic to guide.

Back in Pittsburgh utilities were installing emergency service March 19 and by the next day the city started the painful return to normalcy.

The story of WCAE, operated by Hearst Radio Inc., is an equally thrilling tale of service. When waters passed flood stage March 17 WCAE began broadcasting water levels and flood reports hourly later every quarter-hour.

Telephone calls soon engulfed the switchboard and special five and ten-minute broadcasts were devoted exclusively to flood news. By March 18 national interest had been aroused and a noon-hour *News Parade* was fed to MBS, with Norman Twigger facing the threat of momentary power failure as he described from the 21st floor of the William Penn Hotel, the water lapping at the second-story windows beneath.

Telling the News

MBS carried two more news programs from WCAE that day. The following day both Mutual and NBC-WEAF networks were fed special flood programs even after WCAE was unable to broadcast locally due to inundated power plants.

Staff men in the street phone in descriptions which were interspersed with official warnings and telephone reports from outlying towns. Incoming calls could be handled but few outgoing calls were possible.

After news service wires went dead staff writers relied almost wholly upon those assigned to the streets and on calls from persons in suburbs. Material from the *News Parade* programs was published in New York papers, eager to get flood news, WCAE was informed.

Resuming local broadcasting March 19, WCAE found it was serving mostly a car-radio and battery set audience in Pittsburgh. On short notice that night it arranged a remote pickup from floors below in the William Penn Hotel to broadcast impressions of Gen. Hugh S. Johnson, stranded in the city, and J. Rogers Flannery district Red Cross director. The broadcast also was fed to Mutual.

WWSW's studios are located within 100 yards of the Monongahela River and not far from the Point where it intersects with the Allegheny to form the Ohio, but the staff carried on until 3:30 March 18 when the power failed. The staff moved in and out of the Hotel Keystone studios in a canoe the lobby being immersed. At the hotel with glasses, WWSW observers furnished information on the progress of the flood, cooperating with the Red Cross, Army and civic groups.

The station was off the air 36 hours, reopening with temporary studios in the Oakland section of the city when the main studios on the 21st floor of the Keystone Hotel were beyond reach. The set was expected to be used for at least a week, according to Fra R. Smith Jr., WWSW manager.

As late as March 23 CBS was trying to find out what had happened to WJAS, which went off the air when the flood got under way in the Pittsburgh section.

The disaster at Wheeling, W. Va., and the contribution of WWVA are described in a separate

C. & O. Flood Spots

"THE Chesapeake & Ohio Railroad is open and safe!" With this dramatic announcement, spotted as closely as possible to news bulletins and broadcasts from the flood-stricken areas, C. & O., big radio user, kept the public apprised of the condition of its road, which fortunately escaped the flood's ravages and which had to be used by other railroads in their reroutings. Spots were kept in good taste, the railroad considering it a public service to apprise the public that its facilities were still available when other roads went out. In addition to its regular schedule of nightly transcriptions and spots, C. & O. bought special time on WRC, WJSV, WMAL and WOL, Washington; WCKY, Cincinnati; WFBM, Indianapolis; WHAS, Louisville; KPRC, Houston; KVOO, Tulsa; WREN, Lawrence, Kan., and KSD, St. Louis.



WHP's FLOOD CREW—In the studios of this Harrisburg station, busy with flood broadcasts that threw off commercials in what was to have been one of WHP's most profitable weeks, are Beatrice Potteiger; Ed Smith, announcer; Manager A. K. Redmond leaning over Smith's shoulder; Glenn Rutt, announcer, checking a report.



EADY IN ADVANCE—NBC's Washington staff was ready a day in dvance of the expected Potomac flood crest with crews and remote quipment. Here are engineers waiting to take off for flood points. Left o right: C. M. Clark, A. R. McGonegal, P. I. Merryman, W. H. Chew, . A. Ullman, F. Fugazzi, A. E. Johnson (division engineer); Keith Villiams (in foreground), with their remote equipment.

rticle on Page 12 by George V. Smith, managing director of WVA.

At Huntington, W. Va., WSAZ rganized a scouting party and aged persons in various parts of ne city. Arrangements were made o cut in telephone conversation om them. Through this means sses were kept to a minimum. ermission was obtained to con- nue beyond authorized daylight ours and the staff worked with- ut thought of time or fatigue, ac- rding to W. C. McKeller, WSAZ resident.

WRAK's Heroic Work

HEN WRAK, Williamsport, Pa., reeted its morning audience at :30 March 17, staff members had o idea that it would be more than week before the station signed ff for even a moment. Sensing pproaching disaster March 17, RAK began collecting flood in- rmation and warned listeners of he situation and told those living n what was expected to be the undated region to leave their omes.

WRAK facilities were offered to he Red Cross and George R. La- ade, chairman of the emergency isaster committee, went on the air ith an explanation of the situa- ion and an explanation of what o expect and what to do. Ar- angements were made with Mayor harles D. Wolfe to sound fire histles for high water.

Through the night a check of ater level was given every 15 inutes with the staff remaining n duty. On the morning of March 8 notice was broadcast that a 0-foot depth would flood the low- r portion of the city at least a oot. By 10 a. m. it was learned hat this was only the beginning nd by noon the water was four eet deep and rising rapidly. A 6-foot crest was reached that ight, when power and telephones ent down.

The WRAK transmitter failed ithout warning but Louis N. ersiol, chief engineer, started to uild an auxiliary transmitter, ith the aid of his assistant, lenry S. Palmer, who had gone ome for a bit of rest. On his ay to the studio Palmer contact- d Allen Glaes, operating amateur tation W8VK, and contact was es- ablished with WRAK.

At 2:30 March 18 the auxiliary transmitter was tested. To learn if it was reaching listeners with battery sets, George E. Joy, manager, suggested that car owners be asked to toot their horns. Faint toots were heard from windows and WRAK knew it was on the air again.

All the time the water was rising and the studios in the *Sun Gazette* building were just four blocks from the water line, surrounded by a raging torrent.

When a blast shook the Wakenhut Ice Cream plant, two blocks away, clouds of smoke billowed skyward to add to the misery but the WRAK staff worked on, too tired to worry about danger. Soon the building was in four inches of water. Later engineers strung a wire from the power plant headquarters a half block away by throwing the wire to a rowboat which carried it to the plant. This permitted contact with the Glaes amateur transmitter as well as outside cities. This was the only telephone contact in the city.

No Other Communication

ALL THE TIME the WRAK staff had been working without food. Stranded employes of the *Sun Gazette* and the Sears-Roebuck store, on the first floor, took refuge up above in the WRAK studios, some 50 being quartered there with only five cots available. Announcers were assigned the task of displaying cheerful smiles and giving assurance to WRAK listeners.

With contact established to the Glaes station, rescue work was directed and hundreds of lives are believed to have been saved. Messages were received by plane, boat, scouts, notes tied to rocks thrown from building to building, flashlight signals and more than a hundred messages in bottles were picked up from the water.

By daybreak March 19 a few visitors moored their boats at the fourth step in the WRAK hallway and at 8:20 a. m. Quentin Beague, newspaperman, the first visitor, went on the air. Only one minute of music was broadcast in the next 18 hours. Thousands of messages of assurance were sent on behalf of those worried about relatives.

The station was the only means of communication for the fire department, police, health authorities and Red Cross. No newspapers were published until March 21.

Outside operators came to the assistance of WRAK's staff, among them Harold Swartz, operating W8BLL, amateur station, and John Larson, ex-army operator. William Szendrey, operating W8LMY, established contact with WRAK. A portable transmitter was set up at Curtin Jr. High School, located on a hill and serving as relief headquarters.

Martial law was declared when looting began. On and on went WRAK, directing relief agencies, calling police cars, sending fire alarms, calling ambulances, summoning doctors and cheering a broken populace.

Alys Kramer, secretary to Mr. Joy, and Lillian Lupton, studio hostess, fed the 50 persons in the studios during the trying period, corralling meager food supplies and cooking with an electric plate. Until provisions were sent in from listeners, they were limited almost to coffee and crackers.

Sleep was impossible and drinking water was scarce, being boiled a quart at a time. After a hundred or so hours of continuous service announcers' voices sounded like fog horns. No member of the staff had more than 15 hours of sleep in 151 hours of continuous service.

Work of All Sorts

ANNOUNCERS were Paul Breining, chief announcer, Harry Fisk and Francis Sullivan, all of them performing all sorts of duties around the studios. Oscar Linn, sales manager, and Thomas Metzger, salesman, aided at the microphones. Sol Wolfe, sports announcer, spent two days working for police and then aided at the WRAK microphones. Manager George E. Joy never let up a minute in encouraging and guiding the emergency task during the trying period and J. Wright Mackey, program director, stopped long enough to send a thrilling description to BROADCASTING, although he confessed his head was swimming and he hardly knew what he was doing.

While all sorts of false reports of the Williamsport flood and fire were being published, WRAK contacted the Associated Press for John E. Person, president of the *Sun-Gazette*, and sent AP what was said to have been the first authentic press version of what happened in Williamsport.

To the East at Scranton, WGBI escaped floods but provided aid to nearby regions in distress, operating many hours over the regular schedule. The station was deluged with requests for information from Scranton folk who had relatives in devasted areas and acted as a clearing house for information as well as broadcasting Transradio News reports.



WWVA FEEDS CBS — Here is **Paul J. Miller, production manager of the Wheeling station, standing on a flood-threatened bridge to feed flood news to the network. WWVA stayed on the air 87 hours.**

WGBI carried messages for the Red Cross and other relief agencies, called out the local militia, acted as a radio beam for Coast Guard planes and helped amateurs and telegraph companies in delivering messages.

WBAX on Air 210 Hours

TROUBLES began at Wilkes-Barre as early as Friday the 13th, when the Red Cross asked WBAX to stay on the air. For 210 hours the staff remained at their posts, existing on coffee and sandwiches with candles and kerosene lamps sent by listeners serving as illumination.

Constant contact was kept with the police stations. When water reached the first floor of a house at nearby Kingston, WBAX was notified and sent help in a hurry. Twenty-two persons were rescued in one trip alone.

Philip June, of Swoyersville, five miles away, phoned WBAX that his baby was in the ninth day of pneumonia and he feared the child was dying. An announcement was broadcast for a Dr. Cavannaugh, the family's physician, and the doctor was on his way in a few minutes. The infant recovered.

Police at Plymouth phoned at 1 a. m. March 19 that a large gasoline tank had burst at Bull Run and that gasoline covered the area for a mile. Warning was sent out that no matches should be lighted and a major fire was prevented.

In nine minutes WBAX was able to tell a phone caller from Pittsburgh, 221 miles away, that his relatives in Kingston were safe. Escaping sewer and mine gas created hazards in homes and occupants were warned to open windows. These are only a few of the dramatic incidents that occurred by the hundreds.

WBAX collected $2,100 for Red Cross through air appeals. The staff was directed in its work by John H. Stenger Jr., manager, who was in weakened condition as a result of the long vigil. Mrs. Stenger, who stood at a phone 60 hours with only four hours sleep, collapsed and was taken to a hospital.

Harrisburg Struck Twice

MANY days before the flood broke, WHP, Harrisburg, kept constant watch as Susquehanna ice reached record depth. Then one night word came from Newport, 28 miles away, that ice was breaking on the tributary Juniata and gorging. WHP promptly broadcast a warning to Newport. Frequent announcements were put on the air. Residents of the town were posted, day and night, to keep in touch with the station and lines were installed to the toll house of a bridge.

At the moment the ice broke a WHP announcer, with an operator, began to broadcast. An extra microphone was lowered to the river surface to transmit noise of the actual breaking of the ice as it hit the bridge.

From Dauphin, nine miles above Harrisburg, a description of inun-

dation was broadcast from a plane by Ken Thomas, editor of the *Harrisburg Morning Telegraph*. WHP stayed on the air until 5 a. m.

But this was only the first flood, and preceded by several days the main deluge. Three days later the river came up higher than before. with WHP continuing its flood warnings. Harrisburgers and residents of other river towns were warned of the danger. C. S. Ling, local weather observer, provided bulletins every two hours. Mayor John A. F. Hall, of Harrisburg, and the state forest and water department supplied additional information.

After the City Hall was deprived of communication, a radio was installed and messages were received from WHP, police and firemen being guided by the bulletins. Rescue squads were sent to persons marooned in buildings. A call for row boats brought them by the dozen. The current became too swift for them and motor boats were requested, a dozen or so being supplied.

When it was learned that 18 persons were marooned on house roofs at Duncannon, up the Susquehanna about 10 miles, WHP broadcast their plight and a motor boat was sent to the rescue. Incidents of this sort soon became commonplace.

Calls for food, clothing and supplies were broadcast and a crew of cruiser cars set out with help for the needy.

Hour upon hour messages were sent to those worried about the fate of friends and relatives. Some 12,000 announcements are estimated to have been made by WHP. When the reservoir ran dry in Harrisburg, notice was broadcast to boil all water.

The WHP transmitter was some 200 feet above the river and was not affected. William Wolf, chief engineer, faced countless problems in keeping the transmitter operating but solved them all. Studios were located high in a building and were not damaged. Amateurs aided WHP in relaying messages.

WKBO, affiliated station, performed similar service although not on so extensive a basis.

Cumberland Deluged

WTBO, Cumberland, located in the heart of the local flood area, was well out of danger on the third floor. The transmitter, atop Fort Hill, was away from the flooded zone. Main danger to the studios was from flood debris, swept along at a terrific rate, which might have wrecked the building.

The panic-stricken community had no other communication. Cables from studio to transmitter resisted the water and the electric company supplied power continuously. During the trying period WTBO aided relief authorities and local officials in issuing news about water supply, electric power, gas, railroad service and necessity of life.

On duty from 8:30 a. m. March 17 to 7:30 p. m. the following evening were H. B. McNaughton, manager; William Mullen, commercial manager; Robert Rosamond, chief announcer; E. T. McKenzie, chief engineer, and William Henry, engineer. McKenzie was one of the last persons to leave the studios, wading out through water above his waist. McNaughton left some time later after the water had been receding several hours.

No lives were lost in Cumberland as WTBO kept the public apprised of the flood situation. A man injured by glass in a store received relief quickly when WBTO was informed of his predicament.

On to Washington

WHEN the rising Potomac swept downward toward Washington, Capital City stations were on the job. NBC assembled a score of engineers and announcers from WRC and WMAL and provided its most elaborate setup since the inauguration of President Roosevelt. Microphones were placed at 12 vantage points and a fast motorboat was equipped with shortwave apparatus.

Acting under Kenneth H. Berkeley, WRC and WMAL manager, Fred Shawn and Carleton Smith, his assistants, directed outside operations while Mr. Berkeley remained in charge of operations from the control board. A. E. Johnson, NBC division engineer, directed technical operations.

Announcers assigned to flood work were Ted Kimball, Al Triggs, John Laing, Hubert McIlrevey, Don Cordray, Edwin Rogers, Jim McGrath, Gordon Hittenmark. Engineers were P. I. Merryman, Keith B. Williams, W. H. Chew, A. R. McGonegal, C. M. Clark, W. L. Simmons, D. A. Ullman, F. Fugazzi, D. H. Cooper, H. C. Gronberg. Hittenmark acted as general director in the studios and was in communication with all remote operators at once.

Arrangements were completed 24 hours in advance of the critical flood stage. Keith B. Williams, en-

(*Continued on page 56*)

Trouble Per Million Circuit Mile Hours: Bell System's Story of Flood Service

SKIRTING flooded areas, with new lines pumping current into the networks at flood-ruptured points and picking up newscasters at precarious vantage points on the edge of angry torrents, Bell System program transmission service passed through the worst floods in its history with but little loss of radio facilities.

In addition to maintaining the intricate web of wires that it furnishes to broadcasting companies the Bell System found itself called upon to undertake an additional task at the time of the flood crests. This consisted in furnishing pickups for broadcasters and others in a position to give eye-witness accounts of the spreading disasters.

At Johnstown, which has no station on a regular network, Jay Williamson, wire chief for Bell Telephone Co. of Pennsylvania, described the situation from the test room in the telephone companys building over an NBC-WJZ network. Broadcast from nearby network stations, his talk carried a timely warning to Johnstown listeners not to drink water without first boiling it. On another occasion Williamson introduced Miriam Lightner, assistant chief operator, one of the heroines of the beleagured city who stuck to their posts until ordered out by police.

Another description of the flood at Johnstown over CBS was picked up from a point just outside of the telephone building. Still another carried a conversation between an announcer of KDKA, Pittsburgh, and a telephone operator at Johnstown.

When the flood waters advanced on Lewistown, Pa., the telephone company cut through to a pay station in the railway station so an NBC crew from New York could describe the situation. Another eye-witness account came from an announcer atop the Bell telephone building at Wheeling.

On a Tottering Bridge

REACHING out to the very edge of the swirling torrents another pickup was made for a CBS announcer at the tottering abutments of a bridge over the Ohio at Wheeling. In addition to these special hookups the telephone company reached through the devastated area to cut in new stations for the national networks.

As is always the case in major disasters, the Bell System plant was called upon to use ingenuity to keep networks intact. An example of conditions it faced was furnished at Hartford, through which pass important broadcasting arteries. When an angry torrent tore out a bridge east of Hartford and ruptured the telephone cables across it, program transmission men fed the New England networks through Springfield. Shortly afterward ice and floating timbers at South Hadley Falls tore the sheathing from the Albany-Springfield cable and the broadcasting channels in this cable had to be rerouted over lines through Hartford. When not long after a power shortage rendered many of the lines through Hartford inoperative network service into new England continued over a new route to Springfield and the program in the New York studio reached Hartford itself over a line through Springfield, Boston and the already restored line from Providence to Hartford.

Faced with a power shortage at the height of the catastrophe in Pittsburgh, which necessitated saving every milliwatt, the Pittsburgh office had to cut off the program transmission "Repeaters" — the vacuum tubes that amplify the program as it travels along the wires. To make good this loss of energy the telephone company fed the program back into Pittsburgh through repeaters at New Castle, Pa., and boosted the gain of the repeaters on either side of Pittsburgh. When the same thing happened at Hartford and repeaters had to be cut out, vacuum tubes in the Springfield office gave the program the needed boost.

Among the reports that reach the desk of the general manager of the long lines department of the A. T. & T. at New York is a chart showing the troubles experienced on program transmission lines. The curve will show an upward trend for the flood week for it is in the nature of a microscope on the departments network service. In order to make the troubles visible on the chart measurement is in terms of "trouble per million circuit mile hours".

WWVA, Wheeling Becomes Saviour For Million Souls

Jumps Into the Breach to Aid Victims and Direct Relief

By GEORGE W. SMITH
Manager, WWVA, Wheeling

AT THE first warning from the U. S. Weather Bureau that the Ohio Valley would be visited by the worst flood in its history, decks were cleared for action and WWVA, Wheeling, made preparations for the crisis. As the raging waters rose foot by foot, it became more and more evident that WWVA was destined to be the saviour of a million or more persons, swirling, raging currents carrying debris almost mountain high, laid everything low that dared to interrupt its mad dash Southward. Telephone lines went —telegraph lines suffered a similar fate—waters rose to choke the busy hum of newspaper presses—and finally the tragic toll of "lights out" climaxed the gruesome situation. But through all this chaos rose the WWVA signal—it pierced the very horror of it all with unrelentless accuracy. Hour after hour—87 without a single interruption—radio men stood at their various posts with but one supreme thought—SAVE!

"Showmanship", the cry of present-day commercial broadcasting had its ace opportunity to prove its worth. But to be sure, it was not planned showmanship—it was of a brand inspired by frantic cries for help from women and children —announcers took their microphone posts with such cries ringing in their ears and pleaded for help. A frantic appeal for a physician to attend a woman who was about to give birth to a child; a man being dashed down-stream on a pile of debris; a woman and four children screaming for help from the second story of a house surrounded by raging waters; and appeals to rescue tiny babes, were but a few of the tragic incidents which inspired a brand of radio showmanship in the WWVA staff which no radio man could ever create.

And Then the Crest

EVERYTHING that is sacred in everyday radio broadcasting procedure was completely sidetracked and if such procedure had not been the order the great Ohio Valley flood catastrophe would have been much worse. Outpost broadcasting points were established with lightning-like rapidity. It mattered not that telephone lines were out of commission—engineers ran their own lines right to the very heart of the raging waters, with the result that lives were saved—many of them! Rescue crews were given specific directions. They were told through loud speakers where to go and for what reason, with the result that radio broadcasting saved many lives.

But as the Ohio River reached its crest of 55.5 feet and all persons with the exception of sixteen were safe, WWVA faced another grave situation, that of cooperating with the American Red Cross in the enormous task of providing food, clothing and shelter for refu-

(*Continued on page 61*)

Are Programs for Children Worthwhile?

By H. P. LONGSTAFF*
University of Minnesota

Entertainment Found to Be Popular and Quite Effective in Making First Sales of Commodities Advertised

CHRISTINE FREDERICK, writing in *Business Bourse* in 1929 under the title "Selling Mrs. Consumer", states that recent studies have revealed that 90% of American spending power is in the hands of women. On the basis of these studies we find great emphasis being placed on the importance of directing advertising at the female buyer.

Kenneth Gode, in his book *Modern Advertising Makes Money* (Harper & Bros.), New York, states that the "only completely basic industry in America is raising girl babies." In certain respects this is true, but it must be borne in mind that women's purchases are influenced in part by the desire of those for whom the purchases are being made.

Though it may be true that Mrs. Consumer buys Mr. Consumer's suits, sox, shoes, etc., *undoubtedly Mr. Consumer has some voice in the type of article she purchases, and not only Mr. Consumer but also Mrs. Consumer's children.* This was definitely proved in a recent study made for NBC, by the Psychological Corporation. Quoting from this study: "The influence of children was found to be extremely high among purchases made by adults in grocery and drug stores." This being true, the present study was undertaken to investigate the effectiveness of children's radio programs as advertising mediums and their effectiveness in influencing the buying behavior of the children's parents.

Picked at Random

THE data for this study were obtained by having college students interview 1020 children, 590 boys and 430 girls ranging in age from seven to 15 years and living in Minneapolis and St. Paul.

These subjects were selected at random. Wherever an interviewer could find a child he interviewed him, although the bulk of the interviews were made with the children in their homes. Five children's radio programs were investigated —*Skippy, Buck Rogers, Jack Armstrong, The Air Adventures of Jimmy Allen* (CBS), and *Little Orphan Annie* (NBC). The products advertised by these programs were Phillips Milk of Magnesia, Koothpaste, Coco-Malt, Wheaties, Skelly gasoline and motor oil, and Ovaltine. These programs had been on the air for two years or more. This investigation was conducted early in May, 1935.

The results of this study are as follows: It was found that 98% of the children had radios in their homes. This may seem like a high per cent of radio homes, but CBS has published data indicating that on Jan. 1, 1935, 93.4% of homes in cities of 250,000 population or over owned radios. When we bear in mind that the children investigated in this study all come from class A, B or C homes our findings agree quite closely with those of CBS.

It was further discovered that on the average 73% of the children listened to these programs. Of those who listened 75% knew the product advertised by each program and 29% were using the product at present, while 31% had used the product. Combining those who do or have used the product we find that 60% of the listeners do or have used the commodities advertised by these programs. Three facts stand out from these data: First, these programs have been very effective in inducing children to persuade their parents to buy the products; second, while a large part of the buying involved was undoubtedly done by the mothers, the fact remains that the real selling had been done to the children and any producer assuming women to be the hub of American buying would be overlooking a very important factor, the influence of children in determining mothers' purchases; third, a slightly larger per cent of the children have stopped using the commodities than those that are still using them. In other words while these programs have been effective in making original sales, some factor or group of factors is operating which is causing the consumers to stop using the commodities. There was no data in this study which might indicate what was causing this loss. The writer has another study in process at present which may throw some light upon this.

Dividing the children into two groups (those who knew what products the programs advertised comprising Group 1, and those who did not know the products advertised comprising Group 2) we find when these groups were compared upon the basis of whether they were using or had used the commodity that 34% of Group 1 were using the commodity while only 14% of Group 2 were using it. Furthermore, 35% of Group 1 had used it while only 18% of Group 2 had used the commodity. This is proof of the necessity of associating program and commodity in the children's minds. And since this association has been established in the minds of 75% of the children listening, it indicates the decided effectiveness of this medium of advertising.

An analysis of the per cent of children at each age between seven and 15 years who listened indicated the largest number of listeners at ages 9, 10, 11 and 12, although in general the difference between these and the other age groups were small. This finding indicates that there is a tendency for the programs to be slightly too difficult for the younger children to understand and slightly too simple for the older children.

The use of the product was fairly evenly distributed among the age groups with no tendency for one group to use more of the commodities than any other, indicating the programs are not only effective for the group as a whole but for each group as well.

Study of Age Groups

AN ATTEMPT was made to discover the importance of intelligence in determining listening habits of these children and also their buying habits. Intelligence was measured by dividing the children into three groups: Those who were farther along in school than the average child of their age were considered mentally superior; those who were just as far along in school as the average child of their age were considered mentally average; and those who were not so far along in school as the average child of their age were considered mentally inferior.

This is only a crude criterion of intelligence but it is one that experience has shown to be fairly valid when making group comparisons. Using these three groups it was found that there was practically no difference between them as far as their responses to these programs were concerned. Just as many of one group who listened knew the commodity advertised by the program and used the commodity as did those of the other groups. Apparently these programs have been sufficiently simplified and appeal to motives so basic that they are equally effective for dull, average, and bright children.

Little difference was found between the listening habits of boys and girls, about 10% more boys than girls listen to these programs, 13% more boys than girls know the commodities advertised by the programs and about 4% more boys use the commodities than do the girls.

In conclusion the children's radio programs investigated in this study were found to be very popular among children, as well as quite effective in making first sales of the commodities advertised. There was evidence that some factors were operating against continued use of the commodities once they were purchased. Sex differences in the listening behavior and effectiveness of the programs was found to be small and intelligence was found to be an unimportant factor in determining listening and buying behavior of the children.

*This article is a summary of a detailed report to appear in the April issue of the *Journal of Applied Psychology*, published by J. P. Porter, Ohio University, Athens, Ohio.

SPORTS PROGRAM SELLS SHOES

GallenKamp Stores Draw Big Audiences by Recreating High School Athletic Contests

GALLENKAMP STORES Co., operators of a Pacific Coast chain of retail shoe stores with headquarters in San Francisco, wanted a radio program that would push the sale of shoes for high school boys in that city. What type of program desired was hard to decide. It had to be inexpensive and something to hold the youthful listener as well as members of his family.

Broadcasting of sports events was suggested by W. N. McGill, manager of KGGC, San Francisco. It was considered, but when the plan was set out to broadcast prep school football games direct from the stadium an unusual objection was raised. Attendance at these games, it was discovered, was almost 100% among the high school students, the potential customers. Why broadcast the games when, by the very nature of things, the audience wanted could not possibly listen in to the program, was the prospective sponsors argument.

It seemed as though the contract was going to be lost, but a happy solution was worked out. It was suggested that the games be recreated. The sponsor was willing to try, and GallenKamp's have been kept thoroughly satisfied for two years with a constant increasing appropriation for radio advertising to prove it. As a result they are now broadcasting recreations of prep school basketball games over KGGC. To recreate these sports events is not any easy task, according to McGill. Every major high school game is thoroughly covered by George Tolin, KGGC's sports announcer. An assistant thoroughly familiar with the participating personnel accompanies him to each game and complete notes are taken of every play.

The two reporters then rush back to the studios and 30 minutes after the game is over they are recreating the event over the air. Sound effects are handled by the assistant who helped report the game. His memory is still fresh as to actually what transpired. Cheers and whistles are recreated exactly as they took place during the actual game

"Infinite pains are taken to create the illusion of actual broadcast of each game," McGill said. "Accuracy is much more necessary than if the broadcast actually took place from the field because the players and spectators are listening, actually reviewing the game. To pronounce incorrectly a name or give an incorrect yardage is a major 'faux pas'. The student body and players all listen ardently to each game, for what is more interesting than to hear the announcer getting excited over a run *you* made down the field?"

The sponsors are thoroughly satisfied, declaring that the results of a small appropriation are showing big returns in dollars and cents.

Warner Bros. Reneges on Offer And Seeks Five-year Contract

Stations Told by Mr. Baldwin They Must Evaluate New Demands on Basis of Own Requirements

FIVE-YEAR contracts, to parallel those of stations with ASCAP, were offered March 25 by Warner Bros. publishing houses on a take-it-or-leave-it basis, to become effective when the present temporary contracts with some 250 stations expire April 1.

This startling demand was made of James W. Baldwin, NAB managing director, after several days of discussion with Herman Starr, Warner vice president. It prescribes that full-time stations shall pay, monthly, four times their local or retail rate, if any, whereas under the temporary three month contracts, the royalty was four times the highest quarter-hour rate.

Reneging on the agreement to work out a per piece method of compensation which was to have become effective April 1, Warner proposes to include in the five-year contract a provision that the contract is cancellable if 75% of the copyright agencies and of the stations agree upon a per piece basis.

Rates for small stations, or part-time stations, under the five-year proposal, would be correspondingly lower, generally amounting to about one-half of what the larger full-time stations would pay.

Up to Each Station

MR. BALDWIN immediately dispatched to all stations holding Warner contracts a letter setting forth the Warner proposal. He said that a situation exists "which must be evaluated by each broadcaster in the light of his own requirements."

For several weeks it had been indicated that Warner would not offer a per peice basis, but it had been anticipated that it would offer another month's extension of present arrangements.

It has been apparent for some time that perhaps less than half of the some 250 stations holding temporary contracts to perform Warner music, would not renew. Now, with the five-year ultimatum, only stations which feel they cannot risk infringement suits will renew, and then only under vigorous protest.

Larger stations, which have means of checking music performances, have learned by the experience of the last three months that the price paid for Warner music per selection, far exceeds what they construe to be equitable royalties. Moreover, they have discovered that only about 7 or 8% of their performances are from the Warner catalogs. On the average, it is understood, the price has run about $1 per rendition.

Mr. Baldwin's letter follows, in part:

I visited with Mr. Starr this week. His position concerning per-piece remains unchanged from that expressed to the Advisory Committee namely; that so long as the broadcasters continue to pay for music on the basis of a flat fee such as is done with the ASCAP he cannot find a formula which will insure to him the minimum amount of money which he considers he is entitled to receive for the use of MPHC music. In further explanation of his position he says that the broadcasting industry has not cooperated with him, that generally the industry has endeavored to avoid using his music and that, therefore, he cannot expect any better cooperation should he adopt a per-piece plan.

A number of other reasons were assigned by Mr. Starr including the claim that when the broadcasters signed new five-year blanket contracts with ASCAP on January 15th the problem of working out a per-piece plan for his music was made extremely difficult.

He advised me that the best he can do under all existing circumstances is to offer an extension of present licensing agreements with these exceptions:

1. He will use as a base the local or retail rate where such a rate exists.
2. He will require reports covering only Warner Brothers music.
3. He will change the favored nation clause so as to allow the MPHC sufficient latitude to avoid inequalities.
4. He will incorporate in the new agreement a provision which will permit cancellation in the event a per-piece plan can be found which is acceptable to 75 per cent of the copyright agencies and broadcasters.
5. He will offer the agreement for a period of five years.

It is plain that a situation exists which must be evaluated by each broadcaster in the light of his own requirement.



From Judge

"Hi-ho, everybody. Reverend Follingby speaking!"

Lost Promotion

WARNER houses have not fared well since the defection from ASCAP at the end of the year. They withdrew because they claimed that their cut from the ASCAP royalty jack-pot was not sufficient —amounting to something more than $340,000 last year for the publishing houses and an equal amount for Warner composers. Even if all of the present station licenses of Warner renewed for a year on the present basis, the intake would be only about $200,000, it is estimated, of which one-half would have to go to composers.

Moreover, Warner tunes h lost popularity almost to the p of extinction because of non-p formance over networks and majority of stations. There not been a hit Warner tune si Jan. 1, and the non-performa has rankled with the motion ture end of the Warner organi tion, since valuable radio public for its shows has been lost alm entirely.

More than ever now, the view that Warner houses will return ASCAP, despite repeated sta ments to the contrary by War officials. Talk of Warner sett up a "third network" as a me of propagandizing and perform its music is branded as pure hok since the station facilities for s a chain are not available and si one cannot be established ov night.

Dumping of infringement su upon stations, networks, hotels a night clubs by Warner publish tapered off considerably during last fortnight. Nineteen ad tional infringement suits agai broadcasting stations were fil along with eight against hot and night clubs were filed. Su against stations and networks leging infringement of War numbers now aggregate 116, w damages sought in all, totali nearly $4,000,000. In most of station suits, maximum dama of $5,000, per infringement sought, whereas the minimu damages specified in the law a

(*Continued on page 67*)

Broadcasters Battle for the Duffy Copyright Bill . . .

FORMIDABLE groundwork for enactment of the Duffy Copyright Bill at the next Congress, should it be scuttled at the current session by stalling tactics inspired by ASCAP and its cohort organizations, has been laid before the House Patents Committee by proponents of the bill.

A glimmer of hope for writing the measure into law at this session still exists, but the race against time, and against a hostile Committee chairman and certain committee members, remain as obstacles to consideration by the House prior to adjournment which the administration is seeking within a month or two.

A change in majority committee sentiment from one of active opposition to the Duffy Bill to one of support for its major provisions, has been detected since proponents began to put on their case three weeks ago. The opposition began to melt after Senator Duffy (D-Wis.), author of the measure, and Dr. Wallace McClure, State Department official, had presented their arguments. And the shift became increasingly apparent during the presentation by the NAB of its arguments on March 17 to 19.

Hearings End April 3

A CONCERTED move led by Chairman Sirovich (D-N. Y.) to prolong hearings until April 23, whereas they were to have ended originally on March 19, was only partially successful. The Committee on March 23 forced a vote on continuance of the hearings and it was decided that they should be prolonged until April 15.

It was decided also that Rep. Lanham (D-Tex.) will preside, because of the illness of Chairman Sirovich.

A vote on the time limitations was forced by Rep. O'Malley (D-Wis.) with the active assistance of Rep. Deen (D-Ga.) and Rep. Church (D-Ill.) at the March 19 session after the NAB had completed its case. This was done over the violent opposition of Chairman Sirovich, who repeatedly has stated he did not favor the Duffy Bill on the ground that it would destroy ASCAP.

Of greatest importance has been the reversal of the view of several committee members on the elimination of the existing provision of law which sets the minimum statutory damage for innocent infring ment of a copyrighted work $250. Under the Duffy Bill t minimum would be eliminated al gether and the amount of dama would be left entirely to the d cretion of the Federal courts, wi a maximum limitation of $20,0

It is for retention of this pro sion that ASCAP has fought valiantly since the hearings beg Feb. 25. It has based its oppositi to the bill primarily on the grou that elimination of the minimu damage provision would cau copyright piracy to run rampa and have the effect of destroyi ASCAP.

The logic with which proponer of the bill broke down this arg

(*Continued on page 54*)



COPYRIGHT QUARTET—Here is the NAB group which presented t broadcasting industry case March 17-19 in support of the Duffy Cop right Bill to the House Patents Committee. Left to right they are Lou G. Caldwell, Washington attorney; James W. Baldwin, NAB managin director; Sydney M. Kaye, New York attorney (all three of whom test fied), and E. Stuart Sprague, former NBC attorney, who assisted.

WHERE YOU HAVE GROUND TO COVER





One Good Spreader Is Worth A Dozen Pitchforks

IN ANY FIELD of worth-while size, trying to increase productivity by the pitch-fork process, is a discouraging job, particularly when your neighbor does this job much more easily—and more profitably—with the right equipment.

Since the Iowa market is very much worth-while in size, trying to increase business through the small-station route is also liable to be discouraging, particularly when your competitor is using the one radio station big enough to do the whole job at once—WHO, with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers.

Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good spreader is worth a dozen pitchforks.



"GROUND TO COVER"

Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station — and only one—has the power to cover this rich area—WHO, with 50,000 watts.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager *Phone 3-7147*

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Dr. Pepper Soft-Drink Series On TQN Spread to 17 Stations

Successful Tests on Texas Quality Lead to Renewal With Extended Program to Cover Extensive Area

SO SUCCESSFUL have been the showmanship, merchandising and results of the *Pepper Uppers* show, sponsored for the last year over the Texas Quality Network by the Dr. Pepper Co., Dallas (Dr. Pepper soft drinks), that the sponsor on April 5 will inaugurate a new campaign over a special network of 17 stations with the three TQN stations as a nucleus. The expansion of the network for its Sunday show, 5:30-6 p. m., utilizing special leased telephone lines, is regarded in Southwestern and Southern radio circles as a tribute to broadcast advertising.

The 5-cent drink is now distributed in 22 states through large syrup manufacturing plants in Dallas and Birmingham and with more than 250 bottlers, many of whom have used spot radio while the parent company was using both TQN and spot. The new hookup embraces stations in the company's distribution area, keyed from WFAA, Dallas.



MR. LOCKE

Custom-built Network

THE TQN stations, which have carried the program since April, 1935, first as a Sunday evening quarter-hour and then as a half-hour program, are WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio, and KPRC, Houston. On them the program has been renewed for another year, with the following 14 additional stations contracted to carry it for a six-month trial period starting at 5:30 p. m. (CST) but going to the 4:30 p. m. (CST) period on April 26: KGNC, Amarillo; WKY, Oklahoma City; KVOO, Tulsa; KTBS, Shreveport; KTHS, Hot Springs; WJDX, Jackson; WMC, Memphis; WAPI, Birmingham; WSB, Atlanta; WMAZ, Macon; WFBC, Greenville, S. C.; WWNC, Asheville; WSOC, Charlotte, and WSM, Nashville, the latter station joining the hookup April 19.

The show is presented before a studio audience of about 500 from the roof garden of the Adolphus Hotel, Dallas, tickets being distributed free. It consists of the *Pepper Uppers* orchestra led by Alexander Keese, WFAA program director, and using special arrangements by Tex Brewster; novelty comedy sketches by *Sugah and Her Boy Friends*, and the *Singing Boy Friends*, a vocal trio comprising J. P. Scoggins, Harry Hume and Hal Whittaker, WFAA staff artists.

"This special network," said Raymond Locke, vice president and treasurer of Tracy-Locke-Dawson Inc., Dallas and New York agency which handles the account, who personally supervises it, "is custom-built for the Dr. Pepper Co.'s peculiar territorial selling job. After a thorough study of the national networks, we concluded that only by creating our own network could we accomplish the results desired due to our intention to concentrate on our own market. With the able assistance of the management of WFAA, we tackled the seemingly impossible job of arranging a chain to suit our needs. We are proud of the successful culmination of this effort.

"The Dr. Pepper Co. went into radio as an experiment, but the fact that they have renewed on the Texas Quality Network for one year and have added 14 other stations for six months certainly indicates that we believe radio is a good sales medium for our product. We shall continue to maintain a well-balanced program divided between radio, newspapers, posters and store displays, each complimenting and helping to sell the others. One factor very much in favor of radio as an advertising medium is its definite influence on distributors and dealers. The fact that radio is primarily entertainment makes it a good conversational topic among distributors and dealers as well as among consumers. Thus radio offers word of mouth advertising as its by-product."

Tests Successful

SAID J. B. O'Hara, president of Dr. Pepper Co.:

"Nearly all Dr. Pepper bottlers who have visited in Dallas have attended public performances of the Dr. Pepper radio program, and have hoped for the day when it might be extended to include practically all territories. We feel that after a period of one year of testing in our home state, the program has developed into something worthy of application on a larger scale. The consensus of public opinion seems to confirm this popularity. We believe this step is particularly appropriate in 1936, during the Texas Centennial year—which happens also to be the 50th anniversary of the origin of Dr. Pepper."

THE ban on radio news columns in Hearst newspapers which hit the Pacific Coast March 13 is being utilized as a circulation builder by the Scripps-Howard *San Francisco News*, which on March 23 came out with a full page announcement of complete radio news coverage. *San Francisco Chronicle* has also increased its radio news section.

BULLETIN

Richard C. Patterson, Jr., since October 1932 executive vice president of NBC, tendered his resignation March 27 to the monthly meeting of the NBC board of directors. It was accepted, becoming effective immediately, although it is understood his contract does not expire until October. Mr. Patterson did not disclose his future plans. Mr. Patterson joined NBC at the instance of M. H. Aylesworth, former president, recently succeeded by Lenox R. Lohr, to take over the position formerly held by the late George McClelland. For five years before 1932 he had served as New York City's Commissioner of Correction, and before that he had been an executive with the J. G. White Engineering Co. and the E. I. duPont de Nemours Co. He also had a distinguished Army record.

ABC TO USE WIND AS CHICAGO OUTLET

SIGNING of WIND, Gary, Ind., as the Chicago metropolitan area outlet of the projected new Affiliated Broadcasting Co. network of Midwestern stations, was announced March 20 by the ABC headquarters in the Chicago Civic Opera Bldg. The network, headed by Samuel Insull, former utilities magnate, is scheduled to get under wav late in April, it was formally announced.

With WKBH, LaCrosse, Wis., also added to take commercial programs, the new regional network will start with 19 outlets which, with the exception of WIND, have been divided into three state groups to be made available to advertisers as individual networks or in combination. Each group, however, must be bought as a unit. WIND is available as an auxiliary to any state group if time can be cleared on it, since the ABC network announces that it will not have any "key" station as such in Chicago or any other point.

Programs will originate in the Chicago headquarters, where Max Halperin is program director and Malcolm Engle is production manager. Ota Gygi is vice president in charge of operations, with Mr. Insull as president in active charge of the entire venture. The state groupings will be as follows:

Wisconsin Group — WOMT, Manitowoc; WHBL, Sheboygan; WRJN, Racine; WKBH, LaCrosse; WCLO, Janesville; WHBY, Green Bay; KFIZ, Fond du Lac, and WDGY, Minneapolis, Minn.

Illinois Group — WTAX, Springfield; WJBL, Decatur; WHBF, Rock Island; WCLS, Joliet, and WIL, St. Louis, Mo.

Indiana Group — WTRC, Elkhart; WEOA, Evansville; WWAE, Hammond; WBOW, Terre Haute; WLBC, Muncie.

Hearst Radio Order

DROPPING of all radio columns and news matter pertaining to radio, with only program listings retained, was ordered in all Hearst papers in March by William Randolph Hearst. Radio editors were assigned to other jobs. No reason for the order was given, although it was recalled that the Hearst newspapers took a strong editorial stand against the carrying of a speech by Frank Browder, Communist party leader, on CBS.

Chevrolet's Dis[c] Enter Second Ye[ar]

Biggest Spot Account Inclu[des] 383 Stations, Network Talen[t]

CHEVROLET, largest spot tr[ansc]ription account ever placed, [be]gins its second year April 19 [on] 383 stations, according to an [an]nouncement March 23 by Wo[rld] Broadcasting System, which, [in] collaboration with Campbell-Ew[ald] Co. Inc., Detroit, places the ca[m]paign.

The new WBS series will s[tar] Rubinoff and his violin, with [Jan] Peerce, tenor, Virginia Rea, [so]prano, and Graham McNamee [as] announcer. All have been heard [on] Chevrolet's Saturday night se[ries] on an NBC-WEAF network, wh[ich] ends shortly. The new sched[ule] will present these artists in th[e] weekly 15-minute periods for [13] weeks. On the final 13 progra[ms] additional guest stars will be f[ea]tured.

Biggest Spot Account

DURING the last year Chevro[let] has smashed all records for s[pot] account expenditures, having u[sed] the largest number of stations e[ver] purchased by a single advertis[er]. In all, the campaign in 1935 [in]volved expenditures of appro[xi]mately $1,500,000 for time a[nd] talent.

Rubinoff and many of his n[ew] cast have never before broadc[ast] by electrical transcription, althou[gh] the account is the second "[big] name" show to be presented [by] WBS in a tailor-made series. K[ro]ger Grocery series recently p[re]sented such artists as Frank To[bin] and his orchestra, Lanny Ro[ss], Rudy Vallee, Dick Powell, Fran[k] Langford, Bobby Burns, Wal[ter] O'Keefe and Molasses 'n' Janua[ry] all of whom then made their i[ni]tial appearances on transcrib[ed] programs.

According to WBS, Rubinoff, [in] his appearance in the Chevro[let] dealers series will become t[he] most widely heard artist on t[he] air, with 14,625 broadcasts, [to]taling 3,875 hours of enterta[in]ment, scheduled for the 375 s[ta]tions.

NAB Chicago Conventic[n] May Be Held July 12-1[9]

ALTHOUGH definite plans mu[st] await the judgment of the exec[u]tive committee, indications a[re] that the 14th annual convention [of] the NAB will be held July 12-[19] in Chicago. Those dates tentative[ly] have been reserved by the NA[B] in lieu of the middle of June whi[ch] originally was favored by Jam[es] W. Baldwin, NAB managing dire[c]tor.

Mr. Baldwin, probably with[in] the next fortnight, will solicit t[he] views of his executive committ[ee] on the convention and on the sele[c]tion of hotel headquarters. In a[ll] liklihood, the Palmer House w[ill] be selected, although the Steve[ns] Hotel also is being considered. T[he] executive committee compris[es] President Leo J. Fitzpatrick a[nd] Treasurer Isaac D. Levy, alo[ng] with Mr. Baldwin.

WHIO, Dayton, O., on March [31] was authorized by the FCC to i[n]crease its daytime power to 5,0[00] watts.

Scan these "Call letters"

for the best PROOF that



is the CLASS Library . . . . for a CLASS radio audience!

By *class* we do not mean "high-hat," but high quality . . . a recorded program service that rivals—in talent, production and *reproduction*—the best of the network shows • • • A diversified, *flexible* library of more than fifty hours of continuous programs . . . by famous name bands, large symphony orchestras, opera companies, outstanding singers and choral groups, novelty combinations and popular dance music • • • Recorded with thrilling naturalness . . . Western Electric Wide-Range Vertical-cut (Hill and Dale) . . . and *quietly* pressed on VINYLITE • • • That's why we are able—and proud—to present such an imposing list of subscriber-stations, in key radio cities, after only a few months of demonstration. Frankly, we concentrated on large city stations—where competition was keenest—to test convincingly the *entertainment* and *selling* quality of ASSOCIATED RECORDED PROGRAM SERVICE. The initial list at right tells the story . . . gives the PROOF • • • Write for illustrated brochure and full particulars.

Produced by

ASSOCIATED MUSIC PUBLISHERS, INC.
25 WEST 45th STREET • NEW YORK CITY

The key stations are going "ASSOCIATED"

ASSOCIATED Subscribers
(as of March 15, 1936)

WNAC	Boston
WAAB	Boston
WICC	Bridgeport
WEAN	Providence
WHEC	Rochester
WCPO	Cincinnati
WTMJ	Milwaukee
WMAS	Springfield
KMBC and W9XBY	Kansas City
KFWB	Hollywood
WIP	Philadelphia
WGR and WKBW	Buffalo
WINS	New York
WFIL	Philadelphia
KSL	Salt Lake
KGMB	Honolulu
WCAE	Pittsburgh
WBAL	Baltimore
KMOX	St. Louis
WKRC	Cincinnati
WXYZ	Detroit
WCFL	Chicago
KHJ	Los Angeles
KFRC	San Francisco
KGB	San Diego
KDB	Santa Barbara
WTCN	Minneapolis
WBT	Charlotte

Some Sales Tips by Prof. Lloyd James

Distinguished British Linguist Favors Standard Speech And Suggests Over-Stimulus Is Dulling Public Ear

FRANKLY, this magazine is surprised. Pleasantly surprised.

We went to a distinguished British scholar, now visiting America, and asked him for a frank opinion of our broadcasting methods and for suggestions on how we might profit by Britain's example.

What we expected was valuable theoretical information—but what we got was valuable *practical* information.

See if we're not right in thinking there are actual sales helps in the following statements by Prof. A. Lloyd James, honorary secretary of the British Broadcasting Corporation Advisory Council on Spoken English and professor of phonetics at London University.

In the first place, Prof. Lloyd James, who on March 20 completed a series of broadcasts on NBC's *Magic of Speech* program and who earlier had been heard on CBS and various shortwave stations, finds us singularly disagreed as to what constitutes good "American English" for broadcasting. One representative radio official gives him one idea—perhaps "cultured speech". Another tells him the only requirement is for the speaker to "talk naturally".

Some Model Voices

"IT MIGHT not be a bad thing," the professor told our reporter, "for your broadcasting companies to call together a committee to help them select representative American speakers. Their voices could be recorded and used as models. The President's English has always seemed to me as truly representative of American usage as what is known as King's English in my country. Recordings of President Roosevelt's voice might well be made the basis for some kind of national agreement as to acceptable American English suitable for universal currency over radio."

And why have a standard of speech?

Well, for one thing, it would help sponsors to sell their products. It would help break down the national, state and even local prejudices against "outsiders" who speak a different language. And, as we all know, the announcer who reads your commercial message is often the victim of this attitude.

"These prejudices," Prof. James explained, "rest on idiosyncrasies of speech. If a man doesn't talk your kind of accent you consider him a fool, a snob or a knave. He may be all three, but anything that helps to remove such prejudice is good. The ultimate aim is the unity and solidarity of the great English language."

That unity and solidarity, of course, has a wide political significance. But what may interest you more is its effect upon the radio salesmen, who are trying at the present time to compete with Southern drawls, Yankee twangs, Western, Midwestern and Canadian speech preferences. Think how much simpler *your* problem would be if there could be *one* speech that, eventually, pleased everybody!

"I have listened with great interest to your commercial announcements, coming, as I do, from a country where none are admitted. I observe many announcers trying to knock into the public mind the virtues of this medicine or that soap. They use a form of speech accent reinforced almost beyond recognition in their attempt to stress the point at issue.



PROF. LLOYD JAMES

"I gravely suspect the psychological soundness of this technique. There is such a thing as ramming words into the heads of the public in such a way that the public becomes dulled to perpetual overstimulus. This is a purely linguistic point. I give it to you for what it is worth."

Throughout the interview Prof. Lloyd James made it plain that he was considering our problems from the standpoint of a professor of linguistics. Also, that he had not had opportunity for an exhaustive survey of radio. Also, that he makes no comparison between radio here and radio elsewhere. He is a disinterested scholar, championing neither the commercial nor the government-monopoly system of radio such as Britain's.

"English is a language of strong accents, falling at recurrent intervals. Normally spoken English, with natural accents, is a beautifully rhythmic performance," he said. "May I suggest that the time has come in American radio to give more attention to this matter, whether in educational, entertainment or commercial broadcasts; that the normal speech of the educated American be given a fair chance and that hysterical plugging of isolated words be abandoned. I am convinced, on purely psychological grounds, as a linguist, that this is an experiment worth trying."

Too Swift a Pace

THEN there's the matter of speed, Prof. Lloyd James has had to give up listening to a number of our programs because the speakers completely outdistanced him!

"I can understand this, since the price of seconds on the air in America must be very considerable," he remarked. "But there is such a thing as 'critical speed' beyond which intelligibility begins to suffer. Many of your speakers seem inclined to exceed this critical speed, leaving the listener panting behind them, gasping for breath and finally giving up all hope."

Our question—after the professor had outlined his views on speech control with respect to rhythm, accents, speed, etc.—was, "Should we all, then, try to talk alike?"

"Not at all," he said. "That would not be advisable, nor would it be possible. If we all aim at the same target we don't all hit it; but we do have unity. Our efforts all have the same direction."

And what would this theory do to the comedians — Fred Allen, Amos 'n' Andy, nasal Portland Hoffa and dumb-talking Mary Livingstone? If Prof Lloyd James' experiments were followed wou they all have to pattern the speech after President Roosevel

No! "Linguistic humour", as calls it, is a thing apart. The have always been people who a fected strange speech for the sa of getting a laugh, and there a ways will be. Standardized E glish would be a boon to comedia instead of a menace. The few funny tricks other people used their talk the easier it would for comedians to stand out.

News broadcasts came in f comment, though no criticism, fro the professor.

"It is our purpose in Britain he said, "to remove completely t personality of the announcer, ar to present to the nation a sobe unemotional recital of news of t world. We let the public supply i own emotional reaction. In Ame ica I am therefore surprised at t personal part played by the con mentator. I find your radio new written in racy journalistic styl full of metaphor, emotional adje tives and adverbs, and frank crit cism. You tend to listen not s much to a sober recital of events a to the effects of these events upo your commentator or those wh write his material."

In addition to his appearance before the NBC microphone, Pro Lloyd James addressed a privat meeting of NBC announcers an production men. He gave ther much of the information printe here and a background on the sub ject of linguistic theory. He als participated in a series of broad casts over shortwave statio W1XAL, Boston, where experi ments in cultural programs are be ing made under the direction o Walter S. Lemmon; and with th support of the Rockefeller Found ation, under whose auspices Pro fessor Lloyd James is visiting thi country.

"I heartily commend the work o W1XAL to your attention," he tol us. "America is a large country and has room for many radio sys tems. You may possibly find roo in the near future to develop alongside the present commercia broadcasting system, a non-com mercial system devoted exclusively to culture and education."

Billings of NBC-WEAF and CBS Attain Highest February Totals in History

CBS and NBC-WEAF network billings for the 29-day month of February were the largest February totals since the inception of either network. CBS billings were $1,909,146, an increase of 15.4% over February, 1935. The NBC-WEAF network accounted for $1,691,524 during the month and the NBC-WJZ network had billings of $1,015,624, with the former showing a 4.4% increase over a year ago and the latter a loss of 5.2% but a big gain over January, 1936.

Mutual Broadcasting system accounted for $152,064, with no comparative figures available for last year. The Mutual figures are only for the four basic MBS stations.

Networks' Gross Monthly Time Sales

	1936	*% Gain Over 1935*	*1935*	*1934*	*1933*
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
NBC-WJZ (Blue)					
January	$926.421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
MBS					
January	$157,720	...	.....	.....	.....
February	152,064	...	.....	.....	.....

Correspondent in Paris Is Appointed by WMCA

THE UNUSUAL example of an individual radio station appointing a "foreign correspondent" was disclosed last month when WMCA, New York, announced the appointment of Jean De Lettre, French composer of *Hands Across the Table* and other songs, as its correspondent in Paris. De Lettre, who sailed March 14 for France, will gather gossip and news of the theater, art and society as it interests American listeners, and will prepare special electrical transcriptions which will be forwarded by fast boat to New York each week. He will also bring other voices before the recording mikes from time to time. The first of these broadcasts will be heard over WMCA in April, and they will also be piped to the Inter-City Group.

U. S. RADIO dealers sold 5,375,000 receiving sets during 1935, a gain of 14.5% over 1934, and 75,000,000 tubes, a gain of 6%, according to the trade journal *Radio Retailing*.

This SUMMER Maintain Your SALES LEADERSHIP This EASY WAY!

—Buy time on one of KNX's popular day or night participating programs—SEVEN in all from which to choose!

For Southern California Coverage
(Daytime)

1. BREAKFAST CLUB
   6:30 to 8:00 A. M. Daily
2. POLLY PATTERSON'S PANTRY
   8:15 to 8:30 A. M. Monday through Friday—8:15 to 8:45 A. M. Saturdays
3. FLETCHER WILEY'S "Housewives' Protective League"
   11:00 to 11:30 A. M. and 3:30 to 4:00 P. M. Daily except Saturday and Sunday
4. EDDIE ALBRIGHT'S
   10 O'Clock Family
   10:00 to 10:30 A. M. Daily except Sunday
5. THE BOOK WORM
   2:00 to 2:30 P. M. Daily except Saturday and Sunday

For Far Western Coverage
(Nighttime)

6. CROCKETT FAMILY
   9:30 to 10:30 P. M. Sunday through Thursday
7. KNX BARN DANCE
   8:00 to 10:00 P. M. Saturday

KNX "THE VOICE OF HOLLYWOOD" . . . Natl. Repr. JOHN BLAIR & CO.

Shaw Leaves NBC For Agency Post

HeadsMcCann-EricksonRadio; Bachem Becomes Successor

THE SECOND major defection from NBC sales executive ranks to advertising agencies within a month was announced March 23 when Donald S. Shaw, for the last two years eastern sales manager, resigned to become assistant to H. A. McCann, president of McCann-Erickson Inc., New York agency, taking charge of all radio activities. The resignation is effective April 1 when John H. Bachem, Mr. Shaw's assistant at NBC, succeeds him.



Mr. Shaw



Mr. Bachem

The resignation of Edgar Kobak, NBC sales vice president, effective March 1, left that department in the hands of Roy C. Witmer, who has taken over all of Mr. Kobak's former duties and who will continue in that post. Mr. Kobak on March 15 joined Lord & Thomas as vice president headquartering in New York.

Mr. Shaw, coordinating all McCann-Erickson radio activities, will supervise the radio angles of such accounts as Beech-Nut Packing Co., Consolidated Gas Co., Ford dealers, Humble Oil & Refining Co., Langendorf United Bakeries, Stanco Inc., Standard Oil and Zonite Products Co. Mr. Shaw joined the NBC sales staff in 1933, having been graduated from Brown University in 1920 after which he was with Larchar Horton Co., Providence agency; George L. Dyer, the Biow Co. and William & Saylor, New York agency. He also formerly served in the advertising department of Vacuum Oil Co., and at one time was partner in his own agency of Cleveland & Shaw.

Mr. Bachem joined NBC in 1932 after 14 years in the magazine field, where his affiliations included the Butterick Co., Doubleday, Doran & Co., and International Magazine Co. In line with his new policy of encouraging promotions, it was also learned that President Lohr of NBC is studying the possible selection of one of his men to coordinate all sales promotion and publicity activities.

Kellogg Supplements

KELLOGG Co., Battle Creek, Mich. (cereals) was to pipe *Gene & Glenn* from Des Moines to WCCO, Minneapolis, beginning March 30, 8:30-8:45 a. m., Mondays through Saturdays. After daylight saving goes into effect the program will be expanded to a half-hour, 8:30-9 a. m., on the same daily schedule. The program supplements that now broadcast over Corn Belt Wireless Network. It is a rebroadcast of the Corn Belt program, sent over telephone wires to WCCO and not a radio rebroadcast, as in the case of the Corn Belt network. N. W. Ayer & Son Inc., New York, placed the account.

Big Independents Organizing Under Leadership of Crosley



Mr. Crosley

DEFINITE plans for the formation of a cooperative independent broadcasting station organization, to fight the economic battles of station members, notably on the copyright front, were made made March 26 in Cincinnati at a meeting called by Powel Crosley, president of Crosley Radio Corp., operating WLW and WSAI, Cincinnati.

As BROADCASTING went to press March 27, it was learned the organization will be incorporated as "Independent Radio Stations", with some 100 or 150 leading independently owned stations to be invited as members. Mr. Crosley was elected chairman, and John L. Clark, general manager of WLW, was named temporary secretary. The executive committee comprises Mr. Crosley; John Shepard, 3rd, president Yankee Network; James C. Hanrahan, vice president, Continental Radio Co., Scripps-Howard subsidiary; Walter Damm, manager, WTMJ, Milwaukee, and Edwin Craig, vice president of National Life & Accident Co., operating WSM, Nashville.

The organization, it is understood, will in no way compete with or be supplementary to the NAB. Primarily responsible for its creation, it is felt, has been the network-affiliated station controversy, which was agravated by the copyright dispute that developed at the turn of the year when five-year ASCAP contracts were foisted upon all stations.

It is felt that such an independent organization of strong stations can better handle certain business dealings of stations on a group basis. Another meeting was planned for Sunday, March 29, in Cincinnati, with the object of employing special copyright counsel. A meeting also is planned in New York the following week.

Left to the executive committee will be the determination of which stations shall be invited to membership. Newspaper stations, it appears, will predominate.

Among those who attended the organization meeting called by Mr. Crosley were: Messrs. Crosley, Shepard, Hanrahan, Clark, Damm, H. Dean Fitzer, WDAF, Kansas City; Glenn Snyder, WLS, Chicago; Lee Coulson, WHAS, Louisville; D. E. Kendrick, WIRE, Indianapolis; H. K. Carpenter, WHK, Cleveland; C. P. McAssey, WCFL, Chicago; William J. Scripps, WWJ, Detroit. These and others were invited to attend the March 29 meeting, including W. E. Macfarlane of WGN, Chicago.

GOP Monthly Magazine Devotes Section to Radio

INDICATING the importance attached to radio speeches being made by administration officials, the Republican National Committee's new monthly periodical *Uncensored*, which made its first appearance in March, announced that its back cover page would be devoted to the subject of Radio each issue. In the initial announcement, headed "Cleaning Up the Ether", the Republican organ stated:

"Daily, if not more often, speakers representing the New Deal speak in the microphones in the hope that men and women all over the country will listen to and believe in their justification for their actions. There's a joke about this, however. There has not yet been developed any method by which a listener can answer back at the radio nor any means by which a radio speaker can be made accountable to his audience for the truth of his statements.

"In the belief that a vast majority of the people of the country are beginning to question the accuracy of what they are told by the New Deal, this page of each issue of *Uncensored* will contain the kind of facts and comments which you all would like to quote when you have finally tuned Messrs. Roosevelt, Ickes, Tugwell, Hopkins, Morgenthau, etc., off the air and gone to bed wondering what in the name of Republican liberty it's all about."

PROGRAM CITATION CLARIFIED BY FCC

PURSUANT to its newly-instituted policy of proceeding against broadcasting stations on program or other violations only upon bona fide complaints, the FCC March 25 made public a statement calling attention of all stations to the change in procedure in replying to notices of violation.

Haphazard citations of stations in the past, notably on so-called medical programs, led the FCC Broadcast Division to tighten up on procedure. In recent months there has been a sharp diminution in the number of citations, because of the newly instituted procedure of investigating the complaints, facts and circumstances before taking action. The announcement of March 25 follows:

Rule 105.23 of the Practice and Procedure of the Federal Communications Commission, which supersedes Rule 24 of the Rules and Regulations of the Federal Radio Commission, requires the licensee of a station to forward within three days after receipt of a notice of violation, a reply to the Commission at Washington, D. C., with a copy to the office originating the complaint when that office is other than the Commission at Washington. This procedure will afford the inspector citing the station for violation an opportunity to review the licensee's reply and present to the Commission for consideration, along with the reply, any facts and observations which are pertinent to the proper handling of the case.

BEATRICE FAIRFAX, counselor to the lovelorn, and Ethel Cotton, well-known lecturer and writer on the "art of conversation", have been signed under the management of the Columbia Artists Bureau for radio appearances before the microphone, both contracts being for terms of two years.

Radio Widely Used By Bell Companies

Most Bell System Subsidiaries Staging Spot Campaigns

NEARLY three-fourths of the 2 local subsidiary telephone companies of A. T. & T. are using o plan to use spot announcements t promote the new Sunday long-dis tance rates.

The campaign, handled separately by each subsidiary, started in January when Southern New England Telephone Co., through Batten, Barton, Durstine & Osborn Inc., New York, adopted spots t advertise the rates. Chesapeake & Potomac Telephone Co. of Baltimore staged a similar campaign about the same time. Scattered checkups indicated the locals mor than got their money's worth al though storm conditions, which usually boost long-distance business, made it difficult to appraise results.

Acting as a clearing house, A T. & T. passed along to other locals the information it received from those that had tried radio The use of spots quickly spread until now it embraces a substantia part of the country. A. T. & T. has encouraged locals to use announcements and has acted as a clearing house for information, continuities and other data.

For the most part the announcements have been made on Sundays the sales message usually being of the direct type designed to bring quick action by urging listeners to go to the phone and take advantage of the lower toll rates. In a number of cases Saturday evening announcements have been employed.

Bell Telephone Co. of Pennsylvania had planned to start a spot campaign in mid-March but decided to delay it a few weeks when floods almost paralyzed the long-lines and local service in a number of sections.

Most of the campaigns are placed direct by the local companies, with the exception of Southern New England, using BBDO, and Michigan Bell Telephone Co., using N. W. Ayer & Son.

A typical campaign is that of Michigan Bell which during the week of March 23 started a four-weeks series of spot announcements over most stations in Michigan. Daytime announcements are of one-minute duration and the night spots are at station breaks. Fourteen announcements are broadcast each week, with a concentration of spots over the weekend.

Four Stations Organize Network in West Texas

FORMATION of West Texas Broadcasting System has been effected by managers of KIUN, Pecos; KNEL, Brady; KGKL, San Angelo; KRLH, Midland. Earl Yates, manager of KGKL, is managing director in complete charge of sales. Other directors are Jack Hawkins, KIUN; Raymond L. Hughes, KRLH; Grady Burns, KNEL.

At present the system is operating for unit selling of time to national advertisers but later it is planned to rebroadcast over the network programs originating at member stations. A coverage map and rate cards have been distributed.

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

☐ Two years for $5

☐ Check is enclosed

☐ One year for $3

☐ Bill me later

YEARBOOK Number Included

NAME.....

ADDRESS.....

.....

FIRM..... TITLE.....

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.



TO SELL THE COMPLETE PITTSBURGH MARKET

You need KDKA to sell today's Pittsburgh market. Its service area more nearly corresponds to the entire Pittsburgh trading area than any other radio station. May we show you how?

KDKA

50,000 WATTS
NBC Blue Network
PITTSBURGH

One of NBC's Managed and Operated Stations

Spot Looms Larger on Radio Horizon

There's Much to Be Learned on This Subject, Which Daily Is Becoming More Important to the Industry

By LLOYD H. ROSENBLUM
WOAI, San Antonio

THE AUTHOR, a graduate of the Wharton School of Business and Finance, University of Pennsylvania, conducted for more than a year an exhaustive study of spot broadcasting under the direction of Dr. Herman S. Hettinger. He has recently joined the merchandising department of WOAI, San Antonio. The material presented herewith consists of a few excerpts from Mr. Rosenblum's thesis on the subject, which was based on a study of hundreds of advertisers, and interviews with advertisers, agencies and station executives.

PROBABLY the greatest difficulty of spot broadcasting is the lack of information on the subject. Sponsors themselves are often vague on the matter and though middlemen, agencies and stations are spending more time studying spot, it still is a mystery to many.

One of the causes lies in the fact that spot programs are broadcast at different times at different places on different stations in different markets, thus necessitating separate planning for each program. National spot is really local. It must be adapted to local conditions. Inquiries among users of spot show that half of them, aggressive in other forms of advertising and willing to admit spot can be fruitful, not only did not check results but did not even know their results.

Spots as Supplements

IN A SURVEY of the use of spot as a supplement to networks, it was found that of 100 largest advertisers, 47 used spots as a supplement to their network advertising, with 53 using spot exclusively; of 100 medium advertisers, 23 used spot as a supplement, 77 used it exclusively; of 100 smallest advertisers, 13 used spot as a supplement, 87 used it exclusively.

Of 39 companies using transcriptions, 23 or 59% of those studied use spot exclusively and 16 or 41% use it as a network supplement; of 47 using live talent, 38 or 81.1% use spot exclusively and 9 or 18.9% use it as a network supplement. The latter are usually smaller companies.

Larger advertisers use more than one type of rendition in 48% of the cases studied. Medium advertisers use more than one type in only 36% of the cases while small advertisers use more than one type in only 18% of the cases reviewed.

More pressure should be placed on newer sponsors who are not sure of their experiment with transcriptions. Not only must the right advertisers be sold, but all advertisers must be told how to use transcriptions. Less emphasis should be placed on cost and more on flexibility. Sponsors on the whole are becoming more in favor of transcriptions and are having more success. Transcriptions thus have a definite place in the spot picture, are being improved and are increasing in volume compared to national live talent.

The fact that transcriptions are mechanical and less personal than live talent programs will keep them from occupying as high a spot volume as the latter type of rendition, but declining prejudice against them, fewer station restrictions, improvement of station's equipment for handling them, will help transcriptions become well established in the national spot picture. Such accounts as those of Chevrolet, Dodge and the Ex-Lax recordings prove this statement.

National spot is being looked upon from a positive viewpoint. No longer is it employed as the only recourse of a concern wishing to advertise over the radio and finding a small budget prevents the use of a network. Flexibility is the reason. Flexibility, or elasticity, encompasses first of all ability to adjust a program to distribution. A large national advertiser, through spot, gets where he wants to when he wants to; advertising where he has distribution, intensifying certain areas, supplementing his network programs, cutting down on waste circulation. Flexibility means he can enter a market on short, concentrated broadcasts. He can step in and out of any market with facility. There are no long contracts. A sponsor can pep up a lagging area; test a product, a new program, a new appeal; introduce a new slogan, package, product.

Flexibility enables a smaller regional advertiser to compete on equal terms with a larger advertiser. He does this by putting on a program in a market, introducing his product there, advertising it along with competing brands, gaining recognition, and then expanding into other markets similarly.

Helping the Dealer

DEALER cooperation was listed as the most singly important reason for using spot. This cooperation takes many forms. Chief among these is financial assistance. A local dealer can advertise cheaply to a limited, local audience. He is aided financially, and through merchandising tie-ins and advice in putting on the program. He becomes better known, more customers are attracted to his store, sales go up, he takes a more enterprising attitude and the manufacturer becomes more eager to continue advertising.

No longer, therefore, are cheapness and the time advantage the best reasons for spot. Overcoming time zone differences is also a part of spot's elasticity. It must be remembered, though, that time on an individual station depends largely on the availability of time on that station.

What does all this mean?

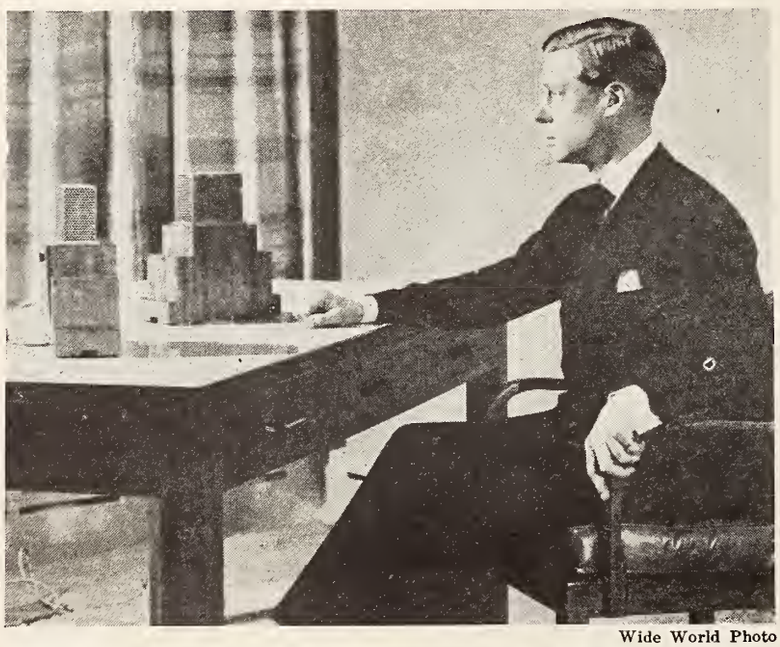
More sponsors are finding use for spot by fitting it to their individual advertising and distribution problems. They are picking out a definite segment of listeners in each market, investigating that market before broadcasting, appealing to these listeners where they want to, when they want to, how they want to, according to the specific requirements of each concern. Sponsors are realizing that spot not only can, but must be adapted to local conditions.

Spot will undergo many changes in the future. Much is left to be accomplished. Whatever happens, it can be said from this investigation that national spot will grow to an extent that will provide real competition for national networks and especially for the regional networks. Yes, the "spot" on the broadcasting horizon is looming larger.

Remedies for Vagaries

TO REMEDY the vagaries and problems of national spot the following steps should be taken:

1. Some organization should be established or one already established backed by sponsors, agencies, stations and other middlemen should prepare a complete pamphlet on the main types of potential spot broadcasters based on previous experiences, to show sponsors how to go about preparing a campaign, what to do, where to go to do it. Failures of concerns would be pointed out, specific data listed. Each area of the country could be subdivided and analyzed as explained.
2. Station representatives concentrate in one area and learn that thoroughly.
3. Transcription companies promote transcriptions over the radio to remove existing prejudice.
4. Stations apportion time to keep certain hours free for spot broadcasting, stations remove carelessly prepared programs, take more interest in the local market with intent to garner more local business, for regional or national spot broadcasts.
5. Sponsors use spot in conjunction with other media, giving it a special function perhaps but always tying it in with other media.
6. More sponsors take advantage of local character of spot and learn local business conditions better. This includes more cooperation and friendly attitude in giving help to dealers.
7. Copy the networks in analyzing markets, selecting stations, using and choosing merchandising tie-ins, fitting the campaign into the entire distribution problem, testing each area and program, expanding slowly and surely.
8. Build up a regular listening audience by broadcasting at definite regular hours as far as possible. (Stations should allot time for one minute announcements in the evening instead of restricting them altogether.)
9. Finally, improve the program. Remove superlatives, long winded commercials, improve the entertainment. Use transcriptions, use more than one type of rendition, depending upon market, product, etc. Cooperate, coordinate and don't compete with the chains. Do this by using spot for specialized problems and supplementing chains.



Wide World Photo

THE KING BROADCASTS—No tyro before the microphone is King Edward VIII, who as Prince of Wales was often rebroadcast here. Yet his first broadcast as King of England last month occasioned considerable comment when he used what the British called the American term "radio" in lieu of the usual British term "wireless". King Edward's radio popularity in the Empire is rivaled only by President Roosevelt's.

METROPOLITAN Opera's new spring series of Saturday matinees will be carried, starting May 16, on NBC networks, being heard first on the Blue and alternately thereafter on Red and Blue. Like the regular season just ended and carried on combined NBC networks they will be unsponsored.

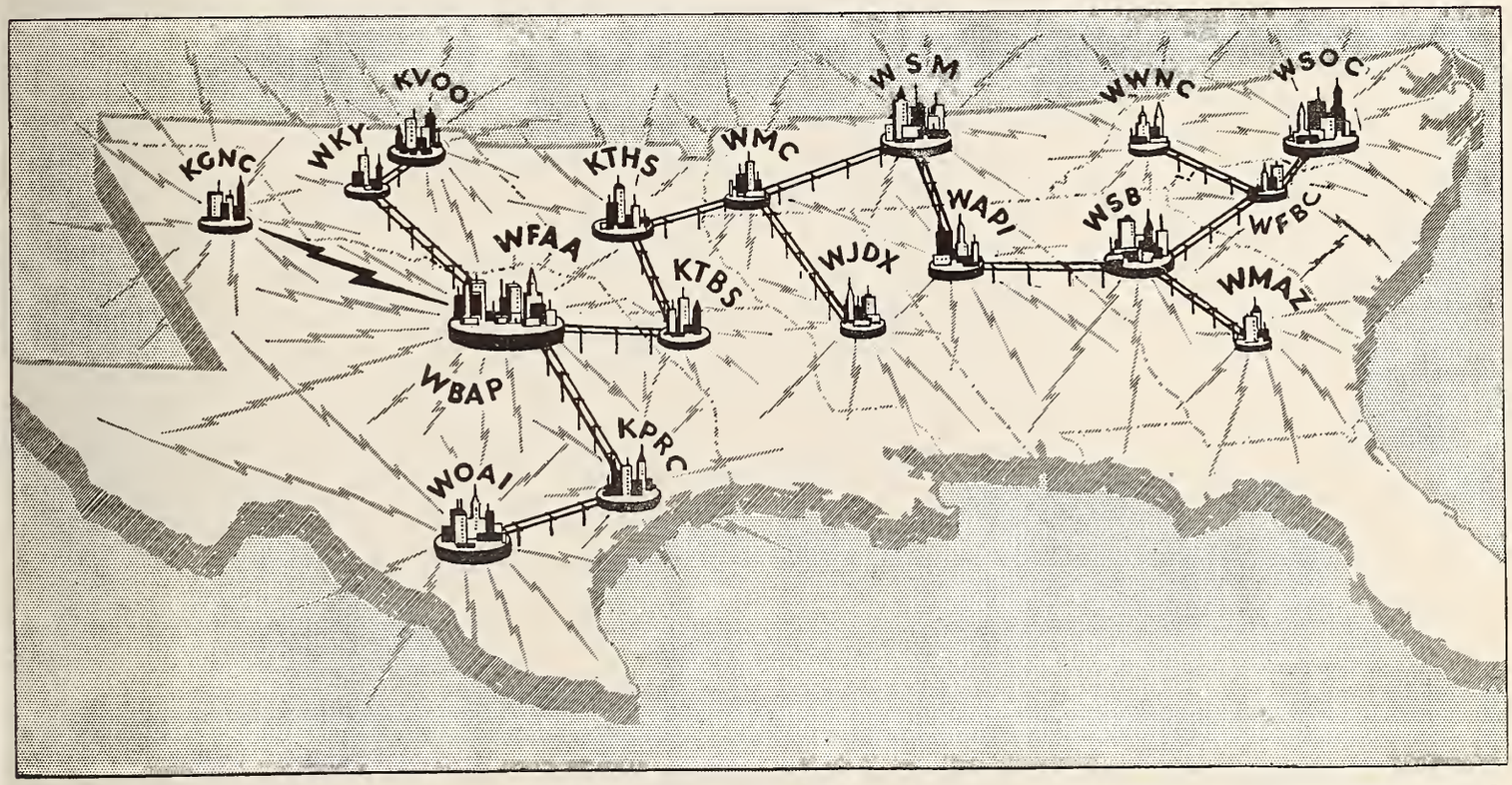
After a One-Year Test on The Texas Quality Network . . . . .

This WFAA-Produced Program Expands to Giant Southern Hookup!



from **TQN** *to*

The Dr. Pepper Special Network



The Dr. Pepper Company, manufacturers of the Southwest's favorite soft drink, launched its first radio campaign on April 7th, 1935 with a modest 15 minute program. Originating at WFAA, it was transmitted over The Texas Quality Network, which also includes WBAP, Fort Worth, KPRC, Houston, and WOAI, San Antonio.

Immediately successful, the program soon expanded to a half hour show featuring a 20 piece orchestra and a galaxy of favorite local artists . . . Now, the "Pepper Uppers" makes radio history . . . expanding to a custombuilt network of 17 stations; the largest independent hookup ever formed in the South.

Dr. Pepper required an outstanding program; its distribution demanded a history-making feat . . . WFAA, working in collaboration with Tracy-Locke-Dawson, Inc., accomplished the unprecedented! . . . What are YOUR requirements? WFAA provides top-notch talent from solos to symphonies . . . production, publicity and merchandising services that bring results.

50,000 Watts

WFAA

Dallas, Texas

National Representatives:
Edw. Petry & Company

Owned and Operated by
The Dallas News—The Dallas Journal

Free Scope for Radio Is Urged By Paley in Report for 1935

Network's Net Profit in Year Amounts to $2,810,000; Reviews CBS Progress in Program Standards

A PLEA that broadcasting be left free from too much legislation and regulation, lest those "who would move too fast should strangle us", was made by William S. Paley, CBS president in his 1935 annual report, which showed that the network and its subsidiary companies earned a net profit for last year of $2,810,000. This was the equivalent of $3.30 per share on 852,335 shares.

The report showed that for the fiscal year ended Dec. 28, 1935, the CBS profit from operations, after depreciation of $466,582, amounted to $3,228,194. The earned surplus on Dec. 29, 1934, was $2,148,928 and the earned surplus for the corresponding date in 1935 was $2,742,936. Cash dividends quarterly of 40 cents per share, plus an extra dividend of $1 per share, were paid during the year, amounting to $2,216,071.

The balance sheet showed CBS at close of business Dec. 28 had total current and working assets of $5,533,450, and total assets of $7,811,953. Capital and surplus included 750,000 shares each of Class A and B stock authorized at $5 per share. Of these, 474,298 shares of Class A and 474,337 shares of Class B stock had been issued, with a value of $4,743,175.

The CBS gross time sales in 1935 aggregated $17,637,804. This was an increase of 19% over 1934. Other income, of course, was obtained from its subsidiary companies, notably in the concert and artist fields.

Mr. Paley referred particularly in his annual report to the strides made by the industry generally and by CBS in improving program standards. These, he said, have been rewarded by listener confidence and audience increases. But he pointed also to the pitfalls that beset the industry due to its growing stature, and he urged longer licenses.

Too Much Regulation

"THERE are wise people and wise organizations who would help us," said Mr. Paley. "There are selfish organizations and fanatics who would hamstring us. It is too soon to force our operations into any rigid mold. We should have longer license periods and we should be left free from too much legislation and regulation, and too much group pressure, lest those who would move too fast should strangle us. We have shown that voluntarily and under the stimulus of competition we can grow and improve and enhance our service, and we should be allowed to do these things. Moreover—and I say this reluctantly—I think the time has come for the public and for leaders of group thought throughout America to learn to distinguish among broadcasters.

"There are those who have lagged behind. I am sorry to say that our network standards are not the standards of all broadcasters. It would be a pity if networks and the finer individual stations, large or small, should be made to suffer for the sins of others. We pay tribute to the advances made by many stations wholly on their own account. For their sakes as well as our own, we take deep satisfaction in having proved more dramatically in the past year than ever before that better standards can be maintained, new goals reached, without outside forces compelling such improvement."

Listener interest has been intensified, listener hours have lengthened and the size of the radio audience has gained, the CBS president informed stockholders. He said 1,500,000 more American homes were equipped with radios in 1935, conservatively increasing the audience by 5,000,000 persons.

He added that 3,000,000 American families replaced old radio sets with modern ones, and that more than 3,000,000 automobiles are equipped with sets, while summer camps, winter resorts, trains and boats are now tuning in programs of the nation. For CBS, he estimated that of the 84,000,000 people who constitute the American radio audience, more than 95% are in the primary listening area of CBS stations, with nearly all the rest in the secondary areas.

The Public Service

MR. PALEY reviewed program policies instituted by CBS during the preceding year with gratifying results. These had to do with definite limitations on the amount of time devoted to advertising announcements; elimination of medical and kindred accounts, and formulation of more exact standards for broadcasts designed for children.

"Advertisers and their agencies," Mr. Paley asserted, "very generally cooperated. With fewer seconds in which to express their sales message, they became more adroit and more entertaining than ever before.

"And just as they worked with us in diminishing the amount of advertising talk over the network, agencies and advertisers enthusiastically accepted and applauded higher standards of taste, even when they found some given product unadvertisable under our standards."

In the field of public service Mr. Paley pointed out it became necessary for CBS, after a searching and dispassionate study, to promulgate a new and clarified statement of the pertinent principles which had guided the network from the first.

Public Service Principles

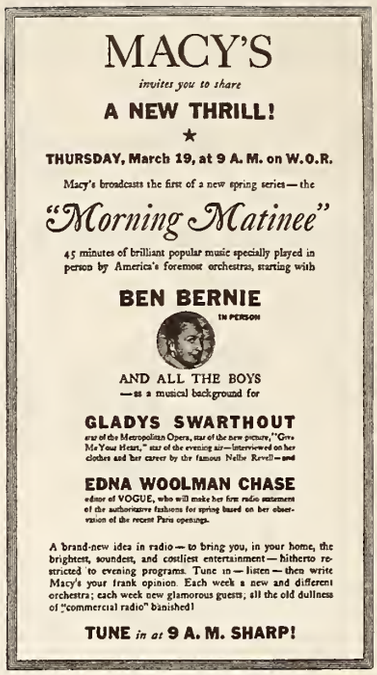
THESE he enumerated as follows: (1) CBS is completely non-partisan on all public controversial questions, including politics; (2) it does not sell time to individuals or groups for discussion of controversial public issues—the sole exception being that after the candidates for the presidential elections have been nominated, time is sold because during those months the parties require more time than CBS can afford to give away; (3) CBS is charged with editorial responsibility for what goes over its networks, allotting available time for discussion of public questions to spokesmen for opposing views, and in so doing seeks to maintain program balance.

Mr. Paley paid tribute to the press of America and the interest it has shown in freedom of the air and an "increasing determination to help us maintain this freedom and to sustain the American system of broadcasting". He continued:

"The fairness, intelligence and unselfishness with which notable newspapers all over the country have expressed views which help bring home to the whole nation the importance of keeping broadcasting in a democracy free and untrammeled seems to me to furnish a fine commentary on American journalism.

Network Facilities

"I MENTIONED earlier the importance of a network such as ours in assuming industry leadership and now I wish for a moment to dwell upon this. As the problems and requirements of broadcasting become more intricate, as the audience learns to demand more and more, it is going to become increasingly important for broadcasters to maintain elaborate organizations, to have the finest and the most expensive facilities in the great talent centers of the nation, and to maintain adequate program resources and connections throughout the world. In no sense am I decrying the fine work done by many individual stations when I say that networks primarily must meet the growing problems and requirements of broadcasting. It is inevitable that a new industry and a new art of such growing importance to all our people should be beset with problems and at times be-deviled by cranks. It is the job of the network to be forthright and courageous in the still early years of broadcasting and to lead in every fight for better broadcasting."



MACY'S PROMOTES — Its share in the "Morning Matinee" cooperative department store series on a special network with this newspaper advertisement.

Department Store Net Has 11 Outlets

Additional Stations Include As Series Gets Under Way

EXPANDING from an original hookup of seven stations to 11 outlets, the special cooperative department store network organized by W. L. Chesman, radio director of Donahue & Coe, New York agency, began its *Morning Matinee* programs March 19 with Ben Bernie and orchestra and Gladys Swarthout as guest stars and with Nellie Revell as master of ceremonies. As reported in the March 15 BROADCASTING, the special hookup carries varying guest star programs Thursdays, 9-9:45 a. m. (EST) in a 13-week test schedule sponsored by department stores in each of the outlet cities.

To the original network have been added WSPD, Toledo; WBAL, Baltimore, and WFIL, Philadelphia, with the following department stores added to the list of sponsors: LaSalle & Koch, Toledo; Hecht Brothers, Baltimore; Lit Brothers, Philadelphia. WGN, Chicago, expects to join the network on April 30 or May 7, depending upon whether time can be cleared with Carson, Pirie, Scott & Co. as the Chicago sponsor.

Stores and Stations

THE HOOKUP has no relationship with MBS or any other network, being a special arrangement designed to stimulate department store turnouts with 1½ minute station breaks every 15 minutes allocated to the various stores in rotation and with the line costs and station time charges pro-rated among the sponsors. Programs are keyed from WOR. The sponsoring stores and the other outlets are: R. H. Macy & Co., New York, WOR; Boggs & Buhl, Pittsburgh, WCAE; May's, Cleveland, WGAR; Alfred Steiter, Hartford, WDRC; Kern-Ernst, Detroit, CKLW; L. S. Ayers, Indianapolis, WIRE; Jordan-Marsh, Boston, WNAC.

Seven Louisiana Stations Organized Into Network

SEVEN stations in Louisiana have been linked into a special network for a ten-week series of broadcasts from Louisiana State University on Sundays, with plans under way for sale of the group as a unit for other commercial accounts. Called the Southern Broadcasting Network, the stations began the University series March 22, keyed direct from the educational institution through WJBO, Baton Rouge.

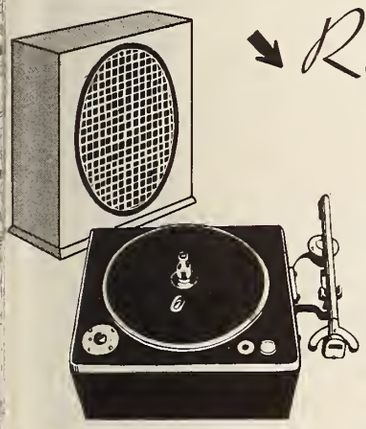
Stations in the hookup are WJBO, WDSU, New Orleans; KLMB, Monroe; KRMD, Shreveport; KALB, Alexandria; KVOL, Lafayette, and KPLC, Lake Charles. The program is broadcast from 2 to 3 p. m. (EST) and includes an 80-piece symphony and talent arranged by the University. The series carries out the plan espoused by the late Senator Huey Long to bring the university closer to its alumni and to "sell" college educations to the parents of Louisiana's youth. The University pays line costs of $650 for the hour-program, plus station charges amounting to $350, or $1,000 for the network.

HITTING THE MARK

THROUGH EXPERIENCED PERSONNEL

With Station Tested Programs

Buying programs need no longer be a problem of hunches and hopes! Many of the stations on the John Blair list have outstanding sustaining programs of *proved selling ability* which are now available for sponsorship on either a spot, sectional, or national basis. Complete case histories and merchandising plans are also included.



Reproduction Equipment

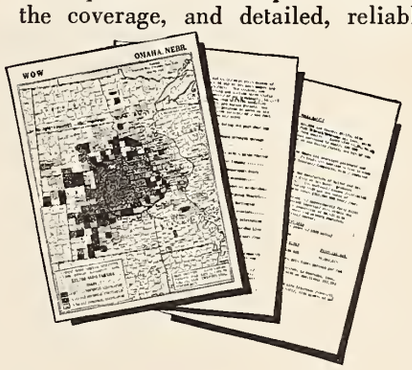
Several of these programs have been transcribed and are ready for immediate audition at any one of our four offices. Each John Blair office is completely equipped with turntables in order to present the best sustaining programs available for sponsorship.

AGENCY MEN

These services in the four John Blair offices were created to help you secure the best results in spot broadcasting for your clients. Every John Blair man has received intensive training in radio, — the majority have been station managers. You may with confidence, call him because this experience and background in the field of advertising and broadcasting enable him to make valuable and timely suggestions regarding the selection of markets, stations, and programs. Complete station presentations and a large fund of knowledge as to what has succeeded and what is most likely to succeed is but a part of his ready information. Call your nearest John Blair office today for comprehensive factual information on the use of broadcasting in these markets.

With John Blair Service

A complete factual presentation on all John Blair stations includes a comprehensive description of the market, a minute breakdown of the coverage, and detailed, reliable information on the station.



Furthermore, all John Blair offices and stations are in close contact by teletype to secure the latest time availabilities and programs for agencies and advertisers. No flash in the pan, these services have been continually improved each year and have proved their worth in the form of increased service.

STATIONS REPRESENTED

Chicago, Ill.
WLS
Columbus, Ohio
WBNS
Cedar Rapids-Waterloo, Ia.
WMT*
Des Moines, Iowa
KRNT*-KSO*
Detroit, Michigan
WWJ
Houston, Texas
KTRH
Los Angeles, Calif.
KNX**
Omaha, Nebraska
WOW
Phoenix, Arizona
KTAR
St. Paul-Minneapolis, Minn.
KSTP
Salt Lake City, Utah
KDYL
San Francisco, Calif.
KSFO**
Shreveport, La.
KWKH-KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.

John Blair & Company

NEW YORK
341 Madison Ave.
Murray Hill 2-6084

CHICAGO
520 N. Michigan Ave.
Superior 8660

DETROIT
New Center Bldg.
Madison 7889

SAN FRANCISCO
3100 Russ Building
Douglas 3188

NBC Study Shows What Products Can Be Sold by Radio

Trends in Use of Major Media By Advertisers Analyzed

THE second volume of NBC's series of reports on "The Agency Stake in Radio" is titled *Straight Across the Board*, and has just been published for agency circulation. It presents a detailed record of the way 1,196 advertisers used the three major national mediums to advertise 1,296 products or homogeneous groups of products in 1929 and 1934.

The list of advertisers includes nearly all the important customers of the three major mediums and they accounted for 82% of all the national advertising in the three mediums in 1929 and 80% in 1934.

Provided in the analysis are concrete answers to questions usually answered by opinions and arguments. The record indicates exactly what changes have been taking place, what shifts in judgments, what underlying trends in advertisers' views about use of radio.

Purpose of Study

CHAPTER ONE explains the purpose and method of the study. Chapter two is entitled: "Where did radio's increase come from," Chapter three explains "What controls radio's share," Chapter four discusses consumers' good and producers' goods and whether radio is a good medium for advertising producers' goods in those cases where the consumer has a vote (Viz: Housewives may control the woolen goods purchases of clothing manufacturers; what stenographers think about a brand of typewriters may determine the kind the business houses buy). Chapter five is devoted to answering the question: "What types of products can use radio?" Chapter six "places at rest the common assumption that radio is only for the big fellow to use. Now, with the facts about advertisers' total expenditures assembled in this study of the record of 1,196 national advertisers, the real tendencies become quite visible."

Here is what the analysis of national advertisers' expenditures shows about the range of network radio's usefulness:

1. As other national mediums prosper, radio prospers. From 1929 to 1934, it gained faster, in the classes of products which increased their newspaper or magazine advertising, rather than in the classes of products which spent less on those mediums in 1934 than they had spent in 1929.

2. The other mediums did best in the classes of products which increased their radio expenditures. Both newspapers and magazines fell off most, from 1929 to 1934, in the classes of products which reduced their radio expenditures or did not use radio.

3. From 1929 to 1934, network radio increased its share of the total national advertising expenditures of practically all main classes of products—with but one exception, which merely conformed to the underlying principle governing radio's share of the total.

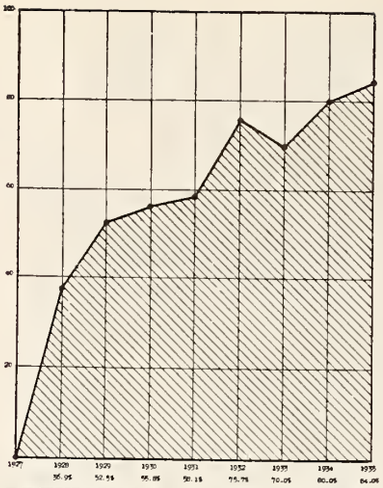
4. The underlying principle is that radio's share in 1934 depended primarily and directly on the total expenditures for a class of products in 1934 as compared to 1929. The nearer the total was to the 1929 level—or the farther it rose above that level—the greater radio's percentage of the 1934 total.

5. When advertisers' expenditures are classified by types of products: consumers' goods, producers' goods; perishables, semi-durables, durables; necessities, luxuries; and so on—the same fundamental principle plainly governs radio's share of the total.

6. There is no evidence that radio is more suitable for one class or type of product than for some other class. All the facts point in precisely the opposite direction. From 1929 to 1934, radio's flexibility and adaptability let it meet conditions as they arose.

7. Radio's users, in 1934, were dominantly a group of repeat customers whose total expenditures for national advertising in all three major mediums ranged all the way from below $50,000 up to more than $2,000,000. Radio's users are distributed over the whole field—big, middle-sized, and little. The 1935 figures thus far available indicate that the same important trends continued in that year.

8. The collective decisions of advertisers and their agencies, crystallized in the record of the money they spent in 1929 and 1934 and confirmed by all data yet available on their 1935 expenditures, indicate plainly that network radio is as usable for one product as for another—and for all sizes of advertisers.



PREVIOUSLY ON NBC—Here is the proportion of the total number of NBC clients each year who have used NBC before.

Neff-Rogow Revise Plans, Form Advertising Agency

ENTRY of Neff-Rogow Inc. into the advertising agency field, specializing in radio, was announced March 20 by Walter J. Neff, former sales manager of WOR, and William Rogow, former ace WOR time salesman, both of whom resigned March 1 with the intention of entering the station representation field. Invited to handle several radio accounts, as well as to act as the radio consultants for a major New York agency, Mr. Neff and Mr. Rogow abandoned their original plans and instead have established their own agency in the RCA Bldg., New York. Their first account is Drezma Inc., New York cosmetic concern and a frequent spot user. Other accounts, it was stated officially, are signed but not ready to release for publication at this time.

Armin Varady on MBS

ARMIN VARADY Inc., Chicago (cosmetics) on April 12 starts Ted Weems on 7 MBS stations, Sundays, 12:30-1 p. m. Outlets for the 26-week series are WGR, WGN, WBAL, WSAI, WGR, WCAE, WGAR. Sellers Service Inc., Chicago, is the agency.

J. H. Devins Leaves NBC For J. Stirling Getchell



Mr. Devins

J. H. DEVINS, assistant manager of the NBC press department under Wayne Randall, resigned March 28 to join the Detroit office of J. Stirling Getchell Inc. as publicity representative for the Plymouth and DeSoto accounts. He takes the place vacated by William E. Berchtold, who has been promoted by the agency to account executive handling DeSoto.

Mr. Devins joined NBC in 1928 as WEAF press representative, coming from the *New York Herald Tribune staff*. He has been NBC assistant press manager for the last two years. Mr. Berchtold joined Getchell's New York office about a year ago after having been public relations counsel for the Aeronautical Chamber of Commerce and editor of the *Aeronautical Yearbook*.

WHO, Des Moines, Seeks 500,000 Watts Power On Experimental Basis

AUTHORITY to use experimentally power of 500,000 watts—equal to that of WLW, Cincinnati—was asked by WHO, Des Moines, in an application filed March 24 with the FCC Broadcast Division. Last December, WHO asked for regular power of 500,000 watts but was informed that this violated FCC maximum power regulations and the experimental request accordingly was filed.

WLW is licensed regularly for 50,000 watts but is using the additional 450,000 watts under an experimental grant since the FCC rules have not yet been amended raising the power maximum. The phenomenal results it has achieved, without undue disturbance, has lead to the general view that when FCC rules are revised, probably next Fall, it will be given a regular super-power grant.

The WHO application, filed by Frank D. Scott, Washington counsel, requests special experimental authorization to install new equipment and increase its power from 50,000 to 500,000 for the period to Aug. 1, 1936. Operating on the 1,000 kc. frequency, the station now is feeding by the rebroadcast method, commercial as well as sustaining programs to the Corn Belt Wireless Network of seven stations.

In addition to the WHO application, there is pending before the FCC the application of KNX, Los Angeles, for a power increase to 500,000 watts.

WJAY New Studios

WJAY, Cleveland, will move from its present quarters at 1224 Huron Road, to studios and offices in Cleveland's Carnegie Hall, according to an announcement March 23 by Edythe F. Melrose, general manager. The new background announcement of the station will be: "This is your station WJAY, broadcasting from Carnegie Hall, the Music and Art Center of Cleveland."

Colgate Announces Three Air Contests

Will Give $140,000 Prizes In Palmolive Soap Series

COLGATE - PALMOLIVE-PEET Co. announced three contests to the radio audience during the week of March 16-21, only one of which will be publicized in other media. The largest contest, with prizes totaling $140,000, was announced March 21 over the CBS *Ziegfeld Follies of the Air* program. The event will close June 15. Twenty persons writing in the best letters on the subject "Why I Like Palmolive Soap" will receive a free 38-day round trip to Europe on the new Cunard liner *Queen Mary* which sails from New York on July 29. One hundred thousand beauty brushes, valued at $1, will be awarded for the next best letters. Winners of European trips may take $1,000 in cash instead. Those who take the trip will receive $300 in pocket money. The trip is valued at $2,000.

Two Other Contests

EVERY letter submitted to the sponsor must contain the black wrappers from three bars of Palmolive soap. Magazines and Sunday newspapers will also exploit the contest, similar to one Colgate ran last year in conjunction with the French liner *Normandie*. Dealer and clerk awards also will be distributed.

On the CBS *Goldbergs* program, Colgate is running a six-week contest asking for letters on "What I Would Do With a Thousand Dollars". Contestants must send a carton from a purchase of Colgate dental powder. First prize will be $1,000, second prize $50, for the 25 next best letters $10, and for the next 50 letters $5 prizes, 77 prizes in all.

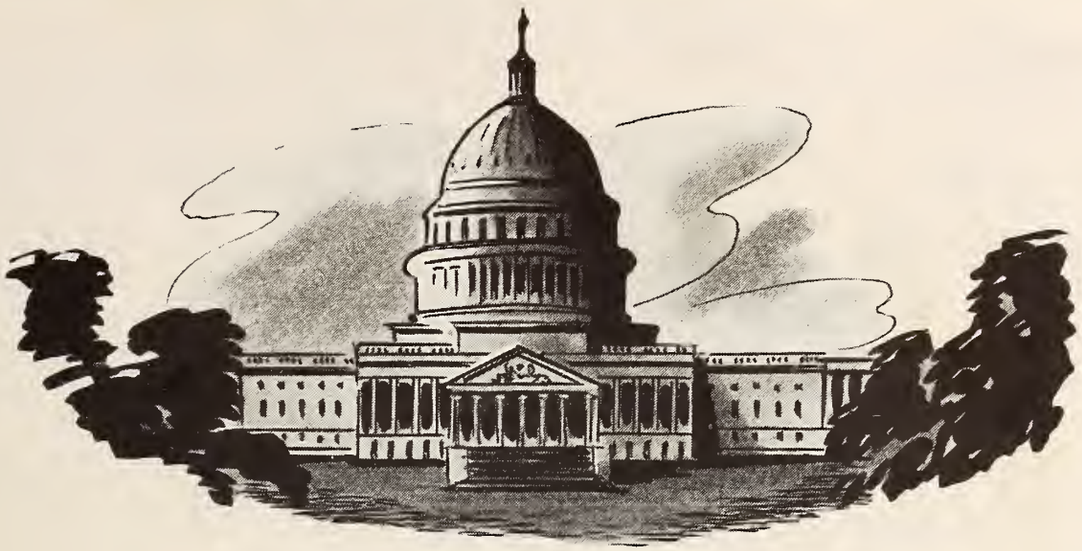
A similar contest is being run in conjunction with the CBS *Gang Busters* program. The subject of this contest is "Why Crime Does Not Pay". Each contestant must send in a carton from a tube of Colgate shaving cream. Prizes will be distributed on the same basis as the Goldberg contest.

Continental Expands

AN AUGMENTED schedule has been adopted by Continental Baking Co., New York (Wonder Bread) for its CBS *Renfew of the Mounted* series, effective March 30, when it became a four-weekly schedule with addition of a quarter-hour on Mondays, 6:45 p. m. (pre-broadcast to WJR 5 p. m. and repeat to West at 7:45 p. m.), the same time used for the Tuesday, Friday and Saturday broadcasts. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

WKBZ Survives Fire

WKBZ, Muskegon, Mich., is now located in the Michigan Theatre Building, to which it removed last month after its studios and offices in the Occidental Hotel had been destroyed by fire March 4. The transmitter remains on the roof of the hotel and was not damaged by the fire, the station being off the air only three hours.



CAPITAL COVERAGE

To reach the *purchasing power* of the *constantly increasing population* of Washington, D. C., *and its numerous suburbs in Maryland and Virginia*—here's the answer.

WRC

500 WATTS—NBC Red Network

WMAL

500 WATTS, 250 WATTS—NBC Blue Network

WASHINGTON, D. C.

Two of NBC's Managed and Operated Stations

Despite Fire

And

Raging Waters

During the three critical days of the great flood WCAE "Got Through" to networks with one hour and forty minutes of news broadcasts.

WCAE also kept Pittsburgh warned and informed with bulletins by the hundreds.

One other Pittsburgh station was able to contact a network from the steel city with thirty minutes of news.

We are happy and proud to have been able to serve Pittsburghers and their friends throughout the nation and trust we remain "Pittsburgh's most popular station".

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO



RADIOADS — When General Motors staged its Spring Show in Detroit March 8-14, it had radio stations and radio stars carry the load. But it used display newspaper ads, like the one here, to sell the "personal appearance" of radio stars. The advertising campaign was worked out by Campbell-Ewald, the GM agency.

Stations in Texas Form Temporary Association

ORGANIZATION of the Texas Broadcasters Association, to function with temporary officers until a permanent organization is created next May, has been effected by Texas radio stations. J. Frank Smith, KXYZ, Houston, was elected president; R. S. Bishop, KFJZ, Fort Worth, vice president and James R. Curtis, KFRO, Longview, secretary.

Directors include Dick Niles, KRGV, Weslaco; Earl Yates, KGKL, San Angelo; Gilmore N. Nunn, KPDN, Pampa, and Hugh M. Halff, WOAI, San Antonio. The officers will service until May 21, when a permanent organization session will be held in Fort Worth. The directors will draw up a constitution for consideration at the next meeting.

Besides this group, those who attended the San Antonio organization meeting March 14 included Howard W. Davis, KMAC, San Antonio; Ted B. McClure, WOAI; Henry L. Taylor, KABC, San Antonio; Foster W. Fort, KABC; Murray Moffatt and G. L. Burns, KNEL, Brady; J. M. Collins, KPDN; Eugene J. Roth, KONO, San Antonio; E. M. Wilson, KGFI, Corpus Christi; Jack Hawkins, KIUN, Pecos; T. F. Smith, KXYZ; C. T. Wilson and H. B. Lockhart, KGFI; E. P. Humbert, WTAW, College Station, and L. L. Jacquier and John S. Stiburel, KTSA, San Antonio.

CORRECTION: The 1936 BROADCASTING Year Book, through a clerical slip, inadvertently listed KUJ, Walla Walla, Wash., as accepting hard liquor advertising. H. E. Studebaker, KUJ manager, advises this station does not accept hard liquor advertising. BROADCASTING regrets the error.

Automobile Shows Of General Motors Promoted by Radio

Big Crowds, Many Sales of Cars Feature Exhibits in Cities

UNUSUAL success is rewarding the efforts of General Motors in its current Spring auto shows being held throughout the country, with radio carrying the brunt of the load and with ranking radio stars being employed in the shows as the drawing cards.

The shows, held on a staggered schedule during March and April, were arranged by General Motors headquarters in collaboration with Campbell-Ewald Co. Inc., Detroit advertising agency handling several of the GM lines. The first of the shows was held in Detroit March 8 to 14, and is reported to have eclipsed anything of a similar nature ever undertaken. Many cars were sold during the exhibit.

Extensive Promotion

ALL OF the shows are under the supervision and direction of J. W. Dineen, advertising manager of General Motors, J. J. Hartigan, vice president of Campbell-Ewald and Bob Howard, radio buyer of the agency. Mr. Howard himself lined up the local talent from four Detroit stations who appeared nightly at the show.

Big display ads were used in Detroit newspapers to publicize the shows, stressing particularly the presence of radio stars and their direct broadcasts from the auditorium. During the week more than 400,000 people attended the show, breaking all records — and this despite the fact that the show was in direct competition with the Michigan State Exposition held during the same week and featuring such movie stars as Bebe Daniels, Ben Lyon and Ricardo Cortez.

A check-up showed that Chevrolet had sold 400 cars at the one-week show while other GM lines, including Cadillac, LaSalle, Buick, Oldsmobile and Pontiac, reported brisk sales. All GM executives were enthusiastic over the showing made, and attributed most of the success to the appearance of local radio stars and of Horace Heidt's orchestra.

The Detroit show arrangements, insofar as radio appearances and newspaper copy tie-ins with radio were concerned, were worked out by Mr. Howard in an effort to test the effectiveness of that character of publicity in attracting crowds and inducing sales. Mr. Howard also took over direct supervisory charge of the radio appearances at the show and of arranging the broadcasting schedules with the stations.

Gruen Changes Program

GRUEN WATCH MAKER'S GUILD, Cincinnati, on March 31 was to cease its *Washington Merry-Go-Round* series on MBS, replacing it with dramatic sketches of the gay nineties under the title *Time Turns Back*. The program is to originate in Cincinnati. DeGarmo Corp., New York, is the agency.

PIONEERING

WBEN IS FIRST AGAIN!

FIRST WITH THE FIRST "APEX" STATION

W8XH 7.3 METERS 41,000 KCS.

★

Station WBEN has pioneered in ultra short wave broadcasting and was the first "APEX" Station in the country to go on the air with regularly scheduled musical programs. On March 18, 1934, general experimental Station W8XH went on the air and is now operating on a frequency of 41,000 kc. (7.3 m.) and today the Buffalo area has many listeners to W8XH programs on this frequency.

It is WBEN's pioneering spirit in both transmission and the development of novel program ideas that keeps it FIRST in the homes of the Buffalo audience.

★



"TURNSTILE" Antenna Arrangement of W8XH on the roof of the STATLER HOTEL 350 feet above the street level!

WBEN

THE RADIO STATION OF THE

BUFFALO EVENING NEWS

STATLER HOTEL • BUFFALO, N.Y.

NATIONAL REPRESENTATIVES
•
EDW. PETRY & CO., INC.

1000 WATTS
•
900 KCS.
•
NBC BASIC RED NETWORK

Department Store Gives Some Hints On Radio Selling

Outlet Co. Finds 8-10 a. m. Are Best Hours for Retailers

OUTLET Co., Providence, R. I., department store, and operator of WJAR, finds that the best time for a department store to go on the air is between 8 and 10 a. m., the reason being that women have developed the habit of tuning in during that period for shop talks, according to the publication *Retailing*.

Furthermore, the magazine states that department store radio advertising, if it is to have real pulling power, must be definitely linked with local newspaper advertising.

Excerpts from the article continue:

"These nuggets of advice are given by the Outlet Co., located in Providence, R. I., one of the largest department stores in New England and the first in Rhode Island to establish a broadcasting station. It was in 1922 that this company established WJAR.

Once Just a Fad

"COMPANY officials will tell you with frankness that the station was set up just as a fad. It offered something new to the patrons of this progressive store. Broadcasting was in its swaddling clothes, but crude as it was it presented a new idea in advertising. In those days the station had to make up its own programs and, naturally enough, the Outlet Co. used oceans of time to tell the story of its departments.

"That it has developed can be appreciated when it is known that last year the station netted $68,000. That represents profit but the real profit cannot be measured in dollars and cents. This is no yardstick with which to measure the real value of this department to the Outlet's business.

"The station serves an area with a population of approximately 1,300,000 people, and constant repetition of the name Outlet Co. when the announcer says "This is WJAR", has made the name of the store a household word.

"Today the radio department has a staff of 15 and everybody is kept busy. One of the busiest is Miss Grace Hall, the store's advertising announcer. Every morning at 9 o'clock Miss Hall goes on the air to tell a story of the store and the particular values being featured. She is on 15 minutes—long enough, according to the store management, because it is held that radio listeners would tire if the time were extended beyond 15 minutes.

"This is the only time devoted to the store's departments because the station is a link in a national chain and time is devoted to regular programs."

Dodge Dealer Program

DODGE BROTHERS Corp., Detroit (motor cars) will broadcast a one-time variety program to Dodge dealers throughout the country over 81 CBS stations on Saturday, April 4, 2-2:30 p. m. It will feature Gertrude Niesen, Bert Lahr and Freddie Rich orchestra. Dodge executives will address dealers. Ruthrauff & Ryan Inc., New York, has the account.

CBS EARS MAKE THE GRADE

Scientific Tests Show Engineering, Production and Program Staffs Have Good Hearing



EARS HOW TESTS ARE MADE—CBS employes must have good hearing and their aural facilities are analyzed by this trio. Left to right are A. B. Treat Jr., receiving test; J. E. Wilson, observing, and Guy C. Hutcheson conducting the test, using a Western Electric audiometer.

CBS recently conducted a scientific test to determine the hearing ability of its entire engineering, production and program staffs. These tests have been annual affairs since 1932 and the records determine which men are most suitable for the delicate job of transmitting musical and vocal programs from the broadcast studios with the greatest degree of fidelity.

As generally known, perfect transmission of radio programs depends not only on the electrical and mechanical equipment involved but also on the hearing of the men engaged in monitoring and producing them. A defect in hearing may be the cause of serious lack of balance in the broadcasting of musical or vocal programs; therefore, to insure faithful transmission of all its air features, CBS has conducted these tests.

This year's results, compiled in comprehensive charts, show that in the majority of cases, the hearing of these men is much better than "normal hearing".

For Young People

THE OUTCOME of the test is a decided indication that this branch of radio is a young person's business. The ability of the human ear to detect sounds faithfully recedes with the advancing years of the individual, and, consequently, the important work of transmitting a radio program is done most successfully by young people.

The tests were made with an audiometer which reproduces each octave from two octaves below middle C to five octaves above, or from 64 to 8,192 cycles per second. The instrument registered the extent of each person's ability to hear the different tones by testing one ear at a time.

The reactions of each of the persons taking the tests were recorded on an individual chart to show the number of decibels or "sensation units" his or her hearing ability varied from "normal hearing". With zero representing normal, the record was kept in units of five decibels either plus or minus depending on whether the subject's hearing was abnormal or subnormal. The final compilation showed that the hearing of most of the CBS engineers, production and program men registered either above normal or so slightly below as to be of no hindrance to the accurate transmission of radio programs.

Of 85 persons tested, James Wilson and Paul Wittlig, studio engineers, and Alfred Treat, a field engineer, registered the most perfect hearing as far as broadcast monitoring is concerned. The records of these engineers showed practically uniform sensitivity over the entire musical scale and within five decibels of the "normal hearing" or reference linc.

Paul Munroe, a production man, registered the most acute hearing of all. His left ear was 20 decibels above normal at 64 cycles, 25 above at 128 cycles, 15 above at 256, 5 above at 512, 10 above at 1024, 20 above at 2048, 30 above at 4096 and 50 above at 8192. His right ear was 5 above at 64, 0 at 128, 10 below at 256, 10 below at 512, 0 at 1024, 0 at 2048, 25 above at 4096 and 20 above at 8192.

The second most sensitive hearing was that of Robert Moe, an engineer, whose hearing was either normal or above normal and at no frequency was it below normal.

An interesting point was noticed that for a majority of the cases, a slight loss of hearing occurred at 4096 cycles or five octaves above middle C. This "dip" also showed up in the final average of all the men in each department.

E. K. Cohan, technical director of CBS, supervised the tests, and commenting on the survey, said:

"The value of these tests lies in the knowledge we have gained concerning the accuracy with which our engineers, production and program men seated in a studio control room, skillfully monitor the broadcast programs. Obviously, this is a vital factor in faithful program transmission, as the object sought in radio is to broadcast the sounds produced in the studio with absolute fidelity to tone, quality, and balance.

"The results of our survey show conclusively that our staff of technical and program men is well equipped physically for the accurate transmission of broadcasts."

NBC Obtains Sole Right To Dirigible's Inaugural; Nets Cover 'Queen Mary'

EXCLUSIVE rights to broadcast the maiden sailing to America of the giant new German dirigible *Von Hindenburg* have been secured by NBC whose continental director, Dr. Max Jordan, and program department manager, Alfred H. Morton may also be on the airship when it leaves Friedrichshaven May 6. Also on board will be Dr. Kurt von Boeckmann, director of Germany's shortwave stations, who will have charge of broadcasts from the craft that will be relayed both to the United States and Germany.

When the airship leaves Lakehurst on her return flight, probably May 8, one of its passengers may be John Royal, NBC program vice president, who hopes to go to Europe and return on the maiden voyage May 27 of the big new British liner *Queen Mary*. Broadcasts from the *Queen Mary* will be carried by NBC, CBS and MBS, all of which will have their own special announcers aboard just as NBC and CBS last year had their men on board to cover the first trip of the *Normandie*.

Planning also to visit this country, coming on the *Queen Mary* is Fred Bate, London representative of NBC. He will accompany the British Broadcasting Corp. staff which will handle technical arrangements not only for the relays to Europe but also to America. BBC has announced that its staff will be headed by Roger Eckersley, assistant controller of programs; John Snagge, of the outside broadcast department; John Watt of the production staff, and R. H. Wood and two assistant engineers.

Gilmore Oil Renews

CONTRACTS for a second year on the air for *Strange As It Seems*, John Hix program of dramatized oddities, has been signed through the Raymond R. Morgan Co., of Hollywood with Gilmore Oil Co., using 11 stations of the CBS-Don Lee network and three independent stations. The Morgan agency, which produces the show as well as places it, recently announced renewal with Ex-Lax Inc., for a continuation of the program on 45 Eastern stations.

MONARCH OVERALL MFG. Co. Ltd., Winnipeg, is sponsoring the *Black & Blue* transcription series on CRJM, Regina, and CFCN, Calgary, placed through Norris-Patterson Ltd., Winnipeg agency.



WHAS 50,000 WATTS GIVES PROGRAMS NATIONAL MASS CONSUMER MARKET COVERAGE

● The story of "Monticello Party Line's" small-town people reaches all towns on WHAS' powerful 50,000 Watts. As a Basic Outlet for Dr. Caldwell's Syrup Pepsin, WHAS is doing the same splendid selling job that it would also do for your product.

Consider this double-coverage: (1) The rich localized Ohio Valley Market. Here WHAS gives your product a primary and secondary daytime coverage of 3,461,100. The nighttime primary and secondary coverage is 4,399,200. And (2) a secondary area audience exceeding 24,552,138. This is national mass market coverage. And note this: WHAS broadcasts can be heard clearly from Canada to Mexico and from the Atlantic to the Rockies. More and more advertisers are using and cashing in on WHAS as a Basic Outlet. You should, too!

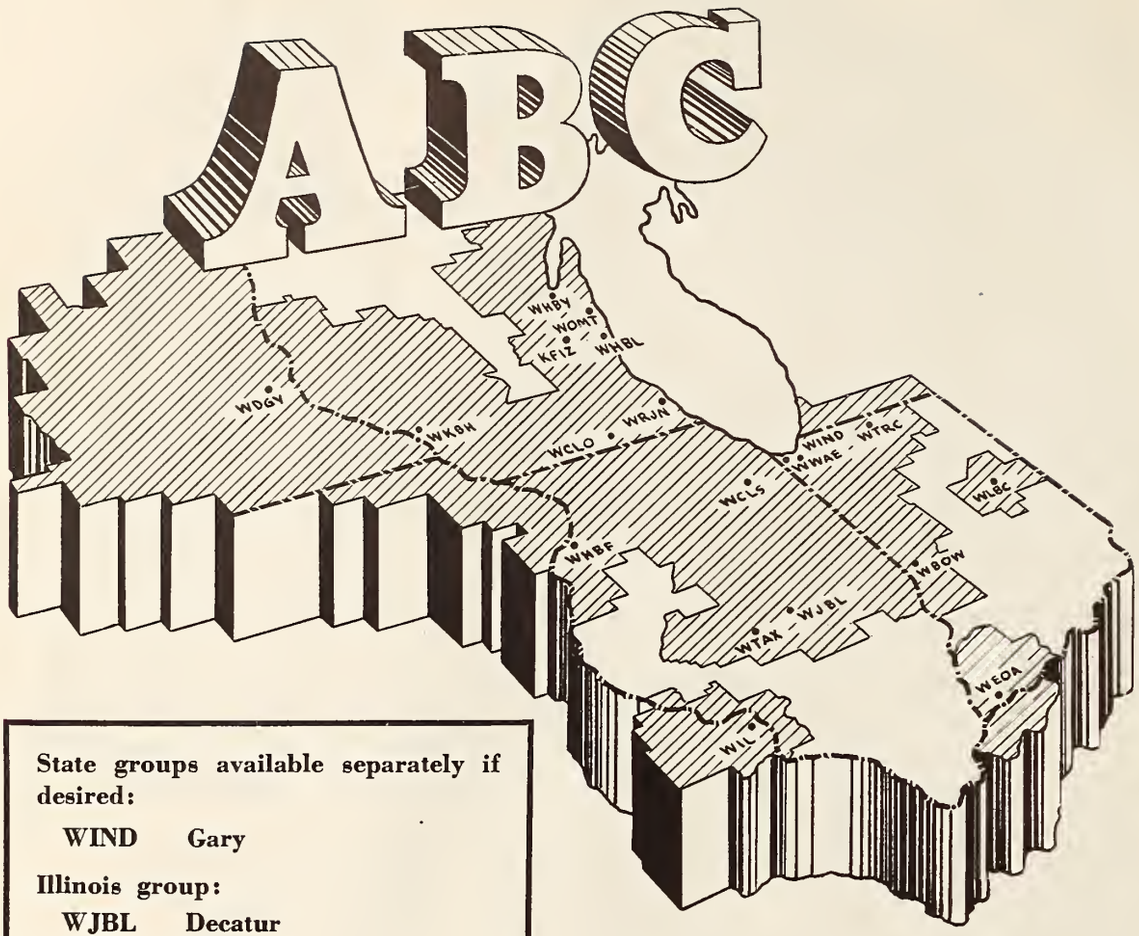
Millions Tune In On WHAS Daily For These Features

1. "The Story of Mary Marlin" and Kleenex
2. Kate Smith and A&P Coffee
3. Boake Carter and Philco
4. Burns and Allen and Campbell's Tomato Juice
5. Hollywood Hotel and Campbell's Soups
6. Jose Manzanares' South American Orchestra and Lincoln Cars
7. Ray Noble and Coca-Cola Refreshment Time



CBS BASIC OUTLET ★ LOUISVILLE, KENTUCKY

★ EDWARD PETRY & CO. ★
NATIONAL REPRESENTATIVE



State groups available separately if desired:

WIND Gary

Illinois group:

WJBL	Decatur
WCLS	Joliet
WTAX	Springfield
WHBF	Rock Island
WIL	St. Louis

Wisconsin group:

WHBY	Green Bay
WOMT	Manitowoc
KFIZ	Fond du Lac
WRJN	Racine
WCLO	Janesville
WHBL	Sheboygan
WKBH	La Crosse
WDGY	Minneapolis, Minn.

Indiana group:

WEOA	Evansville
WBOW	Terre Haute
WLBC	Muncie
WTRC	Elkhart
WWAE	Hammond

Station WIND, Gary, may be included with any state group, if available.

Intense Coverage
In a Concentrated Area

ABC will serve a part of mid-America ranking high in living standards — abundant with modern homes and rich farm land. Its area will embrace the metropolitan centers, small towns and farming communities of northern mid-America.

ABC offers the advertiser Illinois, Wisconsin, Indiana and adjacent territory—a section typical of the wealthy mid-American market. The network will reach this buying audience with a minimum of wasted coverage.

Write for detailed coverage data

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago

New Center Bldg., Detroit

Lincoln Bldg., New York

Plans for Political Conventions Drawn

New Commercial Programs Are Planned by Republicans

FIRST to organize a radio department in preparation for the forthcoming presidential campaign, the Republican National Committee sent its radio director, Thomas G. Sabin, to Cleveland March 16 and 17 to make preliminary arrangements for radio coverage of its national convention starting June 9. Mr. Sabin, who is dividing his time between Republican headquarters in Washington and New York, reported that another meeting with network arrangers will be held in Cleveland April 21 to fix final details.

In the meantime, the Republicans are laying plans for further use of spot, transcriptions and script shows on a commercial basis despite the rulings of the major networks against accepting sponsored political time before the conventions. These plans, said Mr. Sabin, are still indefinite, although he added that the Committee is highly elated over the reactions, which he said were 90% favorable, to the *Liberty at the Crossroads* dramatic series carried over WGN, Chicago, after having been refused by the networks.

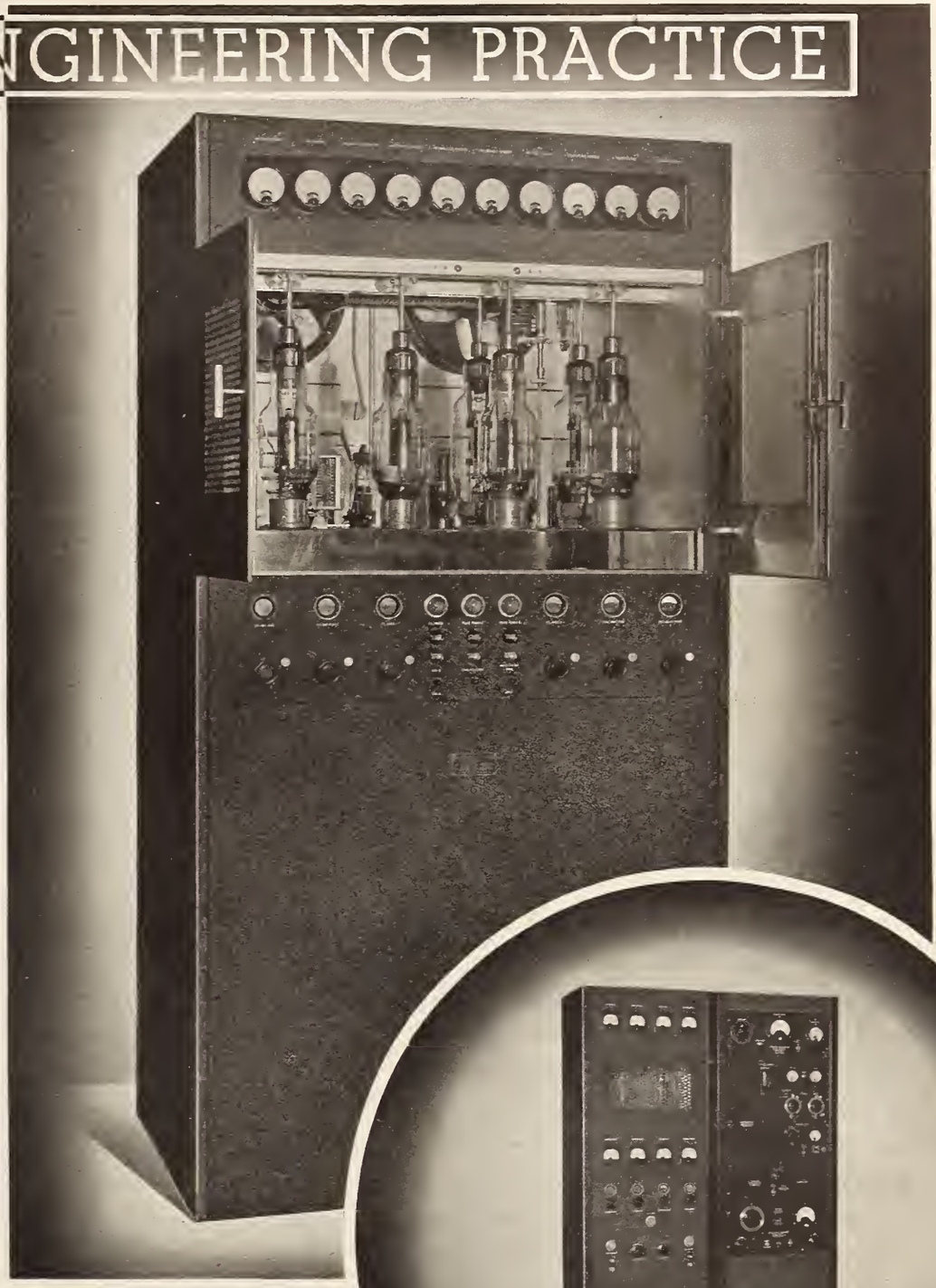
The Democratic National Committee, although it completed its June 25 convention arrangements at Philadelphia in February, has not yet selected its radio directors. Its Philadelphia convention plans are complete, however, with plans to use lapel microphones to cover the floor delegations, to feed the newsreels from the radio controls and to schedule to keynote speech for a night session.

New Type of Booth

SPECIAL insulated booths of a new type will be built for the three radio networks — NBC, CBS and MBS—in the Cleveland hall, with an improved speakers' rostrum and with microphones countersunk into the table, according to Mr. Sabin. Call letters of each network will be imposed on the speakers' table but nowhere else. Whether the CBS proposal to use lapel mikes or the proposal for a master control for two-way speaking with the delegations will be adopted, remains to be determined at the April 21 session.

Meeting with Mr. Sabin at Cleveland were Alfred H. Morton and George McElrath, representing NBC; Paul White, representing CBS, whose handling of the conventions will be under the general supervision of Lawrence Lowman, vice president; Carl Meyers, representing WGN and MBS. At the Philadelphia meeting, where Herbert L. Pettey, FCC secretary who was Democratic radio director in the 1932 campaign, represented the Democratic committee, the following network men were present: Alfred H. Morton and George McElrath, NBC; Paul White, CBS; G. W. Johnstone and Jack Poppele, representing WOR and MBS. John G. Leitch, WCAU chief engineer, will be in charge of public address, and Don Withycomb, manager of WFIL, disclosed plans to handle special local broadcasts from the convention hall in addition to taking NBC.

GOOD ENGINEERING PRACTICE



20C 1000 WATT BROADCAST TRANSMITTER

THE COLLINS RADIO COMPANY manufactures every type of radio transmitting equipment. COLLINS microphones, speech input systems, transmitters and antenna matching units are all properly coordinated to assure efficient and reliable performance.

Each COLLINS broadcast transmitter installation meets every requirement of the Federal Communications Commission in connection with good engineering practice.

Full Technical Details Covering Radio Transmitting Equipment Mailed on Request to Interested Broadcasters



300C

★ 100/250 WATT BROADCAST TRANSMITTER ★

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street



EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables

Mackay Radio

Senators Consider Inquiry Into FCC

'Willard' Incident and Seizing Of Wires Focus Attention

GROWING sentiment for an investigation of the FCC, particularly because of the allegations and counter-charges made against its personnel, appears to be developing in the Senate. The so-called "Willard Hotel incident" and the Black Lobby Committee wire-seizure controversy have tended to focus Senatorial attention upon the FCC.

Informed Senatorial opinion is that perhaps at the next session of Congress the Interstate Commerce Committee will undertake an inquiry and endeavor to ascertain the cause of controversy and unrest. "It looks like the Commission has to be cleaned up," was the way one influential majority member put it.

The text of the report of the Department of Justice's Bureau of Investigation on the "Willard Hotel incident", involving alleged bribery charges, was made public by the FCC itself March 18, after word had been received from the Bureau that it had no objection to its publication. Previously, the FCC had stated the Department had objected to publication on the ground that such investigations are confidential.

No New Information

THE TEXTUAL material did not throw any substantial additional light upon the affair. There were categorical denials for all of the participants in the hotel room conversation of any statement having been made that cases could be "fixed" for $25,000 or $50,000. The investigation was instituted last December by the Department at the instance of Chairman Prall after his son A. Mortimer Prall, had informed him of overhearing the conversation in an adjoining room.

The details of the Department's report were made public after Senator Couzens (R-Mich.) had introduced a Senate resolution asking that the entire evidence be submitted to the Senate. Without awaiting action, the FCC promptly sent the file to Senator Couzens, and subsequently made it generally public.

It is indicated that Senator Couzens would refer the entire matter to the Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.), of which he is a member. The view is expressed that certain of the statements made by parties involved were "inconsistent" and that apparently an effort was made to embarrass some individual.

This controversy, coupled with the wire seizure and with other charges which have been leveled against the FCC in the House, have tended to encourage sentiment in favor of an investigation by the Senate committee. Currently, it appears that a number of Senators, notably those on the Committee are watching with interest all FCC activities. They, it appears, will sponsor an investigation next session if any more fur flies about FCC operations.

The significant statement in the Department's report, made to the FCC by J. Edgar Hoover, chief of the Bureau of Investigation, was that the investigation "failed to disclose any information which would indicate either the tendering to or solicitation by, or any acceptance of a bribe by any one associated in any capacity with the FCC."

The hotel conversation grew out of competitive applications of the Knox Broadcasting Co. of Schenectady, N. Y., for a new regional broadcasting station in that city, and of WNBF, Binghamton, New York, local station, which sought the same facilities.

COVERAGE SERVICE STARTED BY FELIX



Mr. Felix

A NEW radio coverage service designed to aid agencies, advertisers and transcription companies to analyze radio service to a community or to a specific part of the residential area of a community and to compare the coverage of stations on a uniform basis, is now being released by Edgar H. Felix, broadcast coverage specialist of New Rochelle, N. Y. It is called Radio Coverage Reports and is released bi-weekly to subscribers together with a monthly bulletin.

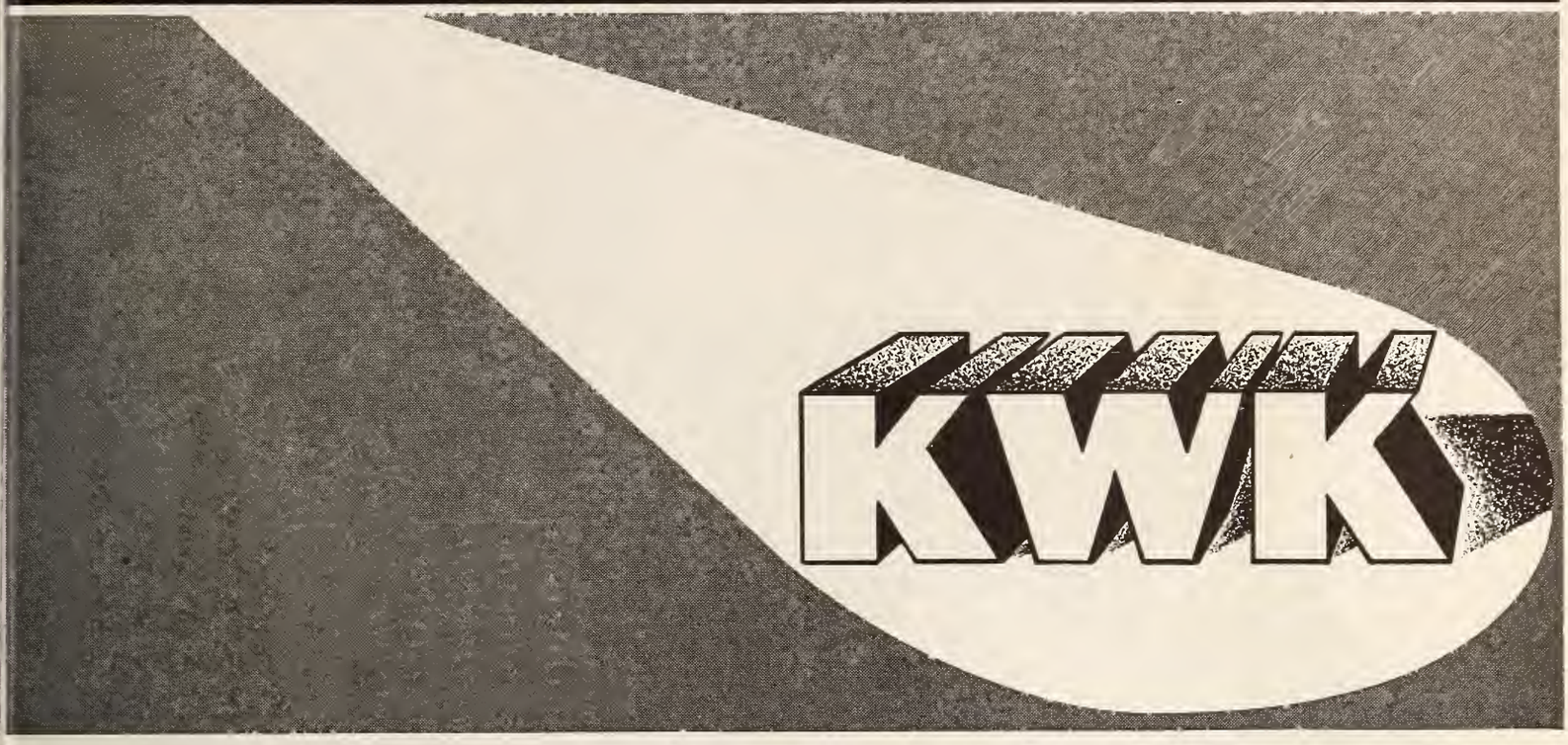
The service, Mr. Felix stated, is a logical development of field research work which he initiated three years ago to establish field intensity standards to determine commercial service ranges of broadcasting stations. As a result of this study, embracing all the principal trading centers east of a line from Washington to Syracuse and including the New York, Philadelphia and Boston metropolitan areas, it was concluded that no fixed standard of field intensity was applicable to cities of a given size because of the wide variety of standards.

"Complete spectrum observations," as Mr. Felix terms the coverage technique he has developed, reveal the standards that apply, and he has determined that an exhaustive check against popularity surveys, mail accumulations and other forms of listener evidence has demonstrated that complete spectrum observations make it possible to establish the true service areas which frequently disregard any fixed contour levels. The Felix survey has been under way for several months, the New York and Boston areas being completed as well as most of Massachusetts, Connecticut, Rhode Island, New Jersey and substantial parts of New York, Pennsylvania and Maryland.

New P. & G. Series

PROCTOR & GAMBLE Co., Cincinnati (Chipso) on March 30, 4:45-5 p. m., over a special New York State network of three NBC stations (WJZ, WSYR, WHAM) inaugurated a 13-week test program of a new dramatic series *The Magic Voice*. The program, featuring Santos Ortega and Gertrude Hitz, will spread to a larger network if audience reaction is favorable. Blackman Adv. Inc., New York, placed the account.

IN THE LIMELIGHT . . .



Our popularity with listener and advertiser is something of which we are very proud.

Our listeners are continually increasing and our clients are more than satisfied with the results obtained from their advertising campaigns.

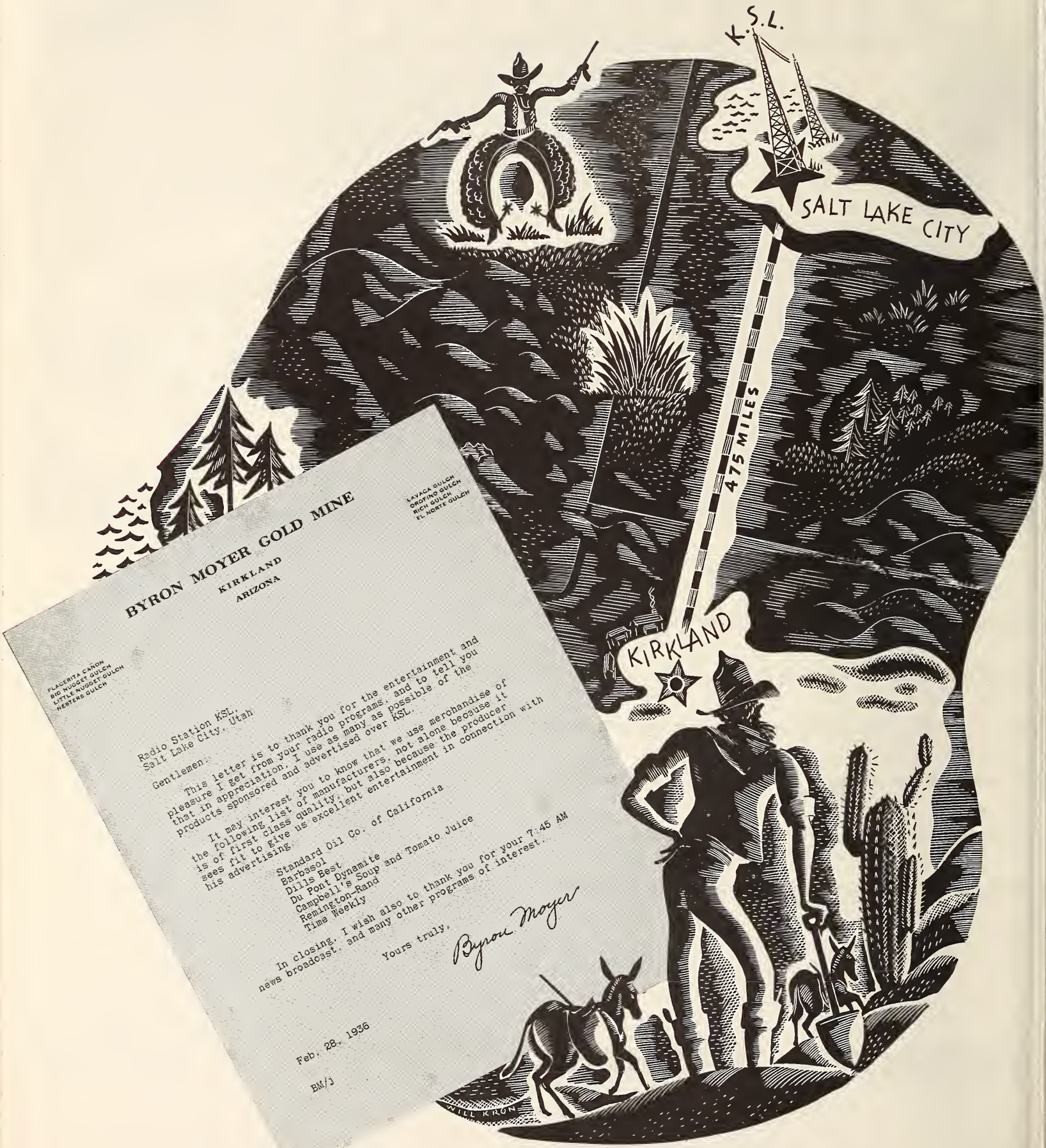
May we submit an advertising campaign suited to your requirements.

THOMAS PATRICK *Incorporated*

HOTEL CHASE ST. LOUIS

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO


K.S.L.
SALT LAKE CITY
475 MILES
KIRKLAND
WILL KRON
PLACERITA CANON
BIG NUGGET GULCH
LITTLE NUGGET GULCH
WESTERS GULCH
LAVACA GULCH
OROFINO GULCH
RICH GULCH
EL NORTE GULCH
BYRON MOYER GOLD MINE
KIRKLAND
ARIZONA
Radio Station KSL,
Salt Lake City, Utah
Gentlemen:
This letter is to thank you for the entertainment and pleasure I get from your radio programs, and to tell you that in appreciation, I use as many as possible of the products sponsored and advertised over KSL.
It may interest you to know that we use merchandise of the following list of manufacturers, not alone because it is of first class quality, but also because the producer sees fit to give us excellent entertainment in connection with his advertising.
Standard Oil Co. of California
Barbasol
Dills Best
Du Pont Dynamite
Campbell's Soup and Tomato Juice
Remington-Rand
Time Weekly
In closing, I wish also to thank you for your 7:45 AM news broadcast, and many other programs of interest.
Yours truly,
Byron Moyer
Feb. 28, 1936
BM/j

GOLD MINES

. . . *and CBS Coverage*

Here's as glittering an example of *listener*-gold turned into *client*-gold as we've seen. Fresh-drawn from the mine, it is minted directly into sponsor-profits "*because* (as Mr. Byron Moyer says) *the producer sees fit to give us excellent entertainment . . . with his advertising.*"

Add this report to the more elaborate studies of Columbia coverage and Columbia results. It belongs. For Columbia territories these days, *are* regularly reported to be gold-mines.

But what we really want to point out, here, is how very neatly this gold-miner reveals the *strategy* of Columbia coverage. He is 475 miles from the nearest Columbia transmitter. Yet the strategic location of Columbia "power" (KSL's 50,000 watts, for example)—where power is of most value—brings him within cash-register distance of the advertiser.

And where millions of people are concentrated (in the tight markets of the East) that is where Columbia—with dominant local stations—serves more markets "*from within*" than any other network. It might be put this way: *wherever* the gold-mines are located, we work them for our clients as they should be worked. And the clients report the strategy a good one.



THE COLUMBIA BROADCASTING SYSTEM

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Saga of Radio

THEY SAY—those blind critics of radio—that radio isn't able to collect accurate and complete news reports. They say that radio has hazy coverage that won't yield to conventional rule-of-thumb statistical treatment. They say that radio is dominated by its sponsors. All that and a lot more about this amazing new industry has been said by those who resent its sudden catapulting into the hearts and homes of the nation.

But let them ask thousands of sorrow-weakened relatives who learned by radio that their loved ones were safe. Let them ask police and firemen whose only means of communication was through broadcasting stations. Let them ask Red Cross and public officials who directed warning and relief service through radio. Let them ask millions who listened to the most dramatic story of fact dissemination in the history of major catastrophes. Let them ask those who owe their lives to the flood warnings that broadcasters spread.

When all older means of communication had failed, radio stepped into the breach. Stations stuffed budgets into pigeonholes and shunted sponsors to a temporary limbo as they threw all their personnel and facilities into the task of easing the suffering and damage the elements had wrought.

Heroism and devotion to humanity inspired those who manned the microphones and turned the dials of several dozen broadcast stations, caught in the watery maelstrom that wreaked inestimable damage.

The fragmentary stories have been picked up piece by piece from weary broadcasters who in some cases had only a few hours sleep in a week. In this issue BROADCASTING has attempted to recount, from every available source, the scattered tales of service and devotion, but no printed account could do justice to them.

Resourceful engineers kept stations on the air when power or equipment failed. Announcers talked to an eager public until their throats wore out. Studio employes and salesmen and executives alike doubled in all types of duties. Station managers directed emergency operations with rare sagacity and encouraged worn-out staffs to continue.

All in all, radio provided the silver lining in a tragedy that clouded most of Eastern United States. Radio answered its critics in a fashion that permits no rebuttal. And radio will be ready again when distress calls.

Skull and Cross-Bones

UP ON Capitol Hill there are hearings on copyright legislation. The Duffy Bill, which among other things, would eliminate the $250 statutory minimum infringement provision of existing law, is the reason. ASCAP, backstopped by a number of committee members, is battling bitterly to kill the bill, because it wants to salvage that $250 war club it has wielded so effectively in the past.

If any more reasons are needed as to why this power should be removed from copyright cliques, the Committee has simply to take cognizance of the latest move of Warner Bros. publishing houses, which withdrew from ASCAP Dec. 31 and are now suffering the ignominious fate of virtual non-performance of their music as a result.

For music that is totally unnecessary to radio, they want five year contracts from stations. The only argument they have is the $250 per infringement bludgeon. If stations do not sign, they face infringement suits of that minimum for every number performed. Big stations with adequate checking staffs can avoid the Warner ultimatum, but the smaller ones may have to accept under duress, just as the industry has been forced in the past to capitulate to the demands of ASCAP, and to those of lessor copyright groups.

That $250 minimum infringement represents the skull and cross-bones flying in the face of users of copyrighted music for profit. It is unAmerican to permit dictatorships to exist by virtue of antiquated laws.

Pipe Down!

AN EDITORIAL suggestion comes to us from William H. Rankin, president of William H. Rankin Co., New York agency. We couldn't state it more eloquently:

"Last week in a Supreme Court hearing a lawyer pitched his voice too high—he yelled—and Chief Justice Hughes suggested that he key his voice lower; and Judge McReynolds said: 'We can follow you more closely if you will talk in a lower tone.'

"Even in advertising, the persuasive, even tone of expression, in good taste, influences the consumer to buy the product advertised much better than the advertising that fairly shrieks. Good taste before the Supreme Court of the United States is just as effective as good taste and calm, reason-why appeal before the court of last resort in advertising—our 125,000,000 consumers. This would apply to many radio commercial announcers too."

The RADIO BOOK SHELF

THE ADVERTISING problems of banks and other financial institutions are discussed in a series of papers read before the last annual convention of the Financial Advertisers Association and brought together by its executive secretary, Preston E. Reed, 231 S. LaSalle St., Chicago, in a bound volume just issued. Radio's part in the discussions was relatively small, though Harve H. Page, of the Northern Trust Co., Chicago, does rate it second to direct-by-mail for results in new business solicitation and places radio ahead of newspaper advertising.

GLENN D. GILLETT, Washington consulting engineer, and his associate Marcy Eager are authors of a paper covering results of a qualitative study of the major factors affecting broadcast covering in the frequency range from 200 to 2000 kc. in the *February Proceedings of the Institute of Radio Engineers.* Their paper discusses the relationship of terrain, frequency, antenna design and power to economic factors of coverage.

THE transformation of educational broadcasts from the dry lecture type of program to broadcasts with "life" is reviewed in an article titled "Humanizing Education Via the Air", by Edward Codel, appearing in the February issue of *The Minnesota Journal of Education*, official organ of the Minnesota Education Association.

An FCC Inquiry?

MANY members of Congress, both in the Senate and House, are working up an appetite for an investigation of the FCC. The notoriety which has accompanied such incidents as the Williard Hotel "bribery" conversation, the Black Lobby Committee wire seizures, and the numerous tall stories about politics on the FCC, have tended to whet that appetite.

At the next session, we hear, there certainly will be an investigation of FCC personnel, perhaps by the Senate Interstate Commerce Committee. Several groups, dissatisfied with the treatment they have received from the FCC in the way of allocations of facilities, have been lobbying for an investigation as a retaliatory move.

It is folly to allow all of this conversation and all of these innuendos to continue indefinitely. We think it is time to have a Congressional Committee make its inquiry, and have it over with. Certain practices of the FCC, from our own observations, need correcting. It should function more like the ICC and the Trade Commission. But, we think, many members of Congress will probably be chagrined when they learn that most of the pressure being brought upon the FCC for granting this application or that, emanates from Congress itself.

There is dissension on the Commission. It should not exist. Honest differences of opinion are healthy, but constant internal bickering is not conducive of good administration. Less lip service and more honest, conscientious work is to be desired.

We Pay Our Respects To —



HERBERT WALLACE BUTTERWORTH

FOR NEARLY 20 years, mostly within the present decade, much has been written and said in marked praise of the so-called "voice with a smile" as an aid in promoting social and business cordiality.

In the Hall of Fame of broadcasting announcers, the oft-alluded to "silver-tongued voice" of H. Wallace Butterworth, radio director in the New York office of Stack-Goble Adv. Agency, Chicago, is known to legions.

Born Oct. 25, 1901, at Wallingford, Pa., suburb of Philadelphia, Butterworth was graduated in 1920 from Swarthmore high school, where he was president of the senior class, leader in dramatics and music and active in track and baseball.

In 1928, on the suggestion of a mutual friend, Butterworth, whose trained baritone voice met with much favor in two successful concert tours throughout Canada and the eastern section of the United States, visited New York City to invite the aid of Milton Cross to secure an NBC audition as a singer. While he did not make the acquaintance of Cross, who was away, he did meet Marty Sherris, chief announcer, who asked him why he thought he would make a good announcer. "Announcer!" said the surprised Butterworth. Fifteen days later he joined the NBC announcing staff. Not long thereafter his "voice with a smile" opened up the NBC Blue Network each morning in the *Rise and Shine* program.

Fate, or the good and quick judgment of knowing what to say and how to say it, thus cut short a singing career which started when "Wally", 12 years old, sold shoes after school hours in a department store to earn money for singing lessons, to buy two phonograph operatic recordings weekly and to pay for a season ticket for the Metropolitan Opera performances in Philadelphia.

Inborn love of music (his mother, a singer, is the oldest living graduate of the Department of Music of the University of Pennsylvania) prompted Butterworth, when confronted with the necessity of earning his own living, to take a two weeks' course in recording at the Victor Talking Machine Co. Laboratories in Camden, in preparation for what developed into five years' employment in selling talking machines and records for Frank Tollin Inc., Chester, Pa.

Butterworth's two concert tours were followed by a thrill of thrills —his essay as an impressario in inducing Martinelli to sing in Chester for $1,600! "Wally" was $20 richer when the concert was concluded, plus the "gain" of the friendship of Martinelli. He began again to study voice for one year in New York under Pasquale Amato!

Then for two years, in the service of Motor Parts Co., Philadelphia, "Wally" traveled all over Eastern Pennsylvania in establishing a remarkable record in selling Atwater-Kent radios.

Radio broadcasting's gates soon swung open for Butterworth. In nine months' connection with NBC in New York City, he handled with much credit, among other assignments, *Roxy And His Gang* and the Quaker Oats broadcast with *Phil Cook*, prior to his transfer to the NBC Chicago office. There he covered all important broadcasts in the territory from Cleveland to Minneapolis, in a workday of 12 hours continuous service!

It was while stationed in the "Great Central Market", on the Shores of Lake Michigan, that Butterworth by ability, untiring energy, and easy delivery, established a national reputation as an announcer. While a book would be required in which to enumerate the prominent commercial and sustaining programs, sensational events, contests, and conventions which he covered, some high spots in his announcing career are of such interest as to be worthy of mention.

Because of his knowledge of opera — being letter-perfect in seven roles—and close acquaintance with all the artists, he was selected to announce during two full seasons, the 26 performances of the Chicago Civic Opera Company.

In the National Open Golf Championship in Chicago a few years ago he followed Hagen around the course with a short-wave transmitter, while he also furnished the scoop in the description of Guldall's last hole as he failed, in a two-foot putt, to tie Johnny Goodman. NBC executives characterized his description of the opening of the Century of Progress World's Fair, May 27, 1933, as the finest broadcast he ever reported.

On the arrival of Gen. Balbo and the Italian Air Armada at the World's Fair he was the only person to get Balbo's voice from the decks of the Cruiser *Wilmette*, while he also gave the word picture of General Balbo's arrival at the opening ceremonies at Soldier's Field and the take-off of the Italian Air Armada in its flight from Chicago to New York City. In the Hunter Brothers' endurance flight he scored a scoop for NBC by dropping a "mike" into the plane, over which the two Hunters were heard four times daily for eight successive days all over the United States.

Butterworth regards his assignment as chief NBC announcer at the Democratic National Convention in 1932 as the most interesting service he has performed in radio, especially as in that connection he arranged and furnished the scoop for the reception on Roosevelt's arrival at the Chicago Airport. John W. Elwood, then NBC vice president, in a personal note of appreciation, wrote to Butterworth: "Your work will stand out in the annals of the most successful convention broadcast that we have had."

"In my opinion," says Butterworth, in commenting on commercial radio programs, "a broadcast need not be lavish or outstandingly brilliant to produce excellent sales results, if the copy is effective. The necessary thing is a sincere message that is logical, straight to the point, and delivered in a pleasant business-like manner."

While "Wally" likes baseball, golf is a decided hobby, especially as it not only provides for him recreation and good-fellowship but offers the opportunity in frequently playing during the summer with vice president R. A. Porter to discuss radio problems. Song and music are favorites in Butterworth's other pleasures. Drama is his choice in the theatre.

And further to show how versatile Butterworth is, we mention that in 1932, while in NBC service in Chicago, he wrote and published a book which clearly depicts the professional life of many radio artists. He is the proud father of "Wally, Jr.", three years old; Mrs. Butterworth, the former Antoniette Baillargeon, is the daughter of a socially prominent French-Canadian family of Montreal.

PERSONAL NOTES

GEORGE W. TRENDLE, president of the Kunsky-Trendle Broadcasting Corp., operating WXYZ, Detroit, and the Michigan Radio Network, returned March 21 from a month in Florida and Cuba.

D. E. (Plug) KENDRICK, operator of WIRE, Indianapolis, on March 25 motored with his family to Miami for a three weeks' vacation. He is resting on doctor's orders.

WILLIAM E. (Bill) DRIPS, NBC agricultural director, and Everett Mitchell, *Farm & Home Hour* announcer, have been given gold badges as evidence of their commissions as special deputy sheriffs of Polk County, Fla., where they recently directed broadcasting of the Orange Festival.

H. ALLAN CAMPBELL, general manager of WXYZ, Detroit and Michigan Network, was to leave March 30 for a month's vacation in Florida and Cuba.

HOWARD M. LOEB, manager of WFDF, Flint, Mich., and Mrs. Loeb, spent the latter part of February and early March at Fort Pierce, Fla., and returned home via Washington and Pittsburgh.

FREDERICK H. COLE, formerly of the advertisement department of Lever Bros. Co., has joined the sales promotion staff of WBZ-WBZA, in Boston.

DON ALDRICH, graduate of Montana State University, has joined the sales staff of KGVO, Missoula, Mont.

GORDON C. SLEPIN, formerly sales director of WOKO, Albany, has joined the commercial staff of WMCA, New York.

RAY LEWIS, account executive of KJBS, San Francisco, has been made a member of the local Junior Chamber of Commerce speaker's bureau.

WALLACE SMITH, new to radio, has joined the sales staff of KFBK, Sacramento, Cal., as account executive.

SAM PICKARD, CBS vice president, has returned to New York after a trip to the Pacific Coast and Hawaii begun last winter and culminating with a voyage through the Panama Canal to New York in March.

HELEN EDWARDS, former secretary to Ellsworth Wylie, general manager of KHJ, Los Angeles, has established an employment agency at 1151 South Broadway, Los Angeles. She was formerly on the staff of *Game & Gossip* magazine.

DEUMAN ARNOLD, for the last 18 months sales promotion manager of WROK, Rockford, Ill., has resigned to accept a similar position with KSTP, St. Paul, Minn.

PERRY WACHTEL, recently connected with a direct mail firm, has joined the sales staff of WMCA, New York.

Dr. Jolliffe Honored

DR. C. B. JOLLIFFE, chief engineer of Radio Corporation of America and formerly FCC chief engineer, returned from the Paris Conference of the International Broadcasting Union March 26. He was named vice president of the Union, whose Presidence General for the conference was M. Georges Mandel of the French Ministry of Posts & Telegraphs. Other vice presidents named were M. Mugica, representing the Argentine National Association of Broadcasters, and M. Kee Tsing Li, of the Chinese Ministry of Communications.

DARRELL DONNELL, *San Francisco Examiner* radio news commentator, who is heard six nights weekly over KYA, that city, and his companion Enid MacDonald, narrowly escaped death on March 15. When swimming in the ocean off Baker's Beach, San Francisco, they were caught in a strong riptide. After being downed three times, they were rescued by fellow swimmers.

BEHIND THE MICROPHONE

LOUIS E. AIKEN Jr., formerly of WLW, Cincinnati, William T. Crago, former baritone soloist of WGAR, Cleveland, aud Charles W. Woods, formerly of KDKA, Pittsburgh, and WTAM, Cleveland, have joined the announcing staff of WXYZ, Detroit, and Michigan Network.

ALAN HALE, ex-G-man and former NBC sports announcer, has joined WISN, Milwaukee, to handle baseball broadcasts of Wadhams Oil Co. He left March 23 to spend two weeks with the local baseball team at its training camp.

DICK McDONOUGH, rapid - fire sports announcer of WBZ - WBZA, Boston-Springfield, has returned from a three-week tour of big-league baseball camps.

DELL SHARBUTT, CBS announcer, and Miss Meri Bell, radio singer, were married March 21 at the New York City Hall.

HENRY DANIEL GOODWIN, announcer of WBZ - WBZA, Boston-Springfield, is co-news editor and announces two of the four daily Esso programs sponsored by Standard Oil Co. of New Jersey.

LLOYD E. YODER, NBC western division press relations manager, San Francisco, has been made a member of the California Safety Council, and will serve ou the educational committee. He was appointed by Gov. Merriam.

JACK SAYER, writer at KHJ, Los Angeles, and previously on its publicity staff, resigned in March to free lance as a radio producer.

HAROLD KEMP, who recently resigned as head of the NBC Artists Bureau, New York, in March became associated with the F & M-John Schultz agency, New York, and will make the trip to Hollywood at regular intervals in search of talent.

KING BARD, originator of the *NBC Breakfast Club*, on March 16 returned to WOOD, Grand Rapids.

DON KERR has resigned from the announcing staff of WMCA, New York.

CHARLES W. FLESHER, formerly associated with the Paramount Studios, Hollywood, and prior to that with KHJ, Los Angeles, has been appointed production manager of KFBK, Sacramento.

CLIFF HOWELL, chief announcer of KFWB, Hollywood, has been promoted to assistant production manager.

J. DONALD WILSON, Hollywood radio actor, has been appointed acting production manager of the Radio Transcription Co., taking the place of Lindsay MacHarrie, who returned to his former post as production manager of KHJ, Los Angeles.



IT'S THE BOLOGNA—This fragrant bit of fan mail has Bob Trout, CBS announcer in New York, wondering what to do about it. Clyde Hunt, CBS engineer in Washington, won it in a restaurant guessing contest when he estimated its weight at 53 pounds. Hunt promptly dispatched it to his former WJSV pal, inviting him to eat his words and maybe some bologna.

JOHN H. HARPLEY has been appointed assistant to William Lundell, NBC director of special events, succeeding Charles Russhon, resigned. Mr. Harpley joined the engineering staff of NBC in 1929 and more recently has been a member of the building maintenance department.

TOM BICKMORE, formerly in the publicity department of 20th Century Fox Studios, Hollywood, has been appointed publicity director of the Northern California Broadcasting System, operating KJBS, San Francisco and KQW, San Jose. He succeeds J. Lester Malloy, who resigned March 15 to engage in transportation work.

CHARLES J. SCHENK, formerly associated with CBS in New York as commercial program director, and recently with Blackett - Sample - Hummert Inc., Chicago, has joined the production staff of CBS in Chicago. Mr. Schenk worked with Howard Barlow on the original *March of Time* program and did production work for the Fred Waring-David Ross *Old Gold* broadcasts from New York.

JAMES WILLSON, announcer and program director of WWL, New Orleans, who was injured in a recent automobile accident in which Miss Elizabeth Ann Howell was killed, has recovered sufficiently to be removed to his home.

JACK SKINNER has resigned from the NBC press department in Radio City to enter the free lance radio publicity field.

BERTRAM SYMMES, in radio and dramatic stock work in San Francisco for the last five years, has joined the announcing staff of KSFO, that city, succeeding Leo Rumsey, who resigned to join KGMB, Honolulu, in a similar capacity. Donald Currlin, new to radio, has also joined the announcing staff of KSFO.

CHARLES WISE, publicity director of WKRC, Cincinnati, is back at his office after a two-week illness.

DARRELL DONNELL, news editor of KYA, San Francisco, has signed his third contract with the Hearst organization and is observing his fifth year as a news broadcaster aud commentator. He also has been heard on KPO and KFRC, San Francisco.

JULES HERBUVEAUX, NBC production director, who is a licensed pilot, is giving the technical advice to Willis Cooper, author of the NBC *Flying Time* serial.

HAZEL WILBER in March joined the NBC production department in Hollywood to work in the music rights division.

Seventh Radio Institute Of Ohio State U. May 4-6

RADIO leaders will appear on the program of the seventh annual Institute for Education by Radio, to be held May 4-6, at Ohio State University, in Columbus. Institutes have been held each year since 1930, bringing together representatives of educational and commercial broadcasting stations, the chains, colleges and universities, and governmental agencies concerned with radio.

Where earlier programs sought justification and a place for radio education, this year's discussions mark a shifting of emphasis to the techniques of educational broadcasting. In the opinion of institute leaders, educational broadcasting has definitely established its value. Subjects for the various sessions include: Technique of educational broadcasting, administrative planning, special problems, techniques of script - writing, a clinic on broadcasting, and radio from the listener's standpoint. As a basis for the discussion of radio from the listener's viewpoint, institute attendants will see demonstrations of the use of radio programs in the classroom and by adult discussion groups.

New Jersey Bill to Bar Court Airings Opposed

STRONG protest against the so-called Radio-Photograph bill introduced in the New Jersey legislature, which would bar microphones and news photographers from courtrooms, has been filed by Jay Lewis, of the special feature department of WNEW, Newark, which has gone in strongly for trial broadcasts. Mr. Lewis fears the proposal may spread to New York and other states, and insists that radio, newsreels and photographers render a service demanded by taxpayers.

The bill aims to protect the dignity of court trials, a report accompanying it asserting that "impulses inspired and prompted by commercial instincts and desire for monetary gain have from time to time threatened to impair a proper and efficient administration of our courts, despite the quiet dignity, the abounding courage and the high degree of intelligence of New Jersey judges."

Results

WLS in February received 20,450 box tops for a cereal product advertised on WLS and new to the Metropolitan Chicago market.

For more news of WLS activities, see April 15th Issue of Broadcasting Magazine.

WLS Chicago

KSD

. . . KSD CARRIED THE PROGRAMS OF ALL THE MILLION DOLLAR RADIO ADVERTISERS DURING THE YEAR 1935

KSD broadcast the programs of every one of the nine advertisers who spent a million dollars or more for Radio Advertising during 1935.

Rank	1935
1. Procter & Gamble	$2,104,679
2. General Foods Corp.	1,948,509
3. Standard Brands, Inc.	1,938,577
4. Ford Motor Co.	1,928,860
5. Colgate-Palmolive-Peet Co.	1,679,037
6. Sterling Products	1,422,640
7. American Home Products	1,211,568
8. Lady Esther Co.	1,100,998
9. Pepsodent Co.	1,098,996

Figures compiled by National Research Bureau

IN ST. LOUIS

Another Distinction to the Credit of the Distinguished Broadcasting Station in St. Louis.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

YOUR MARKET—

The people in the East Texas Oil Fields with 20,000 oil wells and $500,000.00 daily production are served by this station.

You can reach them with

KFRO

"Voice of Longview"

Longview, Texas

IN THE CONTROL ROOM

TED ROBERTSON, chief sound technician of the studio players, WXYZ, Detroit, is the father of a girl born March 16.

H. U. GRAHAM, formerly of RCA-Victor Co., has been named inspector at the FCC monitoring station, Grand Island, Neb.

M. C. BARTON Jr., formerly chief operator of WIS, Columbia, S. C., now is chief operator of WMFR, High Point, N. C.

J. A. BLACKMAN, formerly of TWA airlines, has joined WAGF, Dothan, Ala.

GLENN G. BOUNDY, formerly of WWVA, Wheeling, has been named supervising engineer of a two-way ultra-high frequency station, using Western Electric equipment, which is to be operated by Wheeling police.

ERNEST L. ADAMS has been advanced to the chief operator's post at WHIO, Dayton.

N. J. MELANCON, formerly of Ripley S. S. Co., is handling Transradio at KFPW, Fort Smith, Ark., and also is relief operator.

U. L. LYNCH, formerly of Eastern Air Transport at Jacksonville, Fla., has joined WSVA, Harrisonburg, Va.

WILLIAM P. HOWE, formerly of the U. S. Coast and Geodetic Survey at Norfolk, Va., has returned to WAIU, Columbus.

R. D. LeMERT, former chief engineer of W6XAI, Bakersfield, Cal., has been named vice president of De Forest Television Corp., Hollywood.

GENE GOLDRUP, chief technician for KGMB, Honolulu, was married in that city to Miss Fernita McKillop of San Francisco, early in March.

LESLIE HEWETT, for many years chief engineer of KFWB, Hollywood, but working in film circles the last two years, in March returned to the station as supervising engineer.

E. C. LITTLER, chief engineer of 4BC, Brisbane, Australia, arrived in Los Angeles in March and later left for New York for an extended business trip. E. B. Chandler, son of the station's owner, J. B. Chandler, has been in this country for several months. He left Chicago en route for Los Angeles and returned East with Mr. Littler.

VIRGIL REIMER, former sound effects man at KHJ, Los Angeles, in March joined the NBC Hollywood staff in the same capacity.

R. G. DENECHAUD, formerly on the technical staff of KFI, Los Angeles, and Floyd Wetteland, formerly with stations in the Northwest, in March joined the NBC engineering force in Hollywood.

U. S. Research Vacancy

AN OPEN competitive examination for an associate radio physicist at $3,200 a year, to fill a vacancy at the Naval Research Laboratory, Washington, has been announced by the U. S. Civil Service Commission. Duties will consist of practical and theoretical research in ultra-shortwaves from 1 to 75 centimeters. Applicants can secure details from the Civil Service Commission at Washington and must file not later than April 13.

CHAMBERS ENTERS PRIVATE PRACTICE



Mr. Chambers

JOSEPH A. CHAMBERS, technical supervisor of WLW and WSAI, Cincinnati, and recognized as one of the country's foremost radio engineers, on March 25 resigned that post, effective April 1, to establish a radio consulting practice in Washington.

The builder of the first 500,000 watt station in the world, which power WLW now is using, Mr. Chambers is credited with many station engineering innovations. He is also recognized as an authority on antenna design.

After three years with General Electric Co., in Schenectady and as development engineer of WGY, Mr. Chambers became chief engineer of the Crosley stations in 1927, which post he has held since. For the last half-dozen years he has been chairman of the engineering committee of the NAB.

Mr. Chambers probably will establish offices in the National Press Building in Washington, and will specialize in consulting practice before the FCC Broadcast Division, particularly on allocation matters and station design.

EQUIPMENT

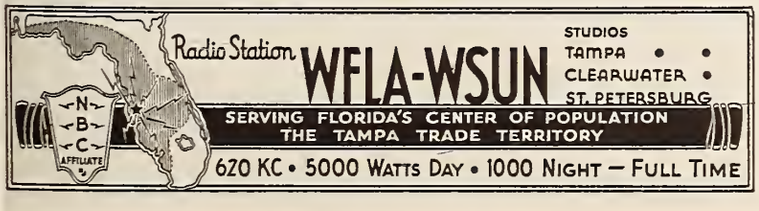
WBT, Charlotte, N. C., is rushing to completion plans for new studios and offices, having outgrown present quarters. The entire sixth floor in the Wilder Bldg. has been leased. Modernistic treatment will be given the three new studios and two auxiliary studios to be used for auditions and rehearsals. New equipment will be installed. Glass enclosed audience and clients' rooms will be constructed. Work is to be completed June 1.

COLLINS RADIO Co., Cedar Rapids, has issued four new catalogs covering Collins speech equipment, broadcast transmitters, the 45A small-sized transmitter and the 30FXC transmitter.

WJDX, Jackson Miss., is testing an auxiliary power supply to be used if power lines fail. It consists of an engine propelled by natural gas which in turn will run an electrical generator. turn will run an electrical generator. A complete new ground system is to be installed at the transmitter plant with preliminary tests showing a marked increase in signal strength and extension of service area.

Dean Bush Honored

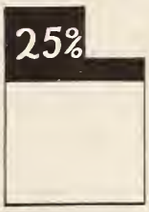
DR. VANNEVAR BUSH, dean of the engineering school of Massachusetts Institute of Technology, will receive the 1935 Lamme medal of the American Institute of Electrical Engineers at its June convention in Pasadena in recognition of his achievements in electrical development. The award was founded by the late Benjamin G. Lamme, Westinghouse chief engineer.



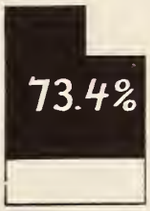
KDYL *for a*

CONCENTRATED COVERAGE *of a* CONCENTRATED MARKET

DO YOU KNOW THAT . . .



ONE FOURTH OF UTAH'S AREA CONTAINS—



OF THE TOTAL POPULATION



OF THE TOTAL RADIO FAMILIES



OF THE SPENDABLE MONEY INCOME

AND THAT INTENSIVE KDYL WITH ITS COVERAGE

OF THIS AREA, IS THE MARKET'S DOMINANT SELLING MEDIUM

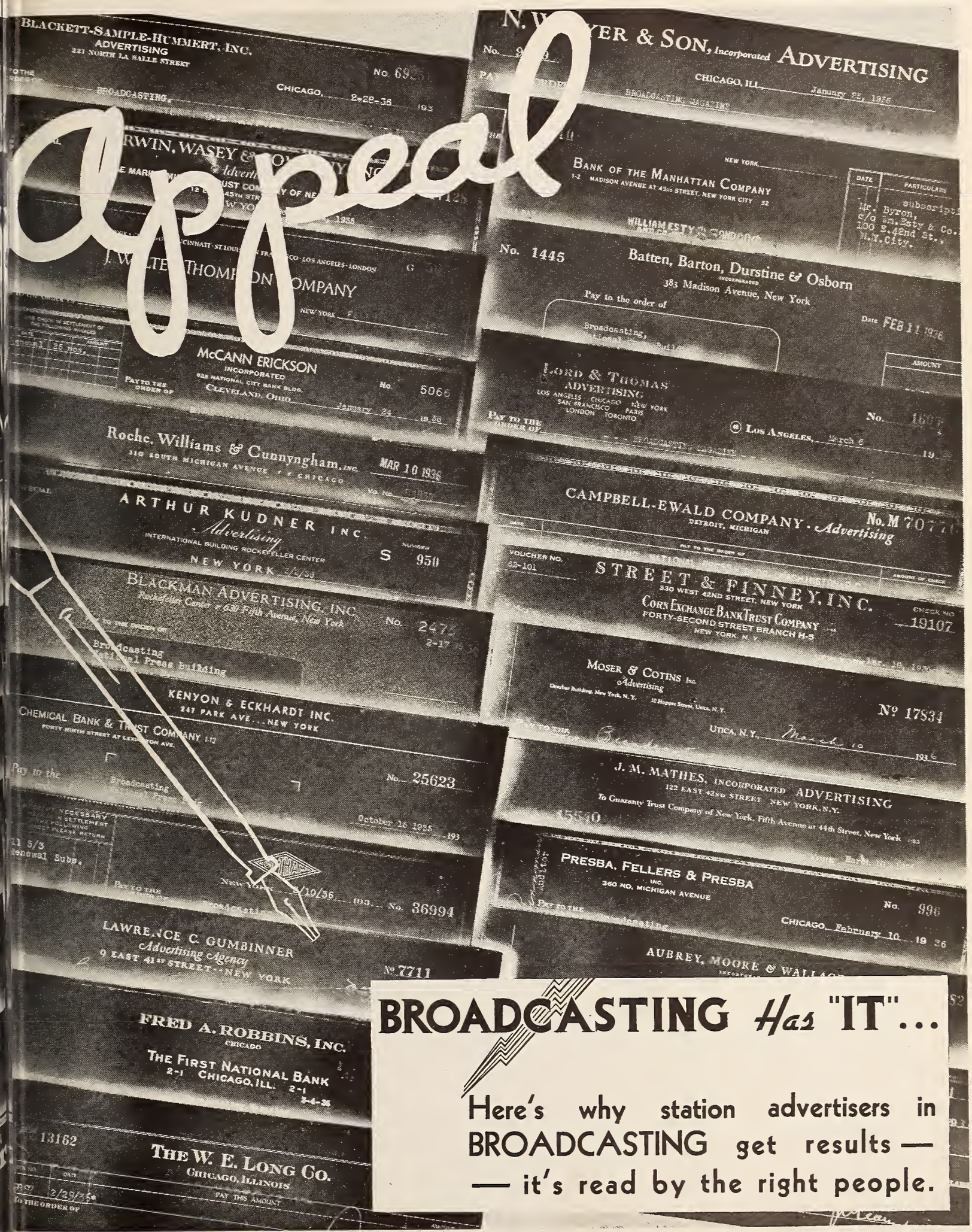
National Representatives

John Blair & Company

New York • Chicago
San Francisco • Los Angeles
Detroit

an NBC Station


Checks
MILES LABORATORIES, INC.
ELKHART, INDIANA
MAR 11 1936
THE TEXAS COMPANY
GENERAL DEPARTMENT
NEW YORK, N. Y.
AMERICAN CAN COMPANY
230 PARK AVENUE
NEW YORK
FIRST NATIONAL BANK
BALTIMORE, MD.
BULOVA WATCH COMPANY
NEW YORK
PHENIX CHEESE CORPORATION
CHICAGO
PAY TO THE ORDER OF
BROADCASTING
THE PENNZOIL COMPANY
OIL CITY, PENNA.
Johns-Manville
New York, N.Y.
DOLLARS
Johns-Manville Corporation
No. 61105
No. 12490
THE CENTRAL TRUST CO.
CINCINNATI, O.
Kroger
THE KROGER GROCERY & BAKING CO.
UNITED REMEDIES, INCORPORATED
AMERICAN NATIONAL BANK AND TRUST COMPANY
OF CHICAGO
CHICAGO, ILLINOIS
EX-LAX, INC.
423-443 ATLANTIC AVENUE
BROOKLYN, N.Y.
No. 9790
CATERPILLAR TRACTOR CO.
PEORIA, ILLINOIS
CHECK NUMBER
7002
ARMSTRONG PAINT & VARNISH WORKS
1318-1330 S. KILBOURN AVE., CHICAGO
Check No. 87267
Date 2/25/36
TO THE NORTHERN TRUST CO.
DR. PEPPER COMPANY
DALLAS, TEXAS, MARCH 10TH,
THE ATLANTIC REFINING COMPANY
PHILADELPHIA, PA.
THE FIRST NATIONAL BANK
THOMAS J. LIPTON, INC.
No. 9164
HOBOKEN, N. J.
MONARCH
REID, MURDOCH & Co.
CHICAGO, ILL.
MAR 10 1936
No. 6270
THE MUSTEROLE COMPANY
No. 3488
MANUFACTURING CHEMISTS
CLEVELAND, OHIO
February 28, 1936
MUSTEROLE
Pacific Coast Borax Company
OF NEVADA
New York
No. 67805
Wadhams Oil Company
Petroleum Products
Milwaukee, Wis.
March 12, 1936
To The Marshall & Ilsley Bank, Southside Office Milwaukee, Wis.
Wadhams $
Wadhams Oil Company
PHILLIPS
DELICIOUS
CANNED FOODS
CAMBRIDGE, MARYLAND
No. 9985
BROMO-SELTZER
HEADACHE AND NEURALGIA
CHECK NO. 1204


Appeal
BLACKETT-SAMPLE-HUMMERT, INC.
ADVERTISING
221 NORTH LA SALLE STREET
CHICAGO, 2-28-36
BROADCASTING
N. W. AYER & SON, Incorporated ADVERTISING
CHICAGO, ILL. January 25, 1936
BROADCASTING MAGAZINE
BANK OF THE MANHATTAN COMPANY
1-2 MADISON AVENUE AT 43rd STREET, NEW YORK CITY 52
NEW YORK
WILLIAM ESTY
DATE
PARTICULARS
Subscription
Mr. Byron,
c/o Wm. Esty & Co.
100 E. 42nd St.,
N.Y.City.
No. 1445
Batten, Barton, Durstine & Osborn
INCORPORATED
383 Madison Avenue, New York
Pay to the order of
Broadcasting
Date FEB 11 1936
AMOUNT
McCANN ERICKSON
INCORPORATED
925 NATIONAL CITY BANK BLDG.
CLEVELAND, OHIO
No. 5065
January 24 19 36
LORD & THOMAS
ADVERTISING
LOS ANGELES CHICAGO NEW YORK
SAN FRANCISCO PARIS
LONDON TORONTO
PAY TO THE ORDER OF
Los Angeles, March 6 19
No.
Roche, Williams & Cunnyngham, Inc.
310 SOUTH MICHIGAN AVENUE CHICAGO
MAR 10 1936
ARTHUR KUDNER INC.
Advertising
INTERNATIONAL BUILDING ROCKEFELLER CENTER
NEW YORK
S 950
CAMPBELL-EWALD COMPANY · Advertising
DETROIT, MICHIGAN
No. M 70770
BLACKMAN ADVERTISING, INC.
Rockefeller Center • 630 Fifth Avenue, New York
No. 2472
2-17
Broadcasting
National Press Building
VOUCHER NO. 35-101
STREET & FINNEY, INC.
330 WEST 42ND STREET, NEW YORK
CORN EXCHANGE BANK TRUST COMPANY
FORTY-SECOND STREET BRANCH H-3
NEW YORK, N. Y.
CHECK NO. 19107
KENYON & ECKHARDT INC.
247 PARK AVE. NEW YORK
MOSER & COTINS Inc.
Advertising
Chamber Building, New York, N. Y. 10 Hopper Street, Utica, N. Y.
Nº 17834
UTICA, N.Y. March 10 193
CHEMICAL BANK & TRUST COMPANY
FORTY NINTH STREET AT LEXINGTON AVE.
Pay to the
Broadcasting
No. 25623
October 26 1935
J. M. MATHES, INCORPORATED ADVERTISING
122 EAST 42ND STREET NEW YORK, N.Y.
To Guaranty Trust Company of New York, Fifth Avenue at 44th Street, New York
PRESBA, FELLERS & PRESBA
INC.
360 NO. MICHIGAN AVENUE
No. 996
CHICAGO, February 10 19 36
LAWRENCE C. GUMBINNER
Advertising Agency
9 EAST 41ST STREET NEW YORK
Nº 7711
AUBREY, MOORE & WALLACE
FRED A. ROBBINS, INC.
CHICAGO
THE FIRST NATIONAL BANK
CHICAGO, ILL.
13162
THE W. E. LONG CO.
CHICAGO, ILLINOIS
PAY THIS AMOUNT
TO THE ORDER OF
BROADCASTING Has "IT"...
Here's why station advertisers in BROADCASTING get results —
— it's read by the right people.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Household Finance Corp., Chicago (family loans), 52 *sa* (tiein), thru Charles Daniel Frey Co., Chicago.
Max Mehl, Fort Worth (Numismatic), 2 *t*, thru Guenther-Bradford Co., Chicago.
Florida Citrus Commission, Lakeland, Fla. (fruit), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's), 26 *sa*, thru John W. Queen, Boston.
American Washing Machine Mfrs. Assn., Cleveland, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Bernard Perfumers, St. Louis (Love Charm), 13 *sp*, thru Hilmer V. Swenson Co., St. Louis.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 12 *sa*, thru Barrons Adv. Co., Kansas City.
Procter & Gamble Co., Cincinnati (Ivory), 1 *sa* (tiein), thru Blackman Adv. Inc., N. Y.
Standard Oil Co. of New Jersey, New York (Esso), 312 *sp*, thru Marschalk & Pratt Inc., N. Y.
W. F. Straub & Co., Chicago (Lake Shore honey), 39 *sa*, thru Mitchell-Faust Adv. Co. Inc., Chicago.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 54 *sa*, thru Brooke, Smith & French Inc., N. Y.
Dethol Mfg. Co., Washington (insecticide), 52 *ta*, thru Aitkin-Kynett Co. Inc., Philadelphia.
Continental Oil Co., Ponca City, Okla. (Conoco), 26 *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Consolidated By-Products Co., Philadelphia (Marco dog food), 13 *t*, thru McLain Organization, Philadelphia.
National Flower & Garden Show, Baltimore, 21 *sa*, thru Hoffman Bros. Co., Baltimore.
Schluderberg-Kurdle Co., Baltimore (Esskay meat), 130 *sa*, thru Emery Adv. Agency, Baltimore.
American Oil Co., Baltimore (Amoco), 2 *sa*, thru Joseph Katz Co., Baltimore.
American Stores Co., Baltimore (retail chain), 312 *t*, direct.
Ford Motor Co., Alexandria, Va. (autos), 6 *t*, 6 *sa*, thru McCann-Erickson Inc., N. Y.
Free State Brewing Co., Baltimore, 12 *sa*, direct.
Gunther Brewing Co., Baltimore, 1248 *sa*, thru I. A. Goldman & Co., Baltimore.

WOR, Newark

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), weekly *sp*, thru Brooke, Smith & French, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 18 weekly *sa*, (starts Sept. 27), thru Joseph Katz Co., N. Y.
Webster-Eisenlohr Inc., New York (Henrietta, Girard cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
New Jersey Bell Telephone Co., Newark, weekly *sp*, direct.
General Electric Co., Bridgeport, Conn., 2 weekly *t*, thru Maxon Inc., Detroit.

WJJD, Chicago

Allied Florists Assn., Chicago, weekly *sp*, thru Hilmer V. Swenson Co., Chicago.

KDKA, Pittsburgh

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 24 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Dr. Salsbury's Laboratory, Charles City, Ia. (poultry remedy), 52 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
John Morrell & Co., Ottumwa, Ia., 78 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John Morrell & Co., Ottumwa, Ia., 63 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Chr. Hansen's Lab. Inc., Little Falls, N. Y. (dessert), 39 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
A. C. Gilbert Co., New Haven, 13 *sp*, thru Chas. W. Hoyt Co. Inc., N. Y.
International Vitamin Corp., New York (IVC Pearls), 26 *sp*, thru Reincke - Ellis - Youngreen & Finn Inc., N. Y.
American Assn. of Washing Machine Mfrs., Chicago, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Dairy Assoc. Co. Inc., Lyndonville, Vt., 14 *sa*, thru Hays Adv. Agency Inc., Burlington, Vt.

WKRC, Cincinnati

Nu-Enamel Corp., Boston (paint), 300 *sa*, direct.
Harten - Knodel Corp., Cincinnati (Norge refrigerators), 100 *ta*, direct.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrott shoes), 13 *t*, direct.
General Electric Co., New York (washers, ironers), 13 *t*, thru Maxon Inc., Detroit.
Magazine Repeating Razor Co., New York (Shick razors), 35 *sa*, thru J. M. Mathes Inc., N. Y.
Lever Bros. Co., Boston (Spry), 26 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Wiggins Chemical Co., Cincinnati (waterless cleaner), 26 *sa*, direct.

WSB, Atlanta

Wofford Oil Co., Atlanta (oil, gas), 5 weekly *t*, thru Freitag Adv. Agency, Atlanta.
Dr. W. B. Caldwell Inc., Monticello, Ill. (syrup pepsin), 3 weekly *sp*, thru Cramer-Krasselt Co., Milwaukee.

WTAL, Tallahassee, Fla.

French Lick Springs Hotel Co., French Lick, Ind. (Pluto water), *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KNX, Los Angeles

Charles Goldstein Co., Juneau, Alaska (furs), weekly *t*, thru Sam Miles.
Safeway Stores Inc., Oakland, Cal. (meat), 52 *ta*, thru J. Walter Thompson Co., San Francisco.
Eleanor Martin, Chicago (knitting equipment), 1 *sp*, thru Morenus Adv. Agency, Chicago.
Picture Ring Co., Cincinnati, 1 *sp*, thru Frederick W. Ziv Inc., Cincinnati.

WBT, Charlotte, N. C.

Kay Jewelry Co., Charlotte, 5 *sa*, thru Simons-Michelson Co., Detroit.
Capper Publications, Topeka (Household Magazine), 6 *t*, thru Presba, Fellers & Presba Inc., Chicago.
United Drug Co., Boston (Rexall sale), 5 *t*, thru Street & Finney Inc., N. Y.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 26 *ta*, thru Weston-Barnett Inc., Waterloo.

WGY, Schenectady

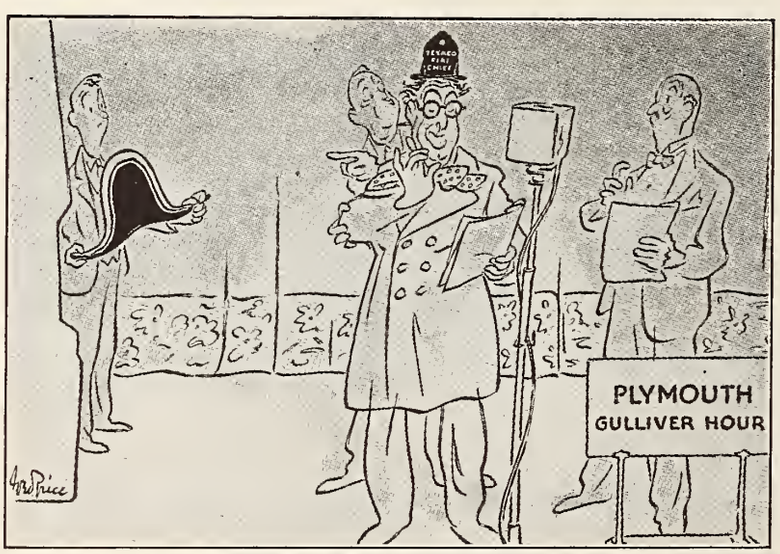
Richfield Oil Corp., New York, 52 *t*, thru Fletcher & Ellis Inc., N. Y.
Steiners Department Store, Ballston Spa., N. Y., 18 *sa*, thru Leighton & Nelson, Schenectady.
General Electric Co., Schenectady, 14 *t*, thru Maxon Inc., Detroit.
Oneida Community Silverware Co., 72 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.
United Baking Co., Albany, 112 *sa*, thru Adirondack Adv. Agency, Albany.

WMCA, New York

Natural Bloom Inc., New York (cigars), 4 weekly *sp*, thru Montrose Adv. Agency, N. Y.
McFadden Publications Inc., New York (True Story), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Conti Products Corp., New York (soaps), 5 weekly *sp*, thru Bermingham, Castleman & Pierce Inc., N. Y.

KGVO, Missoula, Mont.

Montana Power Co., Missoula, 3 weekly *t*, direct.
M. J. B. Co., San Francisco (coffee), 6 weekly *sa*, thru Lord & Thomas, San Francisco.
General Electric Co., Schenectady, 2 weekly *t*, direct.



"Psst! Mr. Wynn! Your hat!" From Life

WLS, Chicago

O'Cedar Corp., Chicago (polish and mops) 78 *sa*, thru John H. Dunham Co., Chicago.
Campbell Cereal Co. Minneapolis, Minn. (Malt-O-Meal) 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
American Washing Machine Mfrs, Assn., Chicago, 26 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
Jelsert Co., Chicago (desserts), 49 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Walker Remedy Co. Waterloo, Ia. (Walko Poultry Tablets) 26 *sa*, thru Weston-Barnett Inc., Waterloo.
Little Crow Milling Co. Warsaw, Ind. (Coco Wheats-pancake flour), 156 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Union Pacific Railroad, Chicago (rail transportation), 10 *sa*, thru Ernest Bader & Co., Omaha.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 52 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Evans Fur Co., Chicago (retail furs), 4 *sp*, thru Auspitz and Lee, Chicago.
Tony Wons, Chicago (seeds), 3 weekly *sp*, direct.
Acme Mfg. Co., Forest Park, Ill. (live stock feed), 49 *sa*, thru K. E. Shepard Adv. Agency, Chicago.
Dairy Association Co. Inc., Lyndonville, Vt., 14 *sa*, thru Hayes Adv. Agency Inc., Burlington, Vt.
Mentho-Kreamo Inc., Clinton, Ill. (proprietary), 78 *sa*, thru Beaumont & Hohman Inc., Chicago.
LeJay Mfg. Co., Minneapolis, Minn. (generator systems), 6 *sa*, thru Frizzell Adv. Agency Inc., Minneapolis.
Bernard Perfumers, St. Louis (Love Charm perfume), weekly *sa*, thru Hilmer V. Swenson, St. Louis, Mo.
Collingbourne Mills, Elgin, Ill. (Virginia Snow yarns), weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.

WHAM, Rochester

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
General Mills Inc., Minneapolis (Gold Medal flour), 5 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Drene), 10 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Prido), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Milton Bradley Co., Springfield, Mass. (Easy Money game), 15 *sa*, direct.
Beechnut Packing Co., Canajoharie, N. Y. (food), weekly *sa*, thru McCann-Erickson Inc., N. Y.
Richfield Oil Corp., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.
Utica Mutual Insurance Co., Utica, N. Y., weekly *sa*, thru Devereux & Smith Inc., Utica.

WHIO, Dayton

Lykolene Co., Kansas City (dental cream), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Foster-Milburn Co., Buffalo (Doan's pills), 39 *ta*, thru Street & Finney Inc., N. Y.
Magazine Repeating Razor Co., New York (Shick blades), 7 weekly *sa*, thru J. M. Mathes Inc., N. Y.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 36 *ta*, thru Brooke, Smith & French Inc., N. Y.
General Motors Corp., Detroit (auto show), 70 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Frigidaire Corp., Dayton (elec. refrigerators), 9 *sa*, thru Lord & Thomas, Chicago.

WFIL, Philadelphia

Valley Forge Memorial Estates, Philadelphia, 52 *t*, direct.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

LEVER BROS. Co., Cambridge, Mass. (Rinso, Lifebuoy) on March 24 started *Ken Murray, Phil Regan, Russ Morgan orchestra* on 56 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on May 2 starts *Your Hit Parade* on 88 CBS stations, Saturdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

DODGE BROS. Corp., Detroit (autos) on April 4 broadcasts (one time only) *Dodge Presents:* on 70 CBS stations, 2-2:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

MacFADDEN PUBLICATIONS Inc., New York, on June 2 starts *Good Will Court* on 4 MBS stations, Tuesdays, 10-10:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) on March 30 started *How to Be Charming* on 29 NBC-WJZ stations, Tues., Thurs., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpowder) on March 30 started *Backstage Wife* on 21 NBC-WJZ stations, Mon. thru Fri., 4:15-4:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Bayer's aspirin) on May 27 starts *Lavender & Old Lace* on 17 NBC-WJZ stations, Wednesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (toothpaste) on April 15 starts program on 19 NBC-WJZ stations, Wednesdays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Co., New York (Phillips dental cream) on May 26 starts *Melodania* on 17 NBC-WJZ stations, Tuesdays, 9:30-10 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

RALSTON-PURINA Co., St. Louis (Ry-Krisp) on April 3 starts *Marion Talley and Orchestra* on 35 NBC-WEAF stations, Fridays, 10:30-10:45 p. m. Agency: Gardner Adv. Co., St. Louis.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on April 5 starts *Jack Hylton orchestra* on 25 NBC-WJZ stations, Sundays, 9-9:30 p. m. (repeat at 12 midnight). Agency: Leo Burnett Co. Inc., Chicago.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on April 13 starts for 13 weeks *Frank Watanabe & Williams*, on 6 NBC-KGO stations, Mondays thru Fridays, 8:15-8:30 p. m. (PST). Agency: Wade Adv. Agency, Chicago.

HAAS BROS., San Francisco, (Trupak food products) on March 25 started for 13 weeks participation in *Woman's Magazine of the Air* on NBC-KPO, Wednesdays, 3:15-3:30 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

THOMAS J. LIPTON Inc., Hoboken, N. J. (teas), on March 20 started for 13 weeks participation in *Feminine Fancies* on 12 CBS-Don Lee network stations. Wednesdays and Fridays, 3:20-3:30 p. m. (PST). Agency: Frank Presbrey Co. Inc., New York.

Renewal Accounts

GRUEN WATCH MAKERS GUILD, Cincinnati, on March 31 renews on 4 MBS stations, changing program to *Time Marches Back*, Tuesdays, 7:45-8 p. m. Agency: De Garmo Corp., N. Y.

WESSON OIL & SNOWDRIFT SALES CO. Inc., San Francisco (Wesson salad oil and Snowdrift shortening), on April 27 renews for 13 weeks *Hawthorne House* on 6 NBC-KPO stations, Mondays, 8:00-8:30 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

Network Changes

PET MILK SALES Corp., St. Louis, on March 31 adds 12 stations to CBS program and on April 28 changes to 12:15-12:30 p. m., Tues., Thurs.

BRISTOL-MYERS Co. in July replaces *Fred Allen* on NBC-WEAF network with *Stoopnagle & Budd* until Sept. 30.

LIGGETT & MYERS Co. on May 1 shifts CBS Saturday series to 10-10:30 p. m. Fridays.

REMINGTON RAND Inc. on March 31 shifts *Edwin C. Hill* to 7:15-7:30 p. m. Tues., Thurs., Sat. on 21 NBC-WJZ stations.

NBC SUSTAINERS Are Designed for Sponsorship Under Lohr Policy

A NEW sustaining program policy, whereby sustaining features will be built with the objective of making them available for commercial sponsorship, is indicated within NBC as an initial program change introduced by Lenox R. Lohr, NBC president.

On March 23 NBC announced that Benny Rubin, dialect comedian, will inaugurate a variety show beginning April 1 over a nationwide NBC-WJZ network, at 8:30 p. m. (EST). The show will star Rubin along with Lester Vail, dramatic artist, as master of ceremonies, the Rhythm Girls trio, the Four Showmen quartet, and a dance band directed by Harold Anderson.

Eddie Foy Jr., son of the famous entertainer, made his NBC debut over an NBC-WJZ network on March 25, and is expected to be placed in a regular sustaining series.

Mr. Lohr is known to be considering a weeding out process for sustaining programs which do not have a sufficient popularity and which are not adaptable for eventual commercial sponsorship.

CLIFF SLEININGER STARTS REP FIRM



Mr. Sleininger

ORGANIZATION of Sleininger Inc., to represent a small limited group of broadcasting stations, was announced March 24 by Clifford L. Sleininger, who resigned last month as secretary-treasurer of Free & Sleininger and who was also identified with Free, Johns & Field, station representatives. Mr. Sleininger is president of the new company, and has established offices at 360 N. Michigan Ave., Chicago. Offices in New York also will be opened.

Mr. Sleininger said he decided upon organization of the new company because of his conviction that adequate representation of stations in the spot market is possible only when the group of stations is small and carefully selected. Station representation, he added, has grown without much forethought or direction in the last four years. "Our aim," he said, "is to fulfill the need of certain stations by providing a few of them with complete, individual representation."

thousands of superlatives

CAN'T DO JUSTICE TO
A MANAGER'S CONCEPTION
OF HIS OWN STATION

so we'll just say—

Best Daytime Station in the Land

5000 WATTS DAY
570 KILOCYCLES
FULL TIME
CBS AFFILIATE

WNAX

YANKTON, SO. DAKOTA

WALTER BIDDICK — West Coast
WILSON-DALTON — Chicago-Kansas City
NORMAN CRAIG — New York

AGENCIES AND REPRESENTATIVES

HENRY T. EWALD, president of Campbell-Ewald Co. Inc., Detroit, touring the country, visiting his agencies and conferring with advertising executives in leading cities, was on the Pacific Coast during March. While in San Francisco he conferred with R. V. Dunne, Pacific Coast manager of the agency on the General Motors Corp., Chevrolet Motor Co. and other national accounts.

AFTER an absence of six months, during which he was connected with Associated Sales Co., Detroit sales promotion organization, Frederick C. Hanks has rejoined the creative staff of Brooke, Smith & French Inc., Detroit and New York agency.

JAMES L. FREE, president of Free & Sleininger Inc., station representatives, has served notice of cancellation of the company's representation agreement with WJJD, Chicago. According to Mr. Free, this cancellation will be effective April 30. Free & Sleininger formerly represented both WJJD and WIND in the East and on the Pacific Coast. Last week Ralph Atlass, head of both WIND and WJJD, notified Free & Sleininger of his intention to cancel the WIND representation contract but to retain the firm for representation of WJJD. Free & Sleininger's cancellation of the WJJD contract followed.

A Rich Concentrated Trade Area
MISSOULA, MONTANA
KGVO
1000 Watts 1260 KC

Is Your Name Here?

The I. J. Fox Company
Personal Finance Company
Maryland Pharmaceutical Co.
The K. B. Company
Cleveland Von Company
Ohio Smelting Company
Crazy Water Crystals Co.
E. W. Rose Company (Zemo)
Smerdas Music House
Karnack-Ambrosia Company
Watch Tower Radio Service
Cleveland City Mission
Saunders System
Max Rosenblum
Burts, Inc.
Wanda Furniture Company
White Cross Beauty Products
Havre Department Store
Brazis Brothers Clothing
H. Blonder Company
Sidney Rose, Clothier

SMART ADVERTISERS USING **WJAY** FOR FIVE YEARS
Reason? RESULTS!
WJAY HAS MORE LOCAL CLIENTS THAN ANY OTHER STATION IN CLEVELAND
Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

JESS T. YEATES, for the last eight years in radio program construction and musical arrangement work in New York and Portland, Ore., has joined the Johnston Adv. Agency, San Francisco, as account executive, and will handle radio along with other accounts. Albert E. MacKenzie, of Washington, D. C., has also joined the agency as account executive.

B. C. NOAKES, radio director of Frank Presbrey Co. Inc., New York, was in San Francisco for several days in March to confer with M. A. Reilly, Western division sales manager of Thomas J. Lipton Inc., (teas), on a Pacific Coast campaign launched this month. The campaign includes a twice - weekly participation for 13 weeks in the CBS-Don Lee network afternoon musical program *Feminine Fancies* originating at KFRC, San Francisco.

R. C. RAMBEAU, Pacific Coast manager of the William G. Rambeau Compauny, national radio station representatives, returned to his desk in San Francisco on April 1 after a trip to Chicago and New York, where he conferred with officials of his organization.

RAY SINES has joined the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco. He was formerly in the advertising department of Tea Garden Products Co., that city.

RODMAN WANAMAKER II, Philadelphia, has joined the New York staff of Geyer, Cornell & Newell Inc., according to announcement by H. W. Newell, vice president.

STEPHEN H. HARTSHORN, formerly in charge of the Chicago office of Clark-Hooper Inc., advertising research, has returned to its New York office to resume charge of the radio reports division, with Eric A. Tomsett assigned to head the Chicago office now occupying larger quarters at 410 Michigan Ave.

R. C. HERRICK, radio director of Key Adv. Agency, Cincinnati, who joined that agency last November after having served as radio director of Schwimmer & Scott, Chicago, has been elected vice president. The Key agency on April 1 will move to larger quarters on the sixth floor of Cincinnati's Fountain Square Bldg.

RAY M. WRIGHT, who formerly operated his own agency in San Francisco, has joined the merchandizing department of Sherman, Clay & Co., that city.

WALTER W. MONROE Jr., for the last eight months on the advertising staff of the *Honolulu Star-Bulletin*, has joined the San Francisco office of the Walter Biddick Co., as assistant to Don Robbins, manager. Monroe succeeds John C. Kiewel, who was transferred to the Seattle office as manager.

RICHARD JORGENSEN, for the last four years with Frederick Seid Adv. Agency, San Francisco, has opened his own agency at 74 N. First St., San Jose, Cal.

DOROTHY DONN WAGNER, formerly in the script department of Metropolitan Studios, Hollywood, and more recently radio free lance writer, has been appointed radio producer for the Long Adv. Service, San Francisco. The agency has also moved its San Francisco offices to larger quarters at 1041 Russ Bldg.

C. L. YOUNG, formerly vice president, has become president and owner of Roy Alden & Associates, Los Angeles agency.

R. E. Howard Resigns FromCampbell-EwaldCo.



Mr. Howard

AFTER AN eight-year tenure, R. E. (Bob) Howard, has resigned from the radio department of Campbell - Ewald Co. Inc., Detroit. He is considering several proposals which will keep him in radio advertising. Named as Mr. Howard's successor, effective April 1 is Garfield C. Packard, who was transferred to the agency's radio buying post from assignment on the Chevrolet account. He was formerly with World Broadcasting System, CKLW, Detroit and J. H. Neebe Co. Mr. Howard joined Campbell-Ewald in 1928 after having been with Paramount in Hollywood for nearly three years. Prior to that he was with Price-Waterhouse, public accountants in New York. Upon his departure from Campbell-Ewald, he and Mrs. Howard will take a two-week vacation.

Nelson Succeeds Dixon

PETER DIXON, radio director of Kenyon & Eckhardt, New York, has resigned and his place will be filled by Jack Nelson, formerly of Lennen & Mitchell. The shift becomes effective April 1, although it was disclosed that Mr. Dixon's resignation has been in the agency's hands since last January. Mr. Dixon joined Kenyon & Eckhardt last October, disbanding his program producing organization, Peter Dixon & Associates. His plans are indefinite, but he will be located at 711 Fifth Ave. after April 1.

Buys Interest in WROK

DROPPING its FCC application to secure authorization for a transfer of majority control of WROK, Rockford, Ill., Rockford Consolidated Newspapers Inc. instead is now considering acquisition of a minority interest in the station, a 500-watt regional on 1410 kc. which recently secured full time. It is expected that the deal will be consummated in latter April. The newspaper organization, publishing the *Rockford Star* and *Register Republic*, is headed by Mrs. Ruth Hanna McCormick Simms, while Lloyd C. Thomas, station manager, heads the list of stockholders in WROK. No changes in the station management are contemplated.

THELMA BUTLER, associate editor for 14 years of the San Francisco radio fan publication, *Broadcast Weekly*, which was recently discontinued, has joined the advertising department of Colvin - Templeton Inc., San Francisco, Westinghouse refrigerator distributors.

NED J. NEWMAN Adv. Agency, Los Angeles, has moved to larger quarters in the Commercial Exchange Bldg. and T. W. Burkett has become its production manager.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

RADIO ADVERTISERS

NEWART Co. Inc., Chicago, through Malcolm-Howard Adv. Agency, Chicago, has entered into a four-station local clothing sales campaign. WMAQ, Chicago, will carry one weather report announcement daily; WENR, Chicago, will have four daily; WBBM, Chicago, will have one time signal daily, and WCFL, Chicago, will have two ten-minute studio programs of popular music each week, using transcriptions.

SAFEWAY STORES Inc., Oakland, Cal. (chain grocery and market), to announce its fresh meat delivery service in Los Angeles, on March 11 started a ten-day campaign, using one-minute dramatized transcription announcements, five times daily, on four stations in that territory. Discs, made by MacGregor & Sollie Inc., San Francisco, were placed on KNX and KFWB, Hollywood; KHJ and KFI, Los Angeles. J. Walter Thompson Co., San Francisco, is the agency.

JAMES GRAHAM Mfg. Co., San Francisco, manufacturers and distributors of Wedgewood stoves, has appointed the Long Adv. Service, that city, to direct its national advertising and along with other media on March 16 started for eight weeks a nightly spot announcement campaign on NBC-KGO, San Francisco. The agency has also been appointed to direct advertising for Shirar-Young Co., San Francisco (refrigeration), and on March 15 started for 52 weeks a Sunday morning quarter-hour musical series of popular recordings on KJBS, that city, supplementing the program with six weekly one minute spot announcements for one year on the same station. Hassel W. Smith is servicing both accounts.

DUNCAN COFFEE Co., Houston, has placed its account with H. Wirt Steele Adv. Agency, Houston.

HAAS, BARUCH & Co., Los Angeles (Iris coffee) is advertising through Erwin, Wasey & Co., Los Angeles.

MAYBELLINE Co., Chicago (eyelash dye) has named Kirtland-Engel Co., Chicago, to direct its advertising.

OLSON RUG Co., Chicago (rebuilt rugs) places radio advertising through Presba, Fellers & Presba Inc., Chicago.

PLANTERS EDIBLE OIL Co., New York, has named Gotham Adv. Co., New York, to service its account.

UNIVERSAL CAMERA Corp., New York, has placed its advertising with Donahue & Coe Inc., N. Y.

ZORO Co., Chicago (Zorex moth cakes) will advertise through Van Hecker-MacLeod Inc., Chicago.

7 out of 10
Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Canadian Inquiry Begun on Activity Of CRC's Regime

Temporary Lease on Life Given Commission by Parliament

By JAMES MONTAGNES

AS CANADA'S fiscal year comes to a close on March 31, the Canadian Radio Commission is given a temporary lease on life in the new fiscal year with the announcement from Ottawa's Parliament that a committee of 23 from all parts of Canada has been appointed to delve into the matter of giving the Canadian public adequate broadcasting service.

Including three present cabinet ministers and one former cabinet minister the committee consists of 17 Liberals, four Conservatives, one Social Crediter, and one C. C. F. (Cooperative Commonwealth Federation). United States-born grain elevator builder C. D. Howe, Minister of Marine, Railways & Canals, under whose jurisdiction radio falls, is a member for the Liberals, with former Marine Minister P. J. A. Cardin, now Minister of Public Works, and Ian Mackenzie, Minister of National Defense. The ex-cabinet member is Denton Massey, one of ex-Premier Bennett's young men. Massey also has had much radio experience, as master of ceremonies, political speaker and announcer.

The Parliamentary committee, quoting the official announcement will "inquire into the operations of the Canadian Radio Commission and its administration of the Canadian Radio Broadcasting Act of 1932 and amendments, and the regulations made under authority thereof; advise what if any, changes shall be effected in the existing system of radio broadcasting; and whether the said statutes and regulations should be amended in whole or in part, and what, if any, additions should be made thereto; also inquire into the extent to which there has been an abuse of broadcasting privileges, either for political or advertising purposes, and to advise as to what principles should govern the regulations or control thereof."

A New Deal Sought

NO DATE has at this writing been set for the committee to begin its work, but it is empowered to question witnesses, examine papers and records as evidence, and make reports from time to time to Parliament.

Shortly before the announcement of the committee appointment R. W. Ashcroft, Toronto advertising expert for Gooderham & Worts, who operated the Trans-Canada Broadcasting Co. before the Radio Commission came into being with CKGW (now Commission-leased CRCT) as key station, started once more his campaign for a new deal in Canadian broadcasting. Ashcroft is bound to appear before the new committee (he has before past committees) and his plan is for privately owned stations with a chartered Canadian Broadcasting Corporation financed on a tube license fee system, supplying regional studios and a daily 16 hour program for those stations desiring such a service. The corporation would own no stations, would be sole lessee of transmission facilities, would pay all copyright fees, would arrange for foreign programs, be administered by five governors, a managing director and regional directors. Cost is set as $1,500,000 a year (estimated license revenue from listeners) which includes programs at $1,000 a day, payment to stations for time, transmission lines, copyright fees, salaries, reserve. The Ashcroft plan is definitely based on the premise that broadcasting today is a business, and should be controlled but not operated by the state.

PRIZE PROMOTION
Des Moines Stations Give Time To Advertise Contests

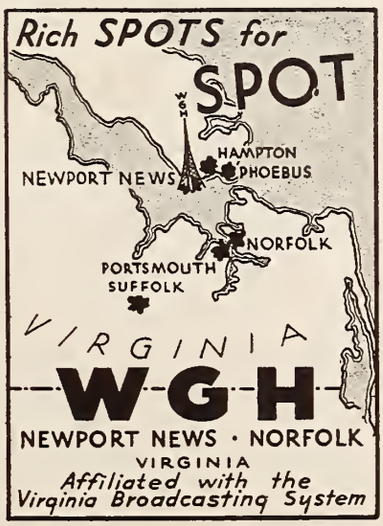
KSO and KRNT, Des Moines, are promoting prize contests for their sponsors with a thrice-weekly dramatic program. The broadcasts concern the adventures of a mythical air family who are a little daffy on the subject of contests.

The skits are five minutes in length and open with the announcer introducing The Prize Hunters, "a family like the people who live next door". They have "a lot of fun and many lucky opportunities as prize hunters without even leaving their living-room." The continuity continues: "A twist of the radio dial and they find unlimited chances to win valuable awards. Listen!" Then Tom, Dad and Mother go into the prize routine in which contests on the two stations are the subject of conversation.

Muzak Begins in Gotham

MUZAK Inc., a division of North American Co., public utility concern, began operation in New York March 16. Both business and residential clients are being served. As to how many clients Muzak had taking its service E. H. H. Connick, vice president, would not say. He explained, however, that the New York project is an experiment as was the Cleveland effort, discontinued Feb. 15. All clients are receiving 24-hour service.

WOL
First in Number of Washington Advertisers



KFWB LOS ANGELES — WHERE PEOPLE BUY



$1,246,000 IN ONE DAY

That was the amount of money bet by 50,000 people at the Santa Anita race track, February 22nd—the day of the $100,000 Santa Anita Handicap. During the 58-day racing season, more than $25,000,000 passed through the pari-mutuel machines at the track.

So what! If Southern California people can afford to *gamble* this amount of money, they have, for a certainty, a lot more to *spend*. It's a very definite index to the earning and spending capacity of the people in the territory served by KFWB.

KFWB has adequate power to cover this compact territory . . . economically . . . thoroughly. Its signal is concentrated in a densely populated area—and not wasted on the barren desert and the lonely sea. For positive coverage of the Los Angeles area use

KFWB
LOS ANGELES

Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

FREE & SLEININGER
Exclusive Representatives

WMBG

CBS

Outlet in Richmond Virginia

New products like new persons need AN INTRODUCTION

Let WMBG Introduce Your New Program And Place It In The Hands Of Its

EFFICIENT MERCHANDISING DEPARTMENT

—

Representatives

Furgason & Aston . . Chicago

STUDIO NOTES

ALTHOUGH all other Chicago stations went along with the City Council adopting Eastern Standard Time on March 1, the *Prairie Farmer* station, WLS, remained on Central Standard Time. Glenn Snyder, WLS manager, decided upon this after a poll of WLS listeners, many in the rural areas, showed a 65 to 1 vote against the change. In Chicago the vote was 34 to 1 against.

WSB, Atlanta, celebrated its 14th birthday March 15 with Lambdin Kay, veteran manager of the station, going on the air in an interview with Ernest Rogers, publicity director, discussing old times in radio.

WFBR, Baltimore, has opened auxiliary studios in the Lord Baltimore Hotel, to supplement those at its headquarters in the St. Paul Bldg. The installation, including a large studio and an audition room, was made by Johns Manville. They are acoustically treated and air-conditioned.

JOHN McCORMICK, assistant manager of WKRC, Cincinnati, Ruth Lyons, musical director, S. R. Bateman, sales manager, and Maynard Craig have been named to the newly-formed program department of WKRC, which is to originate ideas for prospective sponsors, suggest merchandising programs and advise on production.

THE broadcasts of KFBK, Sacramento, from Judge Will J. Carragher's traffic court, have aroused wide comment in California's capital city. Inaugurated in conjunction with the safety campaign of the Sacramento Safety Council, the broadcasts have furnished KFBK listeners with much food for conversation as traffic violators, including well-known citizens, are paraded before the microphones during the court sessions.



TRIBUTE—From Mrs. F. M. Packwood, a Nebraska farm woman, came this tribute to radio which won first place in a contest conducted by KFAB, Lincoln, Neb., in which participants wrote on "What Radio Means to Me."

THE *Musical Clock*, Marshall Field & Co.'s morning contribution over WBBM, Chicago, recorded its first absence of both regular announcers when Halloween Martin and Parker Wheatley, for the first time in years, were both missing. Both had influenza attacks. Stan Thompson, regular announcer for the sponsor's men's department half-hour, handled the entire show.

AT AN assemblage of more than 2,500 high school students, Gov. James V. Allred, of Texas, addressed through the facilities of KRLD some 60,000 school children assembled in their respective auditoriums.

THE oldest and one of the largest high schools in Grand Rapids, Mich., is giving honor points to students who tune in WOOD-WASH and listen to educational programs, such as *Your English*, *Lowell Thomas*, *You and Your Government* and *America's Town Meeting*. It is expected that other Grand Rapids' schools will follow this example of promoting education via radio, as both students and teachers are enthusiastic about the plan.

WHIO, Dayton, broadcast from the local Internal Revenue Office on the last day for filing income tax returns. Fred L. Edwards, the announcer, asked a revenue official about the exemption for single men and was handed a blank to fill out.

WKRC, Cincinnati, is conducting a baseball school of the air two evenings a week with Dick Bray, sports announcer, in charge. Actual demonstrations on local ball fields are to be given. Some 2,500 notification cards were sent.

MINIATURE coverage of the national political conventions, complete in every detail, was offered its listeners March 24 hy WPTF, Raleigh, in handling the Republican State Convention, with Carl Georch, news commentator, and J. B. Clark, staff announcer, in charge of the production. WPTF that week also proved its public service by getting over $500 in contributions for Red Cross flood relief.

KFPW, Fort Smith, Ark., broadcast a request for blood donors to save an 18-year-old girl seriously ill from nose-hleed and within an hour 50 persons had called at the hospital to offer blood for a transfusion. After daily transfusions the patient improved rapidly and soon was out of danger.

MAY Co., Los Angeles department store, has started a "guest room" where speakers and entertainers present a twice daily broadcast of a half hour via remote to KFWB, Hollywood. The idea was used for an entire week in March as a test campaign.

WBT, Charlotte, N. C., is planning an interstate horseshoe-throwing tournament and has in mind a croquet tournament at a later date. The horseshoe event will cover the Carolinas and a cup will be awarded, as well as other prizes.

HAVING made a top-rank discovery in Vivian della Chiesa in its first contest last year, WBBM, Chicago, has two more winners in its "Unknown Singer" series of this year, picked from 5,700 entries. They are Alida Sturmann and Philip Crane, of Chicago, both of whom got 13 week contracts worth $1,300.

COOPERATING with the *Atlanta Constitution*, WATL, Atlanta, kept its political commentator, Maurice Coleman, at the microphone continuously from 7:45 p. m. to 1 a. m. during the March 11 Fulton County Democratic primary, brushing all commercials aside for the service.

WBNX, New York, presented a 90-minute dedication program on March 22 for its new pipe organ, with 25 artists participating. William J. Bartley was selected as staff organist from a list of 50 competing organists. He formerly was with WMCA, New York, and is well known in the operatic and theatrical world.

WMCA, New York, has started a series on Inter-City Group to pay honor to living Americans who have contributed to the welfare of the nation or advanced understanding of public affairs. Westbrook Pegler, United Features Syndicate writer, was saluted in the first program March 27.

WBIG, Greensboro, N. C., has started a combination barn dance and amateur show, *Carolina Jamboree*, broadcast from 11:30 p. m. Saturdays until 3:30 the following morning. More than a thousand persons attend each program. A drive for new and original stunts is being made through 23 weekly and semi-weekly newspapers. Each week a medal is awarded to the act drawing the most fan mail.

WNEW, Newark, will move soon into its new Newark studios in the Proctor Theatre Bldg.

MORE than 50,000 copies of the 1936 *WLS Family Album* have been sold to listeners by the Chicago station.

THEIR eighth birthday on the air and their 2,286th broadcast was celebrated by *Amos 'n' Andy* March 19. Seven of the years have been under Pepsodent sponsorship.

KFPY

of Spokane, Washington

INCREASE

IN POWER TO

5 KW

On or About June First

. . . and the new location of its (new) half-wave vertical antenna transmitter outside the city of Spokane, guarantee KFPY the GREATEST COVERAGE in the Spokane area. A word to the wise . . .

KFPY SPOKANE WASH.

Pioneer Broadcasting Station of Spokane and the Inland Empire $300,000,000 Trading Area

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Dixie's Brightest Spot in Spring and Summer

—is Asheville and Western Carolina. Thousands of tourists bring a sharp rise in business during the warm months.

Speed your message, therefore, over WWNC—the only blanket radio coverage to be had!

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

STERLING PRODUCTS TAKES TWO TO NBC

STERLING PRODUCTS Co., New York, late in May, will transfer two CBS programs, *Melodiana* and *Lavender & Old Lace* to the NBC-WJZ basic network. The former program will switch May 26, Tuesdays, 9:30-10 p. m., and the latter show begins the following night, Wednesdays, 8:30-9 p. m.

In addition to these NBC also adds Dr. Lyon's toothpowder for the same sponsor on Wednesday, April 15, 8-8:30 p. m. As the program ties up with the *Lavender & Old Lace* broadcast by taking the half-hour niche immediately preceding, the sponsor will be given the hour rate after the debut of the program. Talent is unannounced but will be of a musical nature with guest stars and titled, *Folies Bergere of the Air.*

This is the third NBC program promoting Dr. Lyon's toothpowder, the other being *Manhattan Merry Go 'Round* NBC-WEAF, Sunday 9-9:30 p. m., and *Backstage Wife* which began March 30, 4:15-4:30 p. m., Monday through Friday. Two hours and a quarter each week in the interest of a single product is believed to be the heaviest schedule now on any of the national networks. Talent on the CBS shows switching to NBC will not be changed. Blackett-Sample-Hummert Inc., New York, placed all the above accounts.

E. Katz Now Represents 11 Broadcast Stations

ELEVEN stations are now represented in the national field by E. Katz Special Advertising Agency which, though primarily a newspaper representative, recently organized a radio department under the direction of Eugene Katz. Lowell Jackson, formerly head of Jackson & Moore, station representatives, which was dissolved, now heads the Katz New York radio staff.

The Katz list: WCAO, Baltimore; WGST, Atlanta; KGHL, Billings; KLZ, Denver; WOWO, Fort Wayne; KGU, Honolulu; KLRA, Little Rock; WMC, Memphis; WKY, Oklahoma City; WCOA, Pensacola; WHN, New York. Stations WHN and WOWO are represented by Katz nationally with the exception of New York. KGU, WKY and WCOA are owned by newspapers also represented nationally by the Katz firm.

WTMV
in the
ST. LOUIS AREA



100 WATTS
on
WTMV
serve
1½ MILLION PEOPLE

TRANSCRIPTIONS

RECENT subscribers to the NBC *Thesaurus* service have been announced as follows: WTAD, Quincy; KQW, San Jose; WKZO, Kalamazoo; WKBZ, Muskegon; WOOD, Grand Rapids; WWJ, Detroit; KTSM, El Paso; WRJN, Racine. WMC, Memphis, has purchased the 39-episode *Paul Wing, the Story Man.*

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting 26 more quarter-hour episodes of *Night Editor,* newspaper stories, which Cardinet Candy Co., Oakland, Cal., sponsors on the NBC-KPO network with live talent. They are being placed on various stations throughout the country by Tomaschke-Elliott Inc., Oakland.

RADIOAD SERVICE, Hollywood program agency operated by Capt. C. Whitney Sheely, in March became Sheely & Royce with the addition of Milton Royce as junior partner. Mr. Royce has been active in program circles of stage and radio. The new partnership, in addition to continuing with program production, will also engage in a transcription business with the studios of Radio Release Ltd. being used for this phase of the work.

MARK L. GERSTLE, president of the Associated Studios, Hollywood transcription concern, has been elected a director of the Production Finance Corp., Los Angeles.

"WHAT the man on the street thinks of radio" was the theme of the San Francisco Advertising Club meeting held in the Palace Hotel, that city, on March 25, when C. P. MacGregor, president of MacGregor & Sollie Inc., transcription producers, presided as chairman. Cliff Engle, NBC announcer, in the guise of the inquiring reporter, and located on the sidewalk in front of the Palace Hotel, questioned citizens on the merits of radio, the answers being remoted back to the Ad Club meeting.

North California Group Enlarged to Four Stations

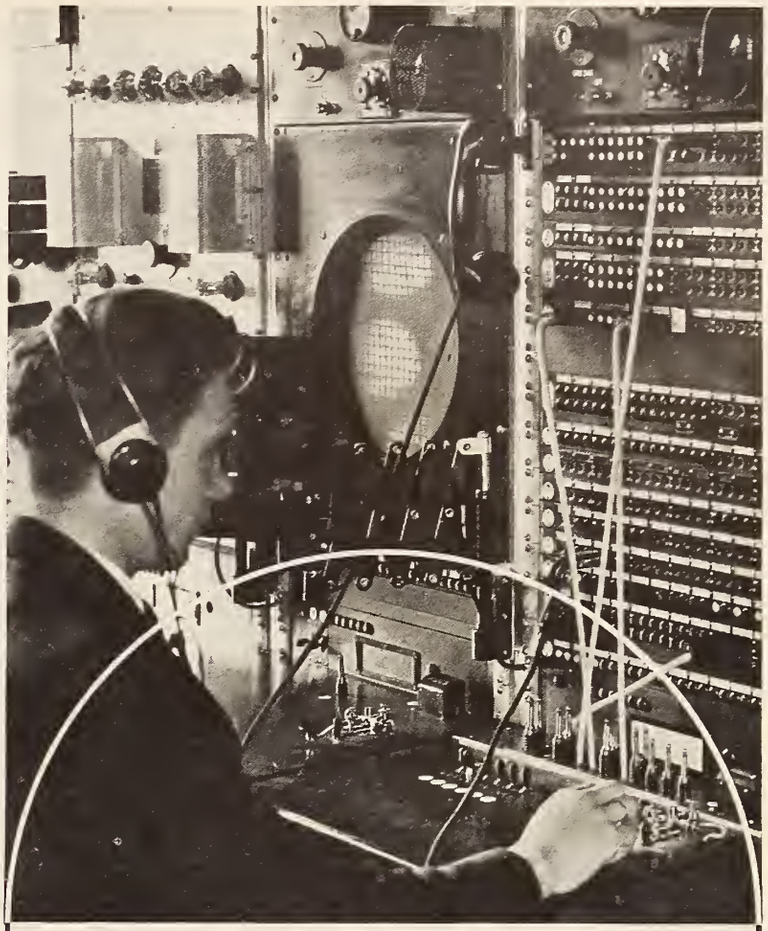
THE Northern California Broadcasting System, which for nearly two years included KJBS, San Francisco and KQW, San Jose, has expanded into a cooperative network and through affiliation with KROW, Oakland and San Francisco, and KGDM, Stockton, now offers a four-station combination with coverage in Northern California. The new network, headed by Ralph R. Brunton of San Francisco, started functioning March 16.

Charles L. McCarthy, who recently resigned as Pacific Coast national sales representative for Hearst Radio Inc., in San Francisco, has been appointed general manager of the new network. McCarthy, formerly managed KQW, San Jose, and prior to that was an NBC executive in San Francisco and New York. Carlton E. Coveny remains as sales manager, with headquarters in San Francisco.

Really, Mr. Benny
—you are delighting at least 150,000 North Carolina homes who listen to you regularly over WPTF!
Let us send you Folder and facts about WPTF!
Represented by F. J. & F.



WPTF Raleigh, N.C.



Telephone men are troupers too

THE beginnings of chain broadcasting in 1923 brought the Bell System into the show business. Telephone men on network service promptly revised the old trouper's tradition to read, "The program must go on — on time." So well have they accomplished their objective that listeners very rarely hear an interruption in a chain broadcast, even when it is being piped to every corner of the country.

In addition to trained personnel, special wires, loading coils and repeaters . . . elaborate switching facilities . . . spare circuits for emergencies . . . and a high-speed communication system along the entire network are necessary to assure this dependability. Approximately $20,000,000 is invested in Bell System equipment used only for program transmission.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES



3 STATIONS 3 MARKETS

ONE LOW RATE

If you want to create a desire, a demand, distribution and sale for your product in Missouri — you can do it economically by "spotting" your sales message on these three stations which cover three important markets at ONE LOW RATE.

FOR RATES AND COVERAGE DATA WRITE ANY STATION LISTED BELOW

KWTO-KGBX
SPRINGFIELD, MO.

KWKC
KANSAS CITY, MO.

WTMV
EAST ST. LOUIS

SELLING IN SCANDINAVIAN

Lundquist-Lilly Concentrates on Radio and Develops Big Following as Well as Big Sales

SINCE Lundquist - Lilly, men's clothing store in Seattle, started its "Scandinavian Reporter" program on KOMO-KJR, its Scandinavian business has increased 400% in an area where that element is predominating. Three-fourths of the budget goes to radio.

By RAYMOND RUSH
Manager of Lundquist-Lilly, Seattle


Mr. Rush

WE ARE one of Seattle's oldest radio advertisers. In 1924 we carried our first program over the radio shortly after commercial broadcasting came into existence. Little by little we added programs until now we are Seattle's largest users of radio time in the clothing field. One of our most popular programs is the *Scandinavian Reporter* which is broadcast five nights per week over KJR from 6-6:15 p. m. The results have been very gratifying.

Every day one or more persons make special trips to our store to tell us how they enjoy the program. A high percentage of these people do not buy, but come just to show their appreciation for the entertainment we offer. A few days ago, an elderly lady came to our store and asked for the manager. As I approached her, she held out her hand and had a big, happy smile on her face. She proceeded to tell me how four of her neighbors who have no radio came to the house each night to listen to the *Scandinavian Reporter*—the youngest of this group being 62 years old. She tried so hard to show me her genuine appreciation of the broadcast and to impress upon my mind what a lot of pleasure and enjoyment it brought to her and her four neighbors. Here we have a booster that is far better than any type of merchandising we could do for the program. It also proved to us the great part that radio plays in the everyday life of everyone.

What They Say—And Buy

THE *Scandinavian Reporter* was started six years ago over one of Seattle's smaller stations. Many letters came to us telling us that they were unable to hear the program clearly. These letters grew in number and finally several petitions were brought to us signed by residents of outlying communities asking us to move the program to a more powerful station. By this time we were convinced that the program was worth while so decided to move it to KJR. Mail has poured in from all parts of the State and as far East as South Dakota and as California.

Recently, while we were doing some stock work and the salesmen were all busy at the racks, a poorly dressed man came in, and by his appearance we could tell he was from the woods. I greeted him and asked if I could help him. He told me he was a prospector from northern Canada, 350 miles northeast of Vancouver, B. C., which is 510 miles from Seattle and that each evening he and his associates gathered around a battery set and listened to our program. These men come out from their camp only four times a year, or every three months. During that time their only contact with the outside world is by radio. He dwelt long on how these fellows, miles from civilization, enjoyed our program and wanted to impress upon me what a fine thing Lundquist-Lilly is doing in making their days more enjoyable; that our program is the highlight of their day. Before this man left our store he purchased an order of nearly $100 in clothing.

Shortly after that, an army officer came into the store and told us he had heard our program while at sea. He had been stationed in the Hawaiian Islands and was coming to his new post at Fort Lewis. At his first opportunity he came to Seattle and directly to our store and made a sizeable purchase of clothing. These are only a few of the incidents with which we come in contact daily.

The *Scandinavian Reporter*, Mr. Jorgenson, is an employe of our store and we take great delight in introducing him to our customers who mention our program. He speaks all Scandinavian languages very well. During the five nights a Swedish, Norwegian, Danish and Finnish program is broadcast. In this way, we please all of the Scandinavian people. The music used on the programs consists of native songs of these countries. The opening and closing commercial announcements are given by the station announcer in English.

Due to the fact that this program has become a civic enterprise, many Scandinavian persons of note have appeared on the program, and we know that this talent could not be had for any amount of money. They believe we are doing a fine thing and are anxious to help the program along.

Lundquist - Lilly operate two stores in the Pacific Northwest—one in Seattle and the other in Tacoma. Radio has done much to build the business in these stores and insure continued success. Both stores occupy second floor locations in the very heart of the business district of the two cities and feature popular-priced men's clothing. A large staff are employed in the two stores under Howard Lilly, president of the organization.

PURCHASE of control in KUJ, Walla Walla, Wash., by H. E. Studebaker, station manager, was disclosed in an application filed March 25 with the FCC. The seller is Louis Wasmer, operator of KGA and KHQ, Spokane.



LAYING OUR CARDS ON THE TABLE



and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in showmanship. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

Transradio NEWS available for sponsorship

WJBY
Gadsden, Alabama

Merchandising Notes

Scientists on Parade—Grocers Boost—Young Nurses—Baseball School—Telling the Drug Trade

IT TOOK 21 scientists 34 years to write *Exact Measurements of the Spoken Word*, which CBS has published as a compilation of scientific evidence on the ear vs. eye subject. It resulted from a systematic search of literature on the subject. Brief resumes of each scientific study are given, with references to complete data.

* * *

AS A merchandising tieup with its printed advertising, Duke Power Co. features "Reddy Kilowatt" as the living voice of electricity on its program broadcast by WBT, Charlotte, N. C. "Reddy", played by Clair Shadwell, produces a deep, resonant voice that booms forth in rather terrifying fashion.

* * *

THE first annual National Grocers' Week, March 16-21, was supported by all grocery accounts on the air. Sponsors of these programs wove into their commercial copy the suggestion that listeners visit neighborhood grocers and ask about special sales in honor of National Grocers' Week.

* * *

EACH Thursday on the Plymouth-CBS broadcast, Ed Wynn asks a question. To answer the query listeners must visit local Plymouth dealers for an official blank. By March 25 over 100,000 answers had come in, competing for the weekly award of a Plymouth car. The number of entries each week has been running between 16,000 and 18,000.

* * *

WHEN WJDX, Jackson, Miss. and local newspapers quarreled in 1930, the station started its own radio paper to get its schedule before the public. Two years later the paper, which was circulated free, had grown to such an extent that the station found it too expensive. It was turned over to William Harold Davis, then chief operator at the station, and formerly radio editor for one of the dailies, who began publication of *The Air Journal*, $1 a year, carrying only the local station's programs. It finally was discontinued.

A few months ago, Mr. Davis, realizing business had become much better, resumed publication of *The Air Journal*. This time there was no subscription price, but instead the paper was sold in bulk to the largest laundry in the state and the largest milk dealer, who in turn distributed the paper to their customers along with suits, laundry and milk.

The paper, which carries a cross section of all the best program on the air, both local and national, was an immediate success. A national refining company, a large hotel, a radio tube distributor, a baker, a chain of theatres, and numerous smaller merchants have been added to the list of sponsors. The paper is circulated in 35 towns outside of Jackson, and has twice had to seek additional printing facilities to take care of the increase in circulation. Sponsors report that it not only has increased sales, but collections as well.



KATE SELLS—A. & P. is placing the bulk of its coffee sales burden on the Moon-singing Kate Smith. Here is a promotion piece that ties in with the program.

MORE than 1600 replies were received by WBZ-WBZA, Boston-Springfield, from a single announcement by the Massachusetts Cooperative Bank League, sponsoring a 13-week series *Makers of History*. At the conclusion of the March 1 broadcast a free subscription to a new monthly magazine on home building and maintenance was offered to those writing within three days. A home financing booklet also was offered.

* * *

WSM, Nashville, is all set for the opening of the Texas Centennial Exposition and will be represented by a mammoth exhibit, covering 1,100 square ft. of floor space. The building will be titled "Tennessee-Texas Hall of Heroes" displaying paintings and photomontage pictures. Both WSM and National Life & Accident Insurance Co., operating the station, will be prominently displayed.

* * *

WFBL, Syracuse, combined newspaper, window and radio promotion in March, starting the merchandising campaign with a full-page newspaper advertisement and tieing the campaign to two daily programs with biographies of radio artists and build-ups for its broadcasts. Daily announcements were made of the WFBL window display service.

* * *

NEARLY 7,000 youngsters have enrolled as members of *Bess Johnson's Junior Nurse Corps*, Swift & Co.'s Sunbrite program which was premiered over a CBS network in February.

Howdy, Old Maestro

—over 150,000 homes in North Carolina wait to hear you and your music over WPTF!

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.



WPTF Raleigh, N. C.

YANKEE NETWORK is entering its third baseball season with the highly successful *Jack Onslow's Baseball School of the Air*, which has an enrollment of well over 30,000. The program is broadcast the year round on a tri-weekly basis. It is organized on the classroom idea with Onslow as director and members of visiting baseball clubs as the faculty. In past seasons sponsors have had notable success with premium cards issued to members who buy their product. The cards are exchangeable for premiums of baseball equipment. Holders of membership cards are entitled to attend baseball school broadcasts. About 30% of the 30,000 enrolled are girls. The mail pull runs around a thousand or more per broadcast.

* * *

KNX, Hollywood, for six months has been using half-page advertisements in the *West Coast Druggist* which tie in with names of drug sponsors and mentions times of programs. Each month the names of sponsors are changed. In addition a complete list of drug and grocery accounts is issued each month, showing names of sponsors, program times and notification of contests. The sheets are sent to every wholesale and chain buyer in the 11 Western states.

* * *

WRC, Washington, issued a booklet on the first anniversary program March 18 of Gordon Hittenmark, announcer of the morning *Your Timekeeper* program. It is done in the form of a formal invitation and contains a list of sponsors who have participated in the feature.

Programs that get Listeners



Humor, pathos, excitement, mingle in the WHIO Traffic Court broadcast to make it one of the most popular radio programs in this territory. Business men forget business, housewives forget housework, maids and madames hurry to the radio when Dayton's Municipal Court goes on the air every weekday morning. Outstanding local shows, plus famous NBC Red and Blue Network programs get listeners for WHIO — and customers for YOUR products.

BASIC NBC BLUE NETWORK — THE DAYTON DAILY NEWS WHIO DAYTON OHIO — BASIC NBC RED NETWORK

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Flash! WHN, New York, increases power to 5,000 WATTS (L.S.) — now most powerful independent station in the N. Y. area!

WHN - 1540 B'WAY, NEW YORK
WHN REACHES WORLD'S RICHEST MARKET.
DAYTIME POWER 5,000 WATTS. NIGHT 1,000 WATTS
National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
New York—Chicago—Philadelphia—Detroit
Kansas City—Atlanta—Dallas—San Francisco

ON WAAT NEWS

was a feature

4½ Years Ago

News is nothing new as an audience-getting feature on this station. As anciently as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to—in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—

Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them

940 KC

WAAT

JERSEY CITY & SUBURBS

Big Gas Campaign Brings Startling Results to Utilities

Mystery Chef Is Sponsored By 101 Local Companies

WHEN 87 gas and gas-electric companies went on the air last December with the Mystery Chef series, embracing territory from Washington, D. C., to Portland, Me. and New York to Buffalo, using two associated NBC stations and an NBC network of 13 stations, results were so amazing that the list of sponsoring companies quickly grew to 101.

Regional Advertisers Inc., a trade association formed for the campaign, according to its secretary, Charles W. Pearson, has achieved the following results: "500,000 cook books, called for in person, getting dog-eared in a multitude of kitchens; 500,000 more copies being rushed from the press. Transcriptions of the programs ordered by local gas companies—in a period of two weeks—in Omaha, Nebraska, in Memphis, Chattanooga and Knoxville, Tennessee; in Birmingham, Alabama, Davenport, Iowa, Altoona and Greensburg, Pennsylvania, and in Honolulu. The West Coast showing interest and inquiring about having the programs rebroadcast to a Pacific audience."

Men, who as a class aren't supposed to know an egg beater from a beet slicer, wrote in some 3,000 strong when The Mystery Chef announced, once, that he had prepared a menu for a dinner party which they would find easy to cook and serve. The Providence (R. I.) Gas Co., seeing the way the wind blew, printed a booklet called "Men *Like* Good Food . . . so here is a message men will want to read from cover to cover . . ." and sent it to men's clubs, bachelor and stag organizations.

Merchandising Efforts

IT COSTS the companies 2½ cents per domestic meter a year to join the program, and 4 cents a copy for the recipe book, which has 100 pages, four-color cover, the Mystery Chef's most popular recipes, over 70 good cooking tips, and two pages of selling copy of the use of modern gas equipment in the home. In the territory reached, there are 6,000,000 domestic meters. At present, 5,400,000 meters are represented by The Mystery Chef.

Transcriptions (12 to 13 minutes) do not include opening or closing announcements. They are left to the purchasing company, the local station or any advertising agency chosen. Interested companies may obtain, free of charge, a double-faced transcription and an audition at any local station.

The merchandising of the broadcasts, carried on by the individual companies, has ranged from posters on New Jersey buses to small teaser ads, run in all Rochester, N. Y. papers before the program actually went on the air. Companies have remarked that the program doesn't need to be merchandised—it sells itself; but the majority have tied it in with their newspaper advertising, customers' bills, envelope stuffers, streamers, postcards, calendars, etc. House organs have carried stories, and so have employee bulletins.

The files of Regional Advertisers have taken on a decided bulge with the letters sent in by men and women. Mail has definitely not been encouraged, but The Mystery Chef is very neatly snowed under nevertheless, and the volume increases weekly. When The Mystery Chef broadcast a series of cooking talks for Davis Baking Powder he received letters from one out of every four families in the U. S. Official NBC figures show that his station mail response in one month equalled total mail response from four other cooking talks for an entire three-year period.

All Night for KSL

WHEN KSL, Salt Lake City, opens at 6:30 Saturday mornings, it is starting uninterrupted service lasting until Monday, 1 a. m., having started an all-night Saturday program. Requests for the all-night service came from Pacific Coast and Pacific island groups where KSL is heard regularly. Formerly distant islands heard KSL at a late-night hour because of the difference in time. Programs, according to Earl J. Glade, KSL manager, will include news, dance orchestras, studio groups and other varied entertainment.

WBS-ERPI Affiliation Mentioned in FCC Probe

THE AFFILIATION of World Broadcasting System, Inc., with Electrical Research Products Inc. subsidiary of A. T. & T., was developed March 25 during the FCC's investigation of the A. T. & T., began several weeks ago. It was the first mention of broadcasting per se, during the inquiry.

With Samuel Meisells, assistant chief accountant of the telephone investigation, as witness, testimony was adduced showing that ERPI and WBS entered into an agreement in 1931 whereby the latter would install Western Electric transcription apparatus. Mr. Meisells said also that all of the capital stock of Sound Studios Inc. subsidiary of WBS, and a majority of WBS stock was placed with ERPI in connection with a financial transaction. He asserted that these agreements placed limitations on activities of WBS, notably in connection with dividend policies, funded debt, salaries and distributors' contracts.

Accent on Information . . . . . .

As a means of improving his service to advertisers in all parts of the country, George Roesler announces the opening of a third office, in the Lincoln Building, New York City. The facilities of the proved stations in the following listing are available to advertisers interested in maximum results for a minimum expenditure.

WEBC	— Duluth, Minn.	WSPA	— Spartanburg, S. C.
WMFG	— Hibbing, Minn.		Virginia Broadcasting System
WHBF	— Rock Island, Ill. (The Quad Cities)	KFYR	— Bismarck, N. D.
WJBK	— Detroit, Mich.	KARK	— Little Rock, Ark.
WIL	— St. Louis, Mo.	KQW	— San Jose, Cal.
WBOW	— Terre Haute, Ind.	KJBS	— San Francisco, Cal.

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

the *absolute need* for beginning A CLOSING word . . . No radio

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

☐ Two years for $5

☐ Check is enclosed

☐ One year for $3

☐ Bill me later

[YEARBOOK Number Included]

NAME.....

ADDRESS.....

.....

FIRM..... TITLE.....

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

More A.B.C.

By Station Break

THE radio station executive you oted in the Feb. 15 issue of OADCASTING evidently has no presentative to guide him. herwise he would know that the encies are the last people in the rld to ask about coverage," . . . the retort of a distinguished rrespondent to our discussion of A.B.C. for broadcasting. We'll him continue.

* * *

THE average radio executive oids anything that is technical. e only wants to know what the ading' stations are and to quote e of them 'The Lord knows that verage maps tell us nothing out that!'

* * *

HE IS just about right, and if e can devise a Radio ABC Audit at will select the stations for m, pick the spots, give him figres on families, population and e number of retail outlets, costs d rates, and, oh—yes, the number people who will be listening, d give him all this automatical-, guaranteed foolproof, he will be tisfied,—but I doubt it."

* * *

OLLOWING which our correondent waxes equally cynical ncerning the stations . . . since hey claim about everything in ght", says he.

* * *

HEN comes sound advice . . . hich we quote in some detail.

* * *

F HE (the advertiser) uses raio, he is first interested in just ho and how many he can reach rough the stations he selected. his looks like an engineering prob-m, pure and simple, and should ot be confused with how many ill listen providing he puts on the ght kind of program. *If we have o data as to whom he can reach, e have no way of determining ccurately just whom he will each.*" (Italics ours.)

* * *

WE CAN determine the first by survey by properly qualified engineers. We can approximately determine the second through studies f listening habits and program reference." . . . Following which ur correspondent very aptly oints out the difference between tandard coverage surveys, where eld intensity is matched against oise level and similar factors, nd the usual signal strength study . . We agree that the former are nuch the more desirable.

* * *

OUR correspondent concludes as follows: "I have the feeling that if a survey (coverage) were available for every station in the country, the advertiser would find a way to use it intelligently, in spite of the agencies. Mail response break-downs, audience surveys, program preference checks can be plotted against either type of engineering survey and the advertiser will be able to reach the markets he plans to reach without being led away from distribution into speculative fields."

* * *

"ANY radio ABC Audit should be confined to an accurate engineering picture. The ABC Audit Bureau does not make any claims regarding the number of people who read advertisements, and our Audit Bureau should not try to do the impossible regarding listeners."

* * *

ALL OF WHICH appeals to us greatly . . . though we are in no position to judge the accuracy of the comments regarding the advertising agencies. Pardon our smugness if we say . . . we've been associating with the elite . . . who seem to be well versed in station coverage data.

* * *

ON THE other hand . . . we suspicion . . . from what we've seen . . . that flame lurks behind the smoke raised by our correspondent. We've heard some rash comments regarding the fact that a *good* program makes its own audience . . . following which the agent has rushed out to buy the most powerful station in sight, irrespective of its specific fitness to the task at hand . . . If space buying is a lost art . . . as is sometimes claimed . . . then time buying has still to be discovered. This comment is directed *only to the shoes which fit it.*

* * *

SEVERAL highly important thoughts are suggested by the letter which we have quoted. Our correspondent has rendered a real service in emphasizing, once more, the *absolute need* for beginning with fundamentals in any ABC which is created for radio.

* * *

POTENTIAL listening audience and habits as to hours of listening and similar matters undoubtedly *must be* the fundamentals of any successful ABC . . . *and these must be measured on as conservative a basis as possible.*

* * *

AT THE present time coverage surveys seem to be the most reliable *standard* means open for the measurement of potential audience . . . which we say with bated breath, having been told some of the problems which exist even then. However, if the experts of the 4-As, ANA and NAB can devise anything better . . . we're all for it.

* * *

WE FEEL quite certain that engineering surveys will not constitute the final and complete answer . . . since there seems to be a marked difference at times between the total potential audience of a station and the *effective* potential audience . . . that part of the listeners within the coverage area of a station who are not prevented from listening to it by the habit of referring to another station . . . because it can be heard even more satisfactorily or because the second station's programs . . . *as a whole* . . . are very much more attractive. About them you get into listening metaphysics, where research must yield us very many more facts before sound speculation is possible.

A CLOSING word . . . No radio ABC will give the complete answer to time buying, any more than does the ABC in the periodical field. An ABC rating is merely the common denominator from which one may begin the evaluation of a station or periodical . . . From there on buying is a matter of skilled and experienced judgment . . . an art . . . not a science or process of arithmetic. Intelligent buying of stations can progress only as advertisers and agencies come to understand more thoroughly the numerous factors which enter into the selection of a given station for a specific purpose . . . Again . . . this comment is not for my friends among the *elite.*

BEST BY TEST

Now You Be The Judge

100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

Steel Cutting Needles for Acetate.

Playback Needles for all Transcriptions.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W. ACTON CO.
370 7th Ave.
New York City



Send for Samples

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & SLEININGER, Inc.
National Representatives

LANG-WORTH *planned programs*

TAX FREE DANCE MUSIC

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York



SATURDAY NITES

8:30 - 10:30

WNOX CARNIVAL AND BARN DANCE

Participating quarter hours. Regular national rates include all talent costs.

BIG THEATRE AUDIENCE AT 25c ADMISSION

WNOX HOME OF TVA

KNOXVILLE **WNOX** TENNESSEE

Radio Battles for Duffy Bill

(Continued from page 14)

ment made a decided impression upon committee members. It is believed that if a committee vote were to be taken at this time the Duffy Bill provision would be enacted. That, insofar as users of copyrighted works are concerned, is the strongest provision of the bill since it extracts from ASCAP and from lesser copyright combines the power they have held in forcing acceptance of performance contracts arbitrarily set.

The NAB arguments were presented by James W. Baldwin, managing director, who made the opening statement; Sydney M. Kaye, member of the New York firm of Rosenberg, Goldmark & Colin, and Louis G. Caldwell, Washington attorney and former Radio Commission general counsel. E. Stuart Sprague, former NBC copyright counsel, also was at the counsel table as advisor.

Before the hearings conclude it is expected that the motion picture producers, motion picture exhibitors, Authors League, American Federation of Labor, and other organizations, mainly in opposition to the measure, will appear. Nathan Burkan, ASCAP general counsel who testified early in the hearings, also has requested opportunity to present rebuttal testimony. Several members of the Committee have protested against the procedure of hearing opponents first.

Since the Duffy Bill already has passed the Senate, and has the publicly announced approval of the State Department along with the implied sanction of President Roosevelt, it is felt it would pass the House in short order once it reached the floor. The largest barrier, of course, is the hostility of Chairman Sirovich and several other committee members.

Members of the committee have intimated that there is "stalling" going on. It has even been hinted that one piece of strategy which may be employed in an effort to block consideration at this session will be the appointment of a subcommittee of the Patents Committee to consider all three pending copyright measures and incorporate their "best features" into one bill. That would spell the doom of the bill at this session beyond shadow of doubt, it is contended.

No Stars Around

MR. BALDWIN opened the broadcasting industry case March 17 in a practically deserted hearing room, for the broadcasters had no Vallees or Gershwins or Cohans to parade before the Committee and to draw the crowds. There were only a half-dozen committee members present.

His direct testimony covered only about five minutes. Then he was subjected to a grilling by several committee members that consumed the remaining hour and 55 minutes before the committee recessed. He brought out that the NAB at its last convention in July adopted a resolution favoring enactment of the Duffy Bill, and that the NAB board of directors last February instructed him to urge enactment of the measure.

The cross examination started when Rep. Daly (D-Pa.), author of one of the pending bills designed to block the Duffy Bill, asked Baldwin what his salary was since the same question had been asked of certain ASCAP witnesses. When Mr. Baldwin responded that it was $11,000 per year, there was a lifting of committeemen eyebrows. (That was because Gene Buck, ASCAP president, has announced his salary as $35,000, while it is reported that Mr. Burkan and E. C. Mills, ASCAP general manager, get three times and twice that much, respectively).

Reading from a manuscript containing questions, Rep. Daly pumped Mr. Baldwin on such things as the amounts radio pays musicians and other performers, and salaries of other officers of the NAB. There were no figures available on the first question and Mr. Baldwin then informed the committee that he is the only paid official of the trade association.

Acting Chairman Lanham (D-Tex.) then took up the interrogation. Dr. Sirovich had turned the gavel over to his Texas colleague because of ill-health which, however, did not keep him away from the hearings. He likewise read from a prepared sheet, going into such matters as music pools, Warner Bros. and phonograph records.

Mr. Lanham asked whether the so-called "plugging" of music by stations killed it. Mr. Baldwin said it was a matter of opinion, and that in his view the only thing that kills music quicker than playing it is not to play it.

Dr. Sirovich asked whether broadcasters, in paying nearly $3,000,000 to ASCAP for music in 1935, thought they paid too little or too much, and the managing director asserted he could not answer that since no comparative information was available. When Dr. Sirovich asked why the controversy existed as between ASCAP and broadcasters, Mr. Baldwin said the NAB did not seek to use the committee as a "forum" for any of its differences with ASCAP, but came prepared to support the Duffy Bill.

Method of Payment

HE THEN explained, however, that the ASCAP dispute does not involve the amount of money paid to the combine, but was confined to the method of paying a monopolistic organization. Enactment of the Duffy Bill, he asserted, in large measure would correct this situation eventually.

Mr. Baldwin sought to dispel the theory that the $87,000,000 business of the broadcasting industry last year was "profit". He said it was simply gross billings, out of which agency commissions, time and frequency discounts and expenses had to be paid. In 1931, he pointed out, the industry had a gross of $77,000,000, but sustained a loss, as a whole, of $500,000.

It apparently was news to the committee when Mr. Baldwin explained that ASCAP is not the only copyright pool to which broadcasters pay tribute. He mentioned Warner Bros., Associated Music Publishers, Society of European Stage Authors and Composers and G. Ricordi. Responding t questions from several member Mr. Baldwin among other thin brought out that it is not possib to pass music costs along to tim buyers because of the method paying copyright owners; that th gross figure of $87,000,000 is fa lacious, since in one item alon some $13,000,000 is passed alon to advertising agencies. There w a raucus, raised by Dr. Sirovic about broadcasters paying $13 000,000 for the "services" of a vertising agencies as against $3 000,000 for music.

Mr. Kaye, retained as couns by the NAB along with Mr. Cal well, next took the stand, an analyzed the Duffy Bill as well a the Sirovich and Daly substitut measures. Even officials of ASCA in attendance asserted it was th most able presentation ever mad of the broadcasters' viewpoint o copyright. Like Mr. Baldwin, h confined himself to the issues pre sented in the legislation, rathe than drag in extraneous, irrele ant matters as did the initia ASCAP witnesses.

Old Law Outmoded

ASCAP in its testimony, he as serted, attempted to divert atten tion from the real issue with it parade of Tin Pan Alley lumi naries. "The broadcasting indus try," said Mr. Kaye, "contend that the Act of 1909 is, in man respects antiquated and outmoded that the Copyright Law has no been adapted to the needs o broadcasting, and that revision o the law is necessary in the inter ests 'of the progress of science an the useful arts.' We believe tha the Duffy Bill, while it will in som respects throw an additional bur den upon broadcasters, correct the major defects of the presen law, and we therefore appear be fore you as supporters of tha bill."

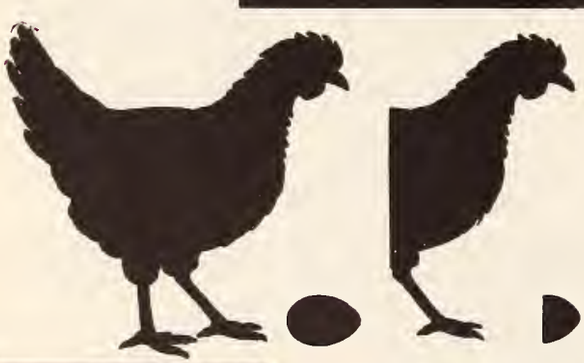
Mr. Kaye effectively dispelle the ASCAP argument that its rev enues were divided among 45,00 composer and author members. H brought out that it has but 1,08 author and composer members both dead and alive, active and in active, since its creation in 1914 The other 45,000 people are thos of foreign societies with whic ASCAP has reciprocal contracts and since American users prefe American music, only a small por tion of ASCAP's revenue is sen to these foreign societies, amount ing perhaps to 10% of ASCA collections.

Of significance was the dis closure by Mr. Kaye that, while lit tle was said of it during the hear ings, ASCAP has 108 publisher members which in turn have 12 subsidiaries. The publishers ge 50% of the ASCAP fund. He dif ferentiated between the smal rights and the grand rights cover ing music, and held that the $25 penalty originally was intended t protect the grand rights, or th performance of two or more num bers from the same major work whereas small rights involve a per formance of a single musical work not as a part of a play or operetta but simply a non-dramatic rendi tion.

With this foundation, Mr. Kay discoursed on piracy of music. H argued that the $250 damage claus does not act as a deterrent against the pirate, but that it is the honest man who really fears the damage

590 KILO.
5000 WATTS

A HEN AND A HALF
& AN EGG AND A HALF



"Covers the Nation's Breadbasket"

WOW
OMAHA, NEBR.

*Letter from Pana, Ill., Proves WOW Coverage

"Dear WOW Man On The Street,

"Listen to your program every day. Like it, it's different. Pana is about 450 miles from Omaha.

"An easy problem if you care for it. If a hen and a half laid an egg and a half in a day and a half, how many eggs will six hens lay in seven days? I believe the answer is 28."

*Letter on File

JOHN BLAIR CO., Representatives
NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

ON THE N.B.C. BASIC RED NETWORK

lause. He brought out the difficulties inherent in ascertaining the wner of the performing right of articular compositions and of the onstant danger of infringing inocently. ASCAP, he brought out, oes not supply a catalog of its works.

The Warner Bros. withdrawal rom ASCAP was brought into the earing by Mr. Kaye. He explained hat suits aggregating over $3,000,000 are pending against stations nd networks, all of them in the innocent infringement" category. hese stations, he asserted, cannot be described as "pirates". He gave several examples of how these nnocent infringements have occurred, showing how they can happen through pickups of parades, ollege games and the like. He argued that it was an undemocratic power held by copyright owners who can sue an entire network, and conceivably even the owners of receivers which pick up an unauthorized number so performed.

Whereas that is possible under he present law, he brought out hat the Duffy Bill would change he situation since it provides that an innocent incidental rendition, where the infringement could not nave been avoided, does not give such an arbitrary power to the opyright proprietor.

The fact that ASCAP has collected only about $8,800 in infringement suits, said Mr. Kaye, s the surest argument of the inequity of the clause. They use the lause, he asserted, to force settlements out of court and to force ayments of license fees. He mainained the clause is not necessary



PEEK-A-BOO? — No, Chairman Sirovich simply relaxes during the ill spell that overtook him while the broadcasters were presenting their side of the Duffy copyright bill, which the New York Congressman, outspoken advocate of ASCAP, bitterly opposes. Committee clerk assailed the Harris & Ewing photographer for taking this candid shot.

and that the Duffy Bill would bring only a change in degree insofar as the damage clause is concerned. Now, he said, the courts are required to assess damages somewhere between $250 and $5,000, whereas under the Duffy Bill the damages would be fixed by the court somewhere between $1 and $20,000.

Those who say the Duffy Bill does not provide an adequate remedy for the copyright owner, Mr. Kaye declared, do not say it in good faith. He said the Duffy Bill would not put ASCAP out of business, but on the other hand would be a great advantage to them. He spoke of the resentment of Federal judges in being put in a sort of "judicial straitjacket" by the clause in the present law requiring them to assess minimum damages.

"No industry," he declared, "still less one which is admittedly making real contributions to the American public should be asked to continue with this constant threat of outrageous penalties hanging over its head."

Discussing other provisions of the bill in which broadcasters are interested only indirectly, Mr. Kaye asserted the 2 cents per record clause on manufacture of phonograph records was of no direct concern to the broadcasting industry. The Duffy Bill in that respect, he said, is simply an extension of the law as it exists today. As to wired radio, he said that if it ever proves successful, it would be an enemy of "space" broadcasting.

While the Duffy Bill with respect to wired radio might be somewhat ambiguous, he asserted that the term "broadcasting" should be considered in its widest use and should cover wired radio in consideration of payment of copyright royalties. Perhaps it would be desirable, he said, for the committee to describe wired radio in a broader way in its report on the Duffy Bill. Facsimile, he said, has nothing to do with the performance of music, and is simply a radio photographic process.

The Berne Convention

APROPOS U. S. admission to the Berne copyright convention, on which there has been considerable committee discussion in opposition, Mr. Kaye asserted he felt the Duffy Bill was skilfully drawn and would give the United States maximum protection. He said he also was in favor of the so-called Trammel amendment which would protect American labor by assuring publication of American works in this country rather than abroad.

ASCAP opposition to the International Copyright Union, Mr. Kaye argued, is "another smokescreen" with the real issue that of opposition to elimination of the onerous minimum infringement clause. He brought out that Mr. Mills advocated adherence to the Berne convention in 1935 but that ASCAP now bases its opposition on Nazism in Germany and Fascism in Italy.

The Duffy Bill, according to Mr. Kaye, would give increased benefits to composers and authors, since at present broadcasters have the right to broadcast non-dramatic literary works without compensation to their creators. But, he added, they willingly consent to the provision in the Duffy Bill which extends to such works protection against broadcasting without compensation. He mentioned other protections, such as protection against undue mutilation; divisibility of copyright, and the general promotion of science and the useful arts.

Unlike other witnesses, Mr. Kaye

(*Continued on page 58*)

RADIO STATION REPRESENTATIVES

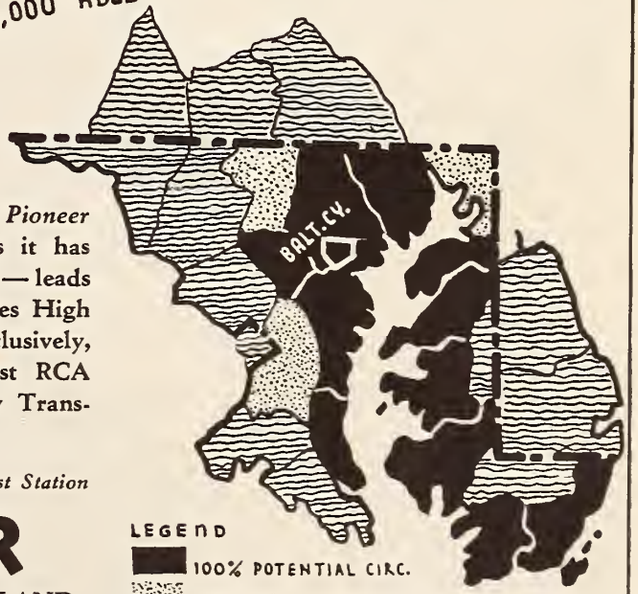
WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

First in Maryland with High Fidelity

WFBR opens the door to the greater Baltimore market

WITH ITS 1,200,000 ABLE-TO-BUY POPULATION



And again, *Maryland's Pioneer Broadcast Station,* as it has done these many years — leads the way. WFBR now uses High Fidelity equipment exclusively, including the very latest RCA 1-kilowatt High Fidelity Transmitter.

Maryland's Pioneer Broadcast Station

WFBR

BALTIMORE, MARYLAND

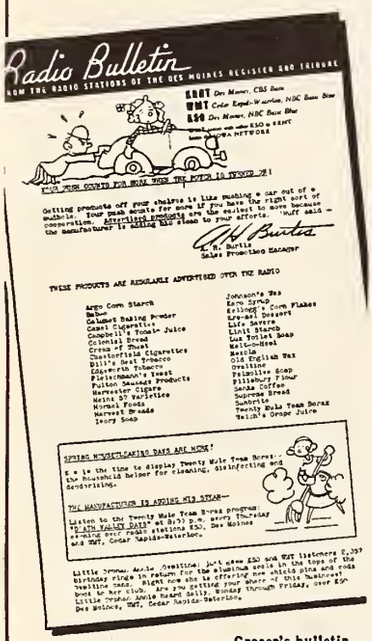
NBC RED NETWORK

W3YEY

NATIONAL REPRESENTATIVES: EDW. PETRY CO., INC. . . . New York . . . Chicago . . . Detroit . . . San Francisco

21 TIMES BETTER

Merchandising for Drug and Grocery Accounts!



Grocer's bulletin reproduced above. Note complete listing of advertised grocery products.

Tell the dealer—keep telling him—and if your story is right he'll cooperate. Such was our reasoning when we started mailing merchandising bulletins to druggists and grocers in Des Moines, Cedar Rapids and Waterloo, telling them about radio programs on the Iowa Network stations. Time has proved we were correct. So now we are extending our mailing to include grocers and druggists in 62 Iowa counties instead of three. It took a lot of research and almost 2,000 new addressograph plates but we think our advertisers will like it. This extra merchandising punch is just one reason why things have changed in the radio set-up in Iowa.

Iowa Network

WMT NBC Basic Blue, Cedar Rapids-Waterloo
KRNT CBS Basic, Des Moines
KSO NBC Basic Blue, Des Moines

Stations of the Des Moines Register and Tribune

Representatives: John Blair & Co.

Radio Flood Service

(*Continued from page 12*)

gineer, had his first experience on the air as commentator when he announced and controlled his own program from the tottering old Chain Bridge, above Washington.

With Ted Church in charge, CBS arranged remote hookups at a number of vantage points and provided extensive flood coverage. The dog house of WJSV, CBS Washington outlet, located along the Potomac between Washington and Alexandria, Va., was surrounded by water. [See photo.] A few more inches and the flood would have thrown the tuning inductances out of commission.

On March 18-19, WJSV was on the air until 3:30 a. m. United Press bulletins were broadcast as well as information received by engineers from amateurs. In an hour-and-a-half broadcast March 23 WJSV raised some $700 for flood relief. Buddy Rogers and other theatrical and studio talent took part in the program.

WOL, Washington, broadcast elaborate flood service and the station participated in a drive for relief funds, with Art Brown, *Musical Clock* announcer, soliciting penny contributions. By March 25 the WOL fund had passed the $1,000 mark. Many of the gifts went far above the penny limit, of course. WOL received flood bulletins from Transradio Press and direct wire to the *Washington Herald.*

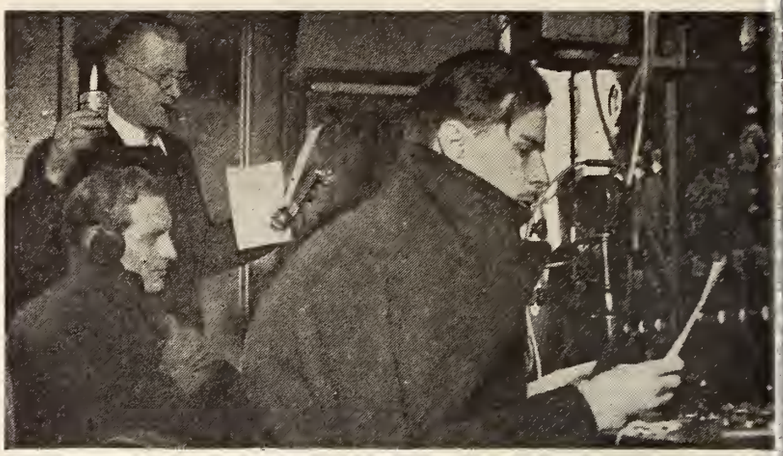
WSM, Nashville, remained on the air until 3 a. m. March 19 with Francis Craig and WSM entertainers filling in between news bulletins and forwarding messages to and from those in flooded areas. A Red Cross flood relief announcement at noon over WLS, Chicago, did not have to wait for the customary mail response. In 30 minutes after the announcement, a special messenger delivered a check for $100. Smaller cash items were brought in personally by business men in nearby offices.

Westinghouse Stations Help

WBZ-WBZA, Boston-Springfield, turned over all facilities to public authorities when it became apparent that danger was to be widespread. Working with W. Gordon Swan, traffic manager of WBZ-WBZA, Capt. James P. Mahoney of the state police set up direct teletype service to NBC studios.

A steady stream of warnings, announcements, orders and vital information was broadcast over New England. Robert E. White, studio director of WBZA, Springfield, was on duty without for 54 hours, not even taking time out for a meal as he arranged pickups, contacted public authorities, utility companies and relief organizations. While arranging a special pickup he was marooned with his remote outfit but was rescued by boat.

John A. Holman, NBC New England manager, with Charles A. Nobles, announcer, and Joseph E. Baudino, Westinghouse plant manager of WBZ, chartered a plane, loaded it with equipment, and toured the flooded area. The *Springfield Union* and *Republican,* unable to print, turned over their staffs to WBZA.



EMERGENCY AT WDRC—Working by candlelight and shivering with cold, the Hartford station's crew stayed on the job during the flood's washout of the local power service. This flashlight shows, standing holding candle, Sterling V. Couch, program director; seated left, Perry Brumfield, operator, and Harvey Olson, announcer. Power for transmitter came from emergency batteries.

Altoona to the Rescue

NEARBY Altoona was naturally called upon immediately for aid to Johnstown, and WFBG, aggressive 100-watter, did not fail its neighbor. It acted as a clearing house for the Red Cross, for local officials calling for boats, trucks, etc., and stayed on the air until 3 a. m. daily until the flood waters subsided, according to Roy Thompson, WFBG manager. On March 18 WFBG keyed CBS for 15 minutes, carrying first-hand reports by Mr. Thompson, by the first two eyewitnesses out of Johnstown and by the secretary of the local Red Cross.

When Altoona's southern section itself became flooded, the station sent out notices to conserve water but the city reservoirs fortunately did not give way, and raised $5,000 in cash and several truckloads of food for the refugees not only in Altoona but in Johnstown. WFBG also handled direct inquiries from persons seeking information about their friends in the flood areas.

W3XAU, shortwave station of WCAU, Philadelphia, was taken off entertainment, was used exclusively for relief broadcasts. Contact was made with W8XK, of KDKA, Pittsburgh, and a regular schedule was maintained. Messages were relayed to Pittsburgh by shortwave and listeners to WCAU and WHP, Harrisburg, were asked to listen to W3XAU and relay messages to cities in distress.

WLNH, Laconia, N. H., pledged over $150 an hour for Red Cross flood relief. The Red Cross quota for the Laconia district was placed at $700, to be raised in four weeks through the regular channels. Starting at 6 p. m., on March 20, the station signed off after more than five hours of broadcasting and after $181 more than the original quota had been pledged by telephone.

The next morning WLNH continued its appeal and at 11 o'clock that night, an additional $2000 had been pledged. By Sunday night, with contributions still pouring in, Manager Hugh M. Hescock, signed off to enable his weary staff to get a real night's rest. At that time the total was over $3300, or nearly five times the quota for the district. Chief announcer Tom Clavton worked without relief throughout the entire period.

Binghamton and Sunbury

WNBF, Binghamton, N. Y., was on the air 66 consecutive hours, starting March 18. Practically all commercial work was discontinued, according to Cecil D. Mastin, manager. Two operators manned each of six telephones and the station was the only means of communication in its region.

WHDH and WCOP, Boston, flashed constant news bulletins to flooded Massachusetts. A Red Cross relief program of WCOP brought a quick response.

Transradio Press announced

By a Leading Radio Writer!

RADIO SKETCHES

And How To Write Them

by Peter Dixon

One of the foremost writers in radio today tells you in this book how and where radio sketches are sold, how radio serials are plotted and written, the technique of writing for the air and the writing of programs for children. Includes as models 18 successful radio sketches that have been broadcast, including programs of Rudy Vallee, Fred Waring, Helen Hayes, etc. Postpaid $2.00.

Frederick A. Stokes Co.,
443 Fourth Ave., New York



UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, BP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

FOR KANSAS CITY COVERAGE

WREN

"A Bird in the Hand"

hat its exhaustive flood coverage ad been received favorably by ations in the dozen affected states. constant stream of messages was ed to Transradio clients, with ra- io demonstrating its superiority n news coverage during time of isaster.

WKOK, Sunbury, Pa., on the usquehanna, warned of the flood's pproach and on March 18 broad- ast an official summons for the tate militia, which was organized ithin an hour after the first call as sent. A shortwave transmit- er was set up along the river, two locks from the station, with Glenn Williams, announcer, and Milton Dideum, operator, on the job, as he river broke through its banks.

Toward the end of a four-day igil, during which constant serv- ce was maintained, a pair of 866 ubes was needed quickly. A high- way patrolman made a quick trip o Shamokin to obtain replace- ments.

Boats were used in gaining ad- mittance to WKOK, water being wo-feet deep on the first floor of he building where the station oc- upies the second floor.

General Electric Co. announced hat service shops, warehouses and ocal plants were kept busy taking are of emergency repairs. Hos- pitals were supplied with gene- ators in cases where they were without power. Announcements were made over broadcast stations hat supplies would be furnished where needed.

Green Manages Bands

CHARLES E. GREEN, noted band manager who has specialized in orchestra management and book- ing for the last six years through his own firm, Consolidated Radio Artists, Inc., will take charge of the NBC band division April 1. He will devote his entire time to handling NBC bands, which after April 1 will include all those now managed by Consolidated, and will enlarge and reorganize the divi- sion. Specialists of the Consoli- dated personnel will come with him to NBC Artists Service to handle special problems of sales and man- agement. Green has been appoint- ed to the position formerly held by Harold Kemp, who resigned re- cently to join Fanchon and Marco on the West Coast.

Entering Rep Field

BRANHAM Co., national newspa- per representatives, will enter the radio station representation field April 1, with KRLD, owned by the *Dallas Times-Herald* as first client. James H. Connolly, for the last 10 years on the media staff of N. W. Ayer & Son Inc., Philadelphia, and for the last six months on the time-buying staff in Ayer's New York office, will head up the new radio department. It is the stated intention of the Branham Co. to only represent radio stations owned by newspapers already rep- resented by them. Currently there are 25 newspapers on Branham's list, of which 11 have radio sta- tions.

KEUB are the call letters assigned by the FCC to the new 100-watt station in Price, Utah, recently au- thorized. Operator will be Sam G. Weiss, doing business as Eastern Utah Broadcasting Co.



ENGINEER SPEAKS—Keith Wil- liams, NBC Washington engineer, arrived at old Chain Bridge, along the flooded Potomac, with his re- mote equipment but no announcer. So he took care of the announcing himself and did an excellent job.

Campaign of Princess Pat For Free Time Attacked

AN ATTACK upon the "time chisel" attempt of Princess Pat Ltd., Chicago, from independent stations, was made March 26 by James W. Baldwin, NAB manag- ing director. In his NAB Reports, Mr. Baldwin published the follow- ing:

The letter sent out last week (16th) by Princess Pat Ltd., seeking to hait certain independent stations on a "you-furnish-the-time we furnish the program hasis" will meet with the contempt which it justly deserves. With a sticker attached to the letter advertising an NBC program on Mon- day night at 9:30 P. M., EST, and commenting on this weekly program on the Blue Network, C. J. Klowden says: These dramas have heen re- produced electrically and will he availahle to a limited numher of inde- pendent stations who are looking for a real human interest program for their local audiences. Members own- ing and operating independent sta- tions will not overlook this opportu- nity of inquiring of Mr. Klowden whether the National Broadcasting Company furnishes time in return for the talent on the Princess Pat pro- grams, and informing him that the independent stations also have a valu- ahle listening audience and produce excellent results for advertisers at minimum costs.

Gulf Thru Summer

GULF REFINING Co., Pittsburgh (petroleum products) will retain its CBS Sunday night spot throughout the summer and fall of this year. On June 21, Phil Baker goes on his summer vacation but the rest of the show, Hal Kemp and his orchestra and the *Seven G's*, carry on until Sept. 27, when Phil Baker resumes his place in the show for another 14 weeks. Young & Rubicam Inc., New York, has the account.

Thanks, Major Bowes

—for the pleasure you bring over 150,000 WPTF homes in the Tarheel State!

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.



WPTF Raleigh, N.C.

Roesler Names Sales Reps For New Affiliated Chain

GEORGE ROESLER, national sales manager of the Affiliated Broadcasting Co., New Midwest network project headed by Samuel Insull, has announced the appoint- ment of David D. Davis, Jr. as manager of the network's New York office located in the Lincoln Bldg. Mr. Davis has been identi- fied with advertising for several years, having been associated with NBC, International Magazine Co., and Outdoor Advertising Inc.

As Chicago sales representatives, the network has appointed Dr. George E. Halley, for many years on the sales staff of KMBC, Kan- sas City, and more recently with Free & Sleininger; and Calvin Austin, formerly a member of NBC's Chicago sales department. The ABC Detroit office in the New Center Bldg. is managed by Earl Maxwell, who also represents the Roesler list of stations in that city. Bert Green, formerly with Edward Petry & Co., and with WIND, Gary, will contact Chicago agencies and advertisers for the list of stations represented by Mr. Roesler independently.

Borden's WEAF Period

BORDEN Co., New York, on be- half of its Mel-O-Rol ice cream, on May 1 will start *Tom Howard's Mel-O-Rol Jamboree*, with Tom Howard, Pegla Centra and Dick McDonough's orchestra, locally over WEAF, New York, Fridays, 7:30-8 p. m. Account runs for 26 weeks, placed by Pedlar & Ryan N. Y.

STUPENDOUS COLOSSAL GIGANTIC COVERAGE (OF LOUISVILLE)

No sir, we don't cover the country from sea to shining sea. We don't cover all the mid-west—or even all of Kentucky. But if you're trying to reach the people of Louisville and vicinity, remember that 325,717 of them live virtually within sight of our tower—*and that they alone do more than 25% of the entire State's retail business.* (Incidentally, our potential coverage is 1,132,692 —and we're NBC, of course.)

National Representatives:
FREE & SLEININGER, INC.

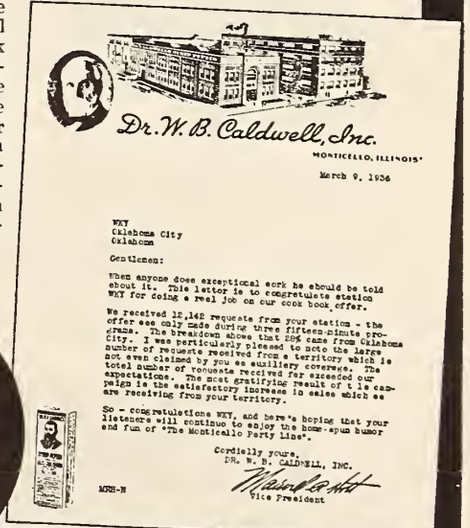
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

Doing a REAL *Job!*

12,142 REPLIES

from three 15 minute programs

"(We) congratulate WKY for doing a real joh on our cook hook offer. Received 12,142 requests . . . offer made during three 15-minute programs. Large numher from territory not even claimed by you as auxiliary coverage. Most grati- fying is the increase in sales from your terri- tory."



Dr. W. B. Caldwell, Inc.
MONTICELLO, ILLINOIS
March 9, 1936

WKY
Oklahoma City
Oklahoma

Gentlemen:

When anyone does exceptional work he should be told about it. This letter is to congratulate station WKY for doing a real job on our cook book offer.

We received 12,142 requests from your station - the offer was only made during three fifteen-minute pro- grams. The breakdown shows that 28% came from Oklahoma City. I was particularly pleased to note the large number of requests received from a territory which is not even claimed by you as auxiliary coverage. The total number of requests received far exceeded our expectations. The most gratifying result of this cam- paign is the satisfactory increase in sales which we are receiving from your territory.

So - congratulations WKY, and we're hoping that your listeners will continue to enjoy the home-spun humor and fun of "The Monticello Party Line".

Cordially yours,
DR. W. B. CALDWELL, INC.
Vice President

WKY
OKLAHOMA CITY
THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA
Affiliated with the Oklahoman, the Times and the Farmer-Stockman
NATIONAL REPRESENTATIVE: E. KATZ SPECIAL ADVERTISING AGENCY

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

Duffy Bill Battle

(*Continued from page 55*)

analyzed the Daly and the Sirovich Bills. The Daly Bill, he declared, introduces into copyright a new and revolutionary concept, since it would protect not only authors and composers, but also interpreters and performers. The bill grew out of the Waring phonograph record case now in litigation in Philadelphia (Rep. Daly's home town), and which Waring won in the lower court against WDAS, Philadelphia.

Mr. Kaye said he doubted the constitutionality of this provision since the Constitution provides for protection to authors and inventors in their writings and discoveries. "Interpretation and rendition by a singer or an actor is obviously neither a writing nor a discovery," he said. "To attempt to extend copyright of words, gestures, stresses and accents is to create a vast body of rights which have never existed in the law of either this or any other country, and which would, in my opinion, harass users and creators of dramatic, literary and musical works almost beyond belief, and would work a tremendous injustice not only upon users of copyrighted works, but also upon authors and composers."

Finally, he said the Daly Bill, which does not permit technical copyright without formality, would close the door to the International Convention.

The Sirovich Bill

THE Sirovich Bill, Mr. Kaye said, does not achieve the purposes which copyright legislation at this time should seek to accomplish. He said its minimum damage provisions are even more onerous to broadcasters and other users than those contained in the present law. He brought out also its provision that any performance of a dramatic or dramatical musical work is subject to the copyright law, even though the performance is neither public nor for profit. This might affect the family gathered around the piano, with no one else present, which would be subject to the $250 penalty for singing the songs from one of Victor Herbert's operettas. Moreover, he said the Sirovich Bill not only closes the door to the Berne convention, but destroys international copyright entirely.

Concluding his direct testimony, Mr. Kaye declared that in essence, broadcasters feel the Duffy Bill corrects inequities in the act of 1909. whereas the Sirovich Bill and the Daly Bill are worse than the 1909 act. The only thing copyright legislation can do, he asserted, is to bring the act of 1909 up to conditions as they exist in 1936 and bring to U. S. citizens a parity with all other countries of the world on copyright. It would "strike the shackles from the wrists of the innocent", he said of the Duffy Bill.

Acting Chairman Lanham read into the record letters from William S. Paley, CBS president, and Frank M. Russell, NBC Washington vice president, stating the networks themselves would not appear before the Committee and that their case would be presented through the NAB.

Mr. Lanham interrogated Mr. Kaye on the network viewpoint of copyright, since, he said, the committee would not have the opportunity of questioning high officials of the networks. Mr. Kaye brought out that he is the law partner of Ralph Colin, CBS general counsel, and that he has represented that network in copyright matters. However, he explained, he appeared before the committee not on behalf of CBS but as special counsel of the NAB.

ASCAP, he stated, is cooperating to the fullest extent with the networks in defense of the Warner Bros. suits against them and against stations, since it claims that it still has the right, through contracts with Warner authors and composers, to license their works for performance.

Chairman Sirovich took up the interrogation by attacking Mr. Kaye's defense of American entry into the copyright union. He questioned particularly the propriety of Mr. Kaye's advocacy because of the Nazi condition in Germany. Mr. Kaye responded he was not defending Germany or Germans, but American rights in Germany.

Asked by Dr. Sirovich about negotiations by CBS for purchase of Warner houses, Mr. Kaye said that Harry Warner, head of Warner Bros., had asked CBS for an offer and that it was not even "considered seriously". He said no negotiations were going on now and that he did not believe there is any intention of a broadcasting company to get into ownership of music copyrights.

Dr. Sirovich indulged in another spree of allegations about injustices, but they required no answer from the witness.

NAB's final witness was Mr. Caldwell, who several years ago had appeared before the same committee in connection with copyright legislation. He supplied the committee with a background of facts concerning copyright as they relate to the broadcasting industry and won the praise of the committee chairman for his clear exposition of these facts. Mr. Caldwell discarded a prepared statement, which was inserted in the record, since he explained it contained considerable repetition.

Licensed Numbers

MR. CALDWELL first described the manner in which broadcasting stations function, emphasizing that the vast majority of stations are independently owned and operated. Of some 631 stations, he explained, only 421 operate simultaneously in the evening, with the others having the same overhead as full-time stations.

There has been much misapprehension about ASCAP being the only licensing agency, he stated. He explained there are some 16,000,000 musical compositions. For practical purposes, he said, the figure is far too large. Mr. Mills testified he believed there were 3,000,000. ASCAP has cataloged some 1,300,000. Even of that total, only a fraction can be classed as active music, or music actually performed by anyone.

Further, Mr. Caldwell brought out that in 1935, Mr. Mills, in appearing before a Canadian court inquiry on copyright, testified there are in the ASCAP repertory 160,000 active numbers and 300,000 relatively inactive ones. An analysis of Canadian programs, however, showed that only some 26,000 different numbers were in the Canadian Society's repertory. The Canadian Society is owned half by ASCAP and half by the English Performing Right Society, and has available all of ASCAP's repertory, all of the English Society's repertory, and through the latter those of the some foreign societies as ASCAP.

Getting deeper into statistics, Mr. Caldwell brought out that during the fiscal year ended June 30, 1935, 24,459 musical compositions,



YOU CAN EFFECTIVELY "SPOT" WESTERN MONTANA WITH

KGIR ALONE

BUTTE, MONTANA

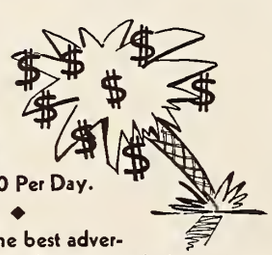
Representatives

JOSEPH McGILLVRA
NEW YORK · CHICAGO

•

WALTER BIDDICK CO.
PACIFIC COAST

During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

cluding published and unpub-hed, were registered in the Copy-ght office, out of a total registra-on of 142,031 for all kinds of pyrightable works. The highest gistration for any one year was ,129 in 1930 and the total num-r of musical compositions now joying copyright protection since e enactment of the 1909, he said, substantially less than 720,000, which about 470,000 were pub-shed and some 250,000 unpub-shed.

Mr. Caldwell also discussed mall rights, covered by the SCAP contract and by contracts ith other copyright owners, as stinguished from grand rights. he broadcaster, he explained, ust make a separate arrange-ent to perform a grand right ith the copyright owner.

Another expense not covered by license from ASCAP, Mr. Cald-ell asserted, is the indirect ex-ense connected with the use of ranscriptions. He explained a ranscription is a recording made pecially for broadcasting and not old commercially to the public. nder the present law the phono-raph manufacturer pays two nts a record as a royalty for the ecording of each musical compo-tion. This does not give any per-on the right publicly to perform ne music for profit by playing ne record in a theatre or hotel or er a station, he explained.

Double Assessment

TTEMPTING to clear up the isunderstanding about the 2-cent rovision, Mr. Caldwell showed nat this royalty is paid by the anufacturer to the Music Pub-shers Protective Association (now ational Association of Copyright wners). But once the broadcaster as an ASCAP license, it can per-orm ASCAP music from phono-raph records, the same being true f licenses from other copyright gencies.

On transcriptions, Mr. Caldwell xplained the manufacturer pays higher charge on a different asis, paying the music publishers flat fee of $5 to $10 for each com-osition used, and a royalty based n the number of times the tran-cription is used by the station on commercial program at the rate f 25 cents or 50 cents a perform-nce. This is true, he said, in spite f the fact that the station already as paid ASCAP. The transcrip-ion manufacturer, of course, asses the charge along to the roadcaster, who "has to pay twice or the performance of the same usic."

Mr. Caldwell brought out that tations cannot get along without n ASCAP license, even with the Warner Bros. withdrawal, which ut its repertory by 18 to 22% ased on performances. He ex-lained the difficulties confronting roadcasters since the Warner ithdrawal because of the conflicts n rights to license for perform-nce as between Warner and SCAP. He emphasized particu-arly the new publication released y ASCAP purportedly containing ames of its composer and pub-isher members, declaring it was ractically useless as a guide be-ause of obvious errors in it.

The Warner withdrawal, he said, eans that if all stations took Warner contracts on an annual asis, they would pay between $1,200,000 and $2,000,000 a year more for the same amount of music they formerly were licensed to use through contracts with ASCAP. Warner's withdrawal, he declared, presents the most perplexing situation in the history of copyright dealings by broadcasters. At present, and until April 1 at least, some 260 stations are paying between 25 and 40% more than last year for the same music.

Mr. Caldwell described to the Committee other licensing organizations and how stations are paying for their catalogs. In the case of AMP, he said about 150 stations have its licenses, paying annually the equivalent of their daytime quarter-hour rate. Of importance, he said, was the fact that an AMP license held by a network protects network stations which do not have to take out licenses, whereas the ASCAP license does not but makes mandatory that each affiliated network station have a separate license.

In the case of SESAC he said that some 250 stations have its licenses, paying arbitrary flat fees. Its network licenses, he said, likewise protect affiliated stations. Finally, he mentioned Ricordi, explaining that stations pay from $300 to $30 a year for the right to perform its catalog, containing the Puccini operas and works.

Mr. Caldwell argued that on "public events" broadcasts, like parades and other pick-ups, broadcasters should be exempted from any liability for infringements in picking up bands or other renditions beyond their control. In the case of night club broadcasts, where the broadcaster does have some control by prearrangement with orchestra leaders, this liability for infringement should remain.

On network programs, Mr. Caldwell argued that the originating stations and not affiliates should be held liable since the affiliates have no control over material broadcast. Conceivably, he said, there could be an international relay from Paris to a network key station in New York, and from the key to 40, 60 or 80 affiliated stations. Under the law, he said, every station would be liable for the $250 infringement, along with hotels, barber shops and even homes in which receiving sets pick up the restricted number.

Another threat to broadcasters is the organization of the American Society of Recording Artists attempting to collect license fees for performance of phonograph records, Mr. Caldwell said. This outfit, he declared, seeks a fee from small local stations of five cents per record, or about $10 per day or $3,600 a year. He explained that this whole question is now in litigation in the Waring case, but declared it was his view that it is not a matter of copyright law since a rendition or performance is not a writing such as is guaranteed copyright protection.

Blasting out of the window the ASCAP tale about wired radio devouring broadcasting, and the talk of the "power trust" behind the Duffy Bill, Mr. Caldwell read to the committee an "alarming" statement on the same thing made by ASCAP counsel Burkan before the House Patents Committee just ten years ago. This statement read:

"Do you know that 'wired wireless' is served through the medium of wires? When they have that thing perfected, if you pass the bill and fix the rate, every man is going to have a little machine in his home where he is going to drop a nickel in a slot or pay for the service as a part of his regular bill and in that way get him to pay for his entertainment. Let us not be deceived by this general talk.

"'Wired wireless' is coming, and when it is perfected—and it is only a matter of days—every listener in America is going to pay, and do not be deceived by this claptrap. They are working on that now and they have been doing that for a long time, and they are experimenting at this very minute on Staten Island."

The committee was unmistakably impressed, for this "power trust" bugaboo and "wired radio" had incited more unrest among committee members than perhaps anything ASCAP perpetrated upon it. Mr. Caldwell said he did not feel that "wired wireless" ever will be competitive to broadcasting, but that if such were the case, it should be treated on the same basis as broadcasting in payment of copyright fees.

ASCAP, said the NAB counsel, is not just a society of composers. He explained that its publisher members constitute one-half of its board of directors. Yet the publisher is a user of copyright material as much as the broadcaster and he gets 50% of the performing rights revenue. If the author feels that his half is not enough, Mr. Caldwell asserted, he can have no legitimate complaint against the broadcaster but should look to the publisher.

On cross-examination, the Committee was largely favorable, with Mr. Lanham emphasizing the desirability, in view of the absence of adequate catalogs of compositions, of having notice of ownership of copyrights.

Authors Are Heard

THE HEARINGS resumed March 24 with the Authors League presenting its case in opposition to the Duffy Bill. The Dramatists League also was heard the following day.

Kenneth C. Davis, of Seattle, attorney and managing director of the Washington State Broadcasters Association, on March 18 sent to Rep. Daly a stinging letter criticizing him for his remarks about the suit pending in Washington courts against ASCAP. Mr. Daly had remarked during the hearings that it was a good thing that the judge who had enjoined ASCAP was a state and not a federal judge "because this Congress is in a good mind for going after Federal judges, and I was going to add him to my list."

In his four-page letter in which he minced no words, Mr. Davis said he was interested in the Washington suit as counsel for several stations.

A Warning to Bathtub Yodelers

SINGING in the bathtub may be regarded lightly by most people but it would become a violation of law subject to a minimum penalty of $250 if performed without a license from the copyright owner—if the pending Sirovich copyright bill were enacted. This was graphically portrayed, though not literally, during the hearing March 19 on the Duffy Copyright Bill before the House Patents Committee. On the preceding day Rep. Daly (R-Pa.) author of the Daly Bill which is vigorously opposed by copyright users, had made a mention of what would happen if he happened to sing in the bathtub, which he liked to do. Rep. Church (D-Ill.) in a most serious vein, propounded the question and himself gave the answers in a discourse that run like this:

Q: Something was said in the testimony yesterday about liability for performances of music in the bathtub. Suppose Congressman Daly is sitting in the bathtub and desires to sing something like "One Fine Day" from "Madam Butterfly". Or rather, suppose, first he wants to sing the whole opera, what is his legal predicament under the Sirovich Bill?

A: He will first have to make an extensive investigation before he gets into the bathtub and negotiate for a license. ASCAP cannot give him a license that will protect him for two reasons: One, because he is exercising a grand right and not a small right, and secondly, because ASCAP cannot license Ricordi's music. He will have to go to Ricordi's representative in New York to get a license. Furthermore, it is my understanding that he cannot get a license for an indefinite period to repeat this performance as often as he likes but will have to specify the dates on which he intends to perform.

Q: Why would Congressman Daly be liable at all under the Sirovich Bill?

A: The Sirovich Bill gives a vast extension of the right of the autor with respect to dramatical and dramatico-musical works. The Copyright Act of 1909 gives the author the exclusive right to perform or represent copyrighted dramatical works *publicly*. The Sirovich Bill gives the author the exclusive right to perform or represent dramatical or dramatico-musical works at all, whether publicly or not. This is apparent from comparing Section 1, sub-section (d) of the present law and the corresponding section and sub-section of the Sirovich Bill.

Q: Now suppose Congressman Daly limits himself to singing "One Fine Day" in the bathtub, what does the Sirovich Bill do to him.

A: Now you are dealing with a small performing right. If he had an audience who paid an admission fee he would be liable for a public performance for profit at the rate of $125 minimum statutory damage per performance, and if he performed wilfully there would be no limit at all to the amount of damages, unless, of course, he had a license from Ricordi. If he is all alone, however, when he sings it or if he has an audience that has not paid any fee, he will not be liable *with one important exception*. As I remember the setting of "One Fine Day", it consists of a Japanese girl waiting for a ship to bring her loved one back to her as she sings "One fine day . . . you will notice on the far horizon a ship appearing", or something like that. If Congressman Daly should place a toy boat in the bathtub, or imitate the beating of the waves against the shore, he may come very close to exercising a grand right, in which case his liability would be just the same as if he had sung the whole work. He might as well have the pleasure of singing the whole thing since it would be just as cheap.

WTIC Heeds Cry of Distress

(Continued from page 8)

they—along with the engineers in the Hartford studios and a complete staff of executives, announcers, telephone operators and stenographers, working by candlelight and broadcasting over emergency equipment—settled down for the long watch of continuous duty 24 hours a day; possibly a short recapitulation of the problems met and handled by WTIC's engineers will be of interest.

As soon as it became known that the city of Hartford and the surrounding territory would be inundated WTIC's engineering staff took immediate steps to provide emergency equipment in the event of power failure.

Batteries Obtained

THE CITY was scoured for radio batteries, and a week's supply secured, spare tubes and other necessary equipment was also gathered, to take care of the communication between the studios and the transmitter. To take care of the transmitter's power, contact was established with the Union Light & Power Co. in Unionville. The company's transformer substation was surrounded by four feet of water but a rowboat was secured, a hurried change to the proper power lines was made, and WTIC was ready, on the air as usual, and determined to stay on in spite of obstacles interposed by the elements. During all these hurried preparations, steps were also taken to provide a shortwave emergency transmitter to communicate with all troubled areas. With a network of amateur shortwave stations already being organized all over Connecticut, WTIC's shortwave facilities were placed at the full disposal of this group as these amateurs, working in close touch with the broadcasting station, disseminated valuable flood information to points near and far.

In addition to all this, WTIC's engineers had to provide an emergency transmitter for the Hartford Police Department as their transmitter had failed with the power, and it was deemed necessary that the department be kept in constant communication with all its members for the safety and well-being of the public in general. Accordingly, storage batteries for the emergency transmitter were secured, carried up 12 stories in the Travelers Bldg. to the police transmitter room, an emergency telephone line was established between the police headquarters on Market Street and the roof of the Travelers Bldg. and the police were kept on the air, to do their part in maintaining order.

In spite of certain printed reports to the contrary, all announcements broadcast by WTIC during the flood period were carefully checked and rechecked with state police and other authorities, and no announcements were accepted for broadcasting except from responsible people and organizations. WTIC's policy from the very outset of the flood was to keep unfounded rumors off the air and to present a true picture of conditions as they actually were. Sensational or "scare" material was carefully eliminated. Any property damage or loss of life caused by the flood was properly reported; figures were checked and authenticated before being used.

Crowded Switchboard

MUCH of the credit for the broadcasting of all this valuable information should go to WTIC's switchboard, through whose emergency lines there kept pouring a steady stream of communication from organizations working in the flooded areas. Reports on the condition of the river as it rose and as it receded were received and broadcast every hour. Weather bureau reports told us when to advise people to evacuate their homes; public utility reports told us when to advise the shutting off of gas, and what to do if any emergency should arise on that score.

All up and down the Connecticut Valley, reports kept coming in about missing persons. These in turn were broadcast, and in several cases, happy and thankful reunions were brought about through this broadcast information.

Almost every minute WTIC was a proving ground for rumors. When scares began to arise about martial law, food shortage and food-profiteering, our studios were able to check on the information, found it false, and lost no time informing the public of the truth in all these matters. Requests from the state highway commissioner's office, as well as from the Hartford Electric Light Co., the Connecticut Light & Power Co. and the Southern New England Telephone Co., that we allay certain rumors in connection with their service were also broadcast immediately, and we have been assured, played a large part in calming unnecessary fears

Service! Service! Service!

ANNOUNCEMENTS from the state and Hartford's boards of health disproving rumors of water pollution and a milk crisis were also broadcast from time to time, as were messages received from the hard-working Amateur Radio Relay League, which sent news about the relatives and friends of Hartford people all over the United States. As a further service in this connection WTIC, at the request of the Hartford chapter of the American Red Cross, was able to get information to NBC in New York, which in turn made announcements on the air correcting certain unfounded newspaper reports about the severity of conditions in our city.

Where public or private schools were closed, their pupils were informed; where factories and other business organizations were closed, their employes were notified and asked to communicate with other of their coworkers not within reach of radio; where Red Cross supply depots were established, their locations were broadcast for all who might care to contribute; Boy and Girl Scouts were summoned for duty and told where to report; as soon as the Red Cross had enough of one type of material, announcements were made telling what was needed instead; news from the governor's office about emergency meetings was received and broadcast periodically; certain employes worried about their pay checks were told when and where they would be issued; WPA workers were told where to report for innoculation as an aid to the prevention of the spread of disease; public health bulletins came in and were made available to all; all these just a cross-section of the many vital communications received and broadcast as part of our daily routine since Wednesday last.

All the country heard our account of the different stages of the flood as reported from the top of the Travelers Tower over NBC.

Sponsor Buys Flood

WJSV, Washington, set up remote equipment atop the Parkway Motor Co. roof in the Georgetown section of the National Capital, where a good view of the raging Potomac and adjacent flooded areas was provided. Parkway Motor officials watched the broadcast. It looked good. We'll buy three quarter-hours of the same tomorrow (March 20), they informed WJSV.



They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water...in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

New
188-Foot
Vertical Radiator
WLBC Muncie Ind.

WWVA Saves Millions

(*Continued from page 12*)

ees. Appeal after appeal was sent ut over the air for such help. adio showmanship of an entirely ew brand had hit its mark and a miraculously short time, truck- ad after truckload of supplies ere rolling into the flooded areas. ithin six hours sufficient supplies ere on hand for emergency meas- res and within 24 hours every vailable storage space was packed eiling-high. Thousands of loaves f bread, thousands of gallons of ilk, mountains of canned goods; ns upon tons of coal; countless il stoves; great piles of clothing nd bedding — whatever was re- uested was sent immediately and n abundant quantities. Supplies hat previous major catastrophes roved had to be bought at a huge um were presented to the Red ross Relief Committee with will- ng hands and generous hearts.

And then came the need for man ower. Again WWVA asked and was forthcoming. American Le- ion Units, Boy Scout Troops, Girl cout Troops, Officers' Reserve orps, all were summoned to re- ort at designated points and they esponded immediately to aid the ed Cross in their organized plan f relief. Radio communication id within the short space of a few inutes what would ordinarily ave taken 24 hours or more.

Next came the problem of funds, nd once again an inspired ra- io showmanship took its post. Friends, the Red Cross needs our financial help"—such was the essage that was sent out over the ir without let-up. And the funds ame as if by magic, thousands f dollars, and in cash. One-dollar ubscriptions, two-dollar subscrip- ions, ten-dollar subscriptions, 25, $50, $100, $500—to swell a reatly needed fund. It was an nstantaneous job which ordinarily ould have taken weeks to accom- lish.

False Rumors Suppressed

ALSE rumors which have always ampered the most efficiently or- anized relief work, were prompt- y stamped out as fast as they ame to the attention of the au- horities and reported for broad- ast. Curiosity seekers, who in- ariably interfere with rescue ork, were asked to stay at home.

The 1936 Ohio Valley flood has iven the American Red Cross, arious other relief organizations, housands of flood refugees and very member of the WWVA staff n entirely new conception of the alue of radio broadcasting. It as made possible an experience n service which thrills. To have arned the following statement rom the Wheeling Chapter of the merican Red Cross is a distin- uished service medal which is alued beyond measure:

Without the unselfish and sacrifi- ial devotion of the staff of WWVA, he Wheeling Chapter of the Ameri- an National Red Cross would have een helpless to cope with the great- est flood problem the Wheeling Dis- trict has ever known. In large areas station WWVA was our only means of communication. The tri-State area was quickly and accurately apprised of the condition and the needs of our community. Almost instantaneous re- sponse came flooding into our offices. Gifts of money far surpassing our dreams came in; truckloads of food; clothing, bedding, stoves, medical sup- plies, rolled in as the water receded; volunteers were recruited in a few minutes time; instructions and warn- ings to the destitute and endangered victims were speedily issued; morale was kept at heights never expected; rumors were crushed before they could do their insidious work; and, best of all, a vast area became one vibrant family, striving to meet the needs of its less fortunate children.

All this could scarcely have heen done with the combined normal chan- nels of communication; in our crisis it could never have been accomplished had Station WWVA heen silent.

For money, supplies and the co- operation of a station willing to serve to unselfish limits to meet our unre- lenting requests for help, the Red Cross is everlastingly grateful. For the averting of panic and the clear- ing of all normal barriers to under- standing, our community will never forget the sympathetic and magnani- mous service of the staff and operators of WWVA.

Signed—Edwin Spears, Chairman, Wheeling Chapter, American Red Cross; John Phillips, Charles Bon- nesen, Frederick Cropp, Co-Chairmen, The Red Cross Disaster Committee.

NBC Philatelists

STAMP collecting has be- come a popular hobby at Ra- dio City and a group of NBC executives and employes have formed an NBC Stamp Club. President Lenox R. Lohr, an ardent collector, attended the organization meeting. The NBC mail department offers a fertile source of choice philatelic specimens. The club provides a non-profit bourse for exchange of stamps among members.

JIMMIE FIDLER, NBC Holly- wood commentator, on April 1 be- comes newsreel voice for Twentieth Century-Fox Movietone News.

General Mills on WCAU

UNDER sponsorship of General Mills Inc. (Wheaties), play-by- play descriptions of baseball games of both the Philadelphia Athletics and Nationals, will be broadcast daily except Sunday over WCAU, Philadelphia, starting April 14. Knox-Reeves, Minneapolis agency, placed the account.

STANDARD RADIO INC., Holly- wood, has added four new stations to the list of those using the Standard Program Library. They are WBNY, Buffalo; WMBO, Auburn, N. Y.; WSAI, Cincinnati, and WAAF, Chi- cago.

Sing, BING, Sing

—you are a favorite in over 150,- 000 homes reached by this sta- tion in old North Carolina.

Let us send you Folder and facts about WPTF!

Represented by F. J. & F.



WPTF Raleigh, N.C.



LIPTON'S TEA

Returns to the air...and returns to the Columbia Don Lee Network.

picks "FEMININE FANCIES"

Columbia Don Lee feature Day- time Participating Program...TO DO THEIR SELLING JOB ON THE PACIFIC COAST.

big advertisers DEMAND RESULTS!

They select the 12-station Colum- bia Don Lee Network to give them the only localized coverage of the 12 important markets of Cali- fornia, Oregon and Washington.

...write or wire today for complete details on "FEMININE FANCIES"

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

Los Angeles Office, 1076 W. 7th St. San Francisco Office, 1000 Van Ness Ave.

WTAR NBC NORFOLK, VIRGINIA

National Representatives—Edward Petry & Co.

"PAUSE for Station Announcement"

WBIG believes that the determining factor in the size of a station's audience is its program policy, rather than its wattage. The more Grade A programs it broadcasts, the larger its habitual audience.

The finest sustaining programs of the Columbia Broadcasting System, and carefully selected programs of local interest hold an audience for us in the richest and most populous section of the south. For results . . .

Your Station is WBIG in Greensboro, N.C.

Biggest Station Deal in History

(*Continued from page 7*)

discussed in a preliminary way use of either KWK or KSD, and in Kansas City it has talked also with leading independently-owned stations. MBS is interested only in major markets, but on the haul to the Coast must take into account shortest possible distances between cities in order to bring about equitable pro-rata line charges.

How long it will be before the FCC considers the KNX sale is problematical. The station now is operating under a temporary license growing out of its citation on medical programs. Along with KFRC and WTMJ, Milwaukee, it was cited for hearing last fall. A decision is expected shortly from the FCC Broadcast Division.

It is entirely possible that the application for voluntary assignment of license will be held in abeyance until a decision is reached in the so-called Marmola case. The purchase arrangement, under FCC rules, must be conditional until such time as FCC approval is forthcoming. Actually, the present arrangement is only an agreement to purchase.

The FCC has been moving slowly in recent months in acting upon voluntary assignments of licenses. In several cases it has scheduled them for hearing, notably where newspapers have made purchase arrangements. Under the law, however, the FCC cannot deny voluntary assignments if the price is reasonable and if the applicants are qualified financially and meet the statutory requirement of "public interest, convenience and necessity".

KNX is regarded technically as one of the best clear channel stations in the country. Operating on the 1050 kc. clear channel, it is heard with rather amazing signal strength in the 11 Western states. It now has pending an application for 500,000 watts, or equal to the super-power WLW.

Last year, it is understood, KNX did a gross business of $675,000 — ranking it among the first half-dozen stations. During last summer it built commodious new studios on Sunset Boulevard in Hollywood. Its technical plant and studios have a tangible value of approximately $500,000. The station has come to the fore rapidly in the last two years since it went to 50,000 watts.

In his negotiations with CBS, Mr. Earl was accompanied by his Los Angeles attorney, Lawrence Beilenson. CBS was represented by President Paley, Treasurer Runyon and Herbert V. Akerberg, station relations manager. Harry C. Butcher, Washington vice president, also was consulted. Mr. Richards also participated in the four-day parley.

Other Deals Pending

DURING the negotiations there were discussions of a cooperative purchase arrangement whereby Messrs. Richards and Fitzpatrick might become associated with CBS as joint purchasers. As consummated, however, the arrangement did not make such a provision. Mr. Richards resides for six months each year in Beverly Hills, Cal., and has been anxious to acquire a station or stations in that area. At one time he made overtures for the purchase of the Don Lee network through Lewis Allen Weiss, assistant general manager of WJR, and former Don Lee general manager.

In addition to the KNX transfer a number of other important station assignments are pending. These include transfer of two stations of Southwest Broadcasting System—KTSA, San Antonio, and KNOW, Austin—to Hearst Radio Inc., for $225,000, and also of the three other Southwest-owned stations to the same company for an undisclosed figure.

Also pending before the Broadcast Division is the application for transfer of WOWO, Fort Wayne Ind., to Westinghouse for a price in the neighborhood of $150,000. Pending also, but not yet applied for, is the proposed sale of WTIC Hartford, Conn. clear channel station, to Cherry & Webb, operators of WPRO, Providence, for approximately $675,000. In the same category, so far as known, is the possible sale of WFBM, Indianapolis, by the Indianapolis Light & Power Co., to Thomas D. Taggart Indiana Democratic National Committeeman.

The previous high record for a station was the purchase of WMAQ, Chicago, from the *Chicago Daily News* by NBC for a figure which amounted to $1,000,000 in two installments. NBC about four years ago paid $500,000 for one-half interest in the station but did not acquire control. Then early last year, it paid $500,000 for the remaining 50%.

In purchasing WENR, half-time clear channel station from the utility-owned Great Lakes Broadcasting Co., about five years ago NBC paid approximately $500,000 which was on the basis of $1,000,000 for the full-time clear channel assignment. Approximately $600,000 was paid by NBC for the purchase of KPO, San Francisco from the *San Francisco Chronicle* and Hale Bros. department store a half-dozen years ago.

Hinds Account to Esty

LEHN & FINK PRODUCTS Corp., New York, has announced the appointment of William Esty & Co., New York, to handle its Hinds Honey and Almond Cream radio account effective April 1. John Watson, vice president of the Esty agency, will be the account executive. Hind's is currently using 14 local live talent programs throughout the country and for the past few weeks the sponsor has been considering doubling this spot broadcasting effort. Programs selected by client are usually shows that have built up a large and intimate local audience. The Esty appointment also includes advertising placed in printed media.

WILLIAM H. RANKIN, head of the agency bearing his name, spoke on "The Value of WHN's Good Name" March 10 during the New York station's "Open House" week celebrating its daytime power boost to 5,000 watts.

THE WORLD OVER . .

Transco transcribed programs are known the world over. The Transco trade mark is an accepted symbol of quality.

. . . Australia, New Zealand, South Africa, Canada, Latin American countries, India . . . these are but a few of the spots where the banner of Transco has been preaching the gospel of bigger and better programs.

But you don't have to own a radio station in a foreign clime to get the use of Transco productions. Right here in the United States scores of broadcasters have found that they "can't go wrong with a Transco program."

Probably psychologists would tell us that these programs arouse attention, create interest and bring action through a desire to buy the merchandise advertised. But, in the words of those who use Transco programs, and in simple language, "Transco programs bring home the bacon." They help you sell station time . . . build up a larger audience . . . and increase the prestige of your station.

Make us prove it. Let us send you the new catalog. Or ask for an audition right in your own station when our field manager is in your part of the country.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • CHICAGO OFFICE 666 Lake Shore Drive

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES — EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

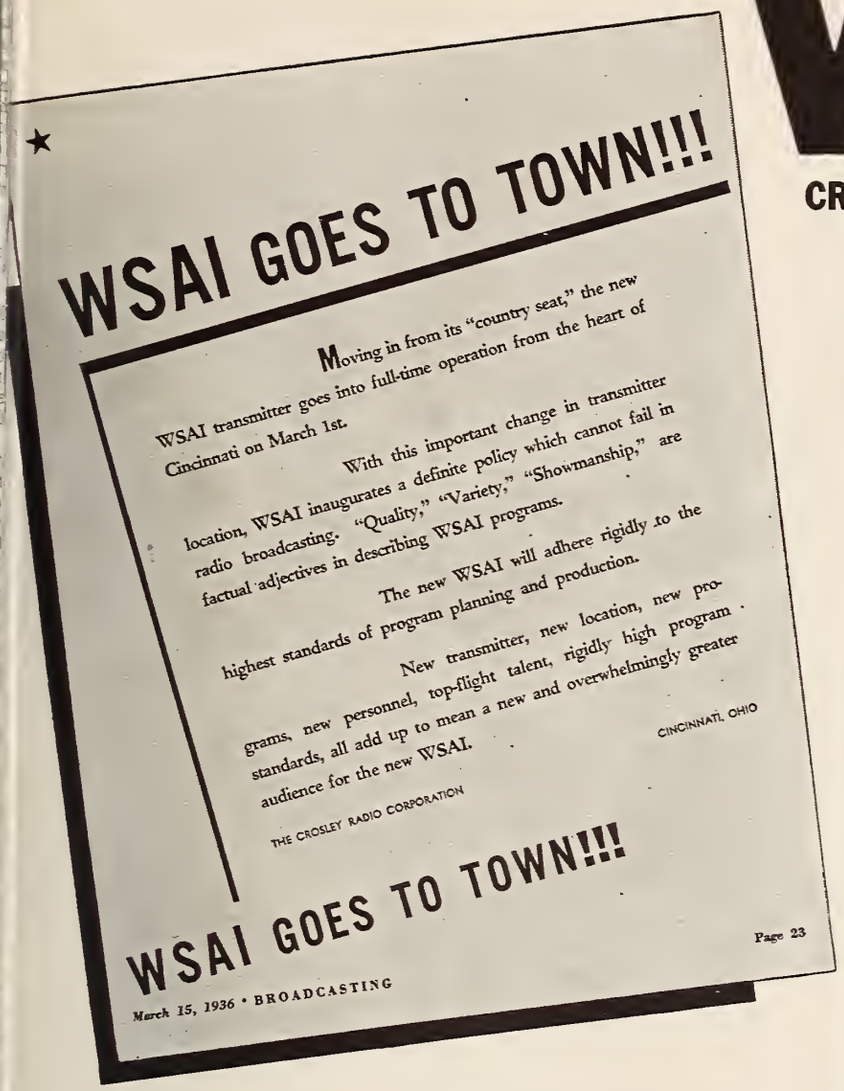
Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

WSAI

CROSLEY RADIO CORPORATION, CINCINNATI

does it with this new Western Electric 5KW High Fidelity Transmitter



WSAI GOES TO TOWN!!!

Moving in from its "country seat," the new WSAI transmitter goes into full-time operation from the heart of Cincinnati on March 1st.

With this important change in transmitter location, WSAI inaugurates a definite policy which cannot fail in radio broadcasting. "Quality," "Variety," "Showmanship," are factual adjectives in describing WSAI programs.

The new WSAI will adhere rigidly to the highest standards of program planning and production.

New transmitter, new location, new programs, new personnel, top-flight talent, rigidly high program standards, all add up to mean a new and overwhelmingly greater audience for the new WSAI.

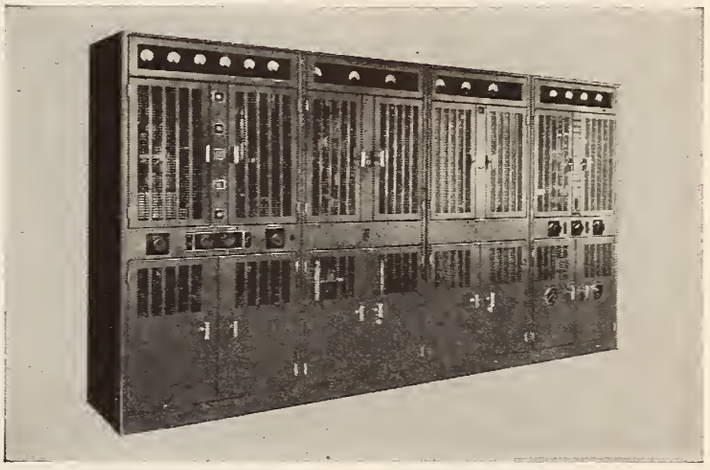
CINCINNATI, OHIO

THE CROSLEY RADIO CORPORATION

WSAI GOES TO TOWN!!!

March 15, 1936 • BROADCASTING

Page 23



These 8 features are some of the reasons!

1. COMPLETE AC OPERATION.

2. STABILIZED FEEDBACK: Western Electric's new system for the elimination of harmonic distortion and noise provides high fidelity performance which exceeds by a wide margin the present tentative standards of the F. C. C.

3. UNIFORM FREQUENCY RESPONSE: The audio frequency transmission characteristic is uniform within ½ db from 30 to 10,000 cycles per second at all percentages of modulation.

4. LOW DISTORTION: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.

5. LOW NOISE LEVEL: More than 60 db unweighted below the signal at 100% modulation as measured with a program noise meter.

6. LOW HARMONIC RADIATION: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).

7. FLEXIBILITY OF POWER OUTPUT AND OPERATION: Full or reduced power obtained by throwing one switch.

8. CENTRALIZED CONTROL: Operation is fully automatic; a single switch energizes all circuits in proper sequence.

For full details about this and other broadcasting equipment, write to Graybar Electric, Graybar Building, New York—or telephone Graybar's nearest branch.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 15 TO MARCH 28, INCLUSIVE

Applications . . .

MARCH 2

NEW, Rensselaer Polytechnic Institute, Troy, N. Y.—CP gen. exp. amended to 1 kw.

MARCH 16

NEW, Advertising Pub. Co. Ltd., Honolulu—CP 1370 kc 100 w unltd.

WNEL, San Juan, P. R. — Modif. CP change equip., extend completion.

WIEK, Atlantic Brdcstg. Corp., New York—License for CP replace trans., increase to 100 w.

WSYR, Syracuse—Modif. CP new equip. etc. to move trans. locally.

WMAZ, Macon, Ga. — CP aux, trans. 500 w.

NEW, A. Earl Cullum Jr., Dallas—CP 1500 kc 100 w D.

KALB, Alexandria, La.—Modif. license from D to unltd. 100 w (contingent if and when WJBO leave 1420 kc).

WMFN, Clarksdale, Miss. — CP change antenna, move trans. locally, amended to move trans. to Grenada, Miss.

WIL, St. Louis — CP change equip., change from 1200 to 1250 kc 100 w 250 w D to 1 kw, amended re trans. site, and install directional antenna N.

WCLO, Janesville, Wis. — CP change equip., increase 100 w to 100 w 250 w D, move trans. locally.

MARCH 19

W9XBS, Chicago—Modif. license for remote operation.

WSAI, Cincinnati — License for CP change equip., move trans.

NEW, Harry J. Grant, Milwaukee—CP 1010 kc 1 kw unltd., amended to 250 w 500 w D, conventional antenna.

NEW, Albuquerque Pub. Co., Albuquerque, N. M.—CP 1370 kc 100 w unltd.

NEW, Ben S. McGlashan, San Diego—CP 1210 kc 100 w D amended to 550 kc 100 w 250 w.

Standard Radio Inc., Hollywood—Auth. transmit transcriptions abroad.

APPLICATIONS RETURNED: NEW, A. Corenson, Ventura, Cal.; NEW, Jay E. Tapp, Long Beach, Cal. (gen. exp.).

MARCH 21

NEW, Charles T. Copeland Jr., W. H. May, Troy, Ala.—CP 1210 kc 100 w D amended re equip., add Broadcast Service Co. to name, trans. site near Troy.

NEW, H. Wimpy, Albany, Ga. — CP 1420 kc 100 w 250 w D unltd., facilities WGPC.

WMBH, Joplin, Mo.—Consent transfer control to Joplin Pub. Co. (Globe).

KFDM, Beaumont, Tex.—Consent transfer control to J. M. Gilliam.

APPLICATIONS RETURNED — W4XCA, Memphis; NEW, Byron Noe & Lewis B. Fleener, Villa Grove, Ill.; NEW, KLA Inc., La Grande, Ore.

MARCH 23

WFAB, New York — Modif. license re hours.

WHBB, Selma, Ala.—Vol. assign. license to W. J. Reynolds Jr., J. C. Hughes & J. S. Allen, d/b Selma Brdcstg. Co.

WDBO, Orlando, Fla.—CP change antenna, move trans. locally, increase 250 w to 1 kw.

NEW, KMJB Brdcstg. Co., Minot, N. D. —CP 1300 kc 1 kw unltd., facilities KLPM.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc.

NEW, Tribune, Great Falls, Mont.—CP 950 kc 1 kw 5 kw D unltd., amended omit request KFYR facilities.

APPLICATIONS RETURNED—WRAK, Williamsport, Pa.; WPTF, Raleigh, N. C.; NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.; NEW, Brownwood Brdcstg. Co., Brownwood, Tex.

MARCH 24

NEW, Hildreth & Rogers Co., Lawrence, Mass.—CP 680 kc 1 kw D.

WWVA, Wheeling — CP new trans., vertical antenna, increase from 5 to 25 kw N 10 kw D.

WEED, Rocky Mount, N. C.—CP change equip., increase 100 w to 100 w 250 w D.

WIOD-WMBF, Miami — License for CP change equip.

WJJD, Chicago—Modif. license change hours.

W9XOK, Star-Chronicle Pub. Co., St. Louis—License for CP gen. exp.

KUJ, Walla Walla, Wash. — Consent transfer control to H. E. Studebaker.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Co., Cleveland; NEW, Valley Brdcstg. Co., Columbus; WDAS, Philadelphia; KALB, Alexandria, La.

MARCH 25

NEW, Seaboard Investment Co. Inc., Montgomery, Ala.—CP 610 kc 500 w 1 kw D unltd.

NEW, Twin City Brdcstg. Co., Lewiston, Me.—CP 1210 kc 100 w unltd.

WNBC, New Britain, Conn.—CP change equip., increase 250 w to 1 kw.

WCAO, Baltimore — License for CP modif. equip., move trans.; license aux. trans.

WNYC, New York — License CP use trans. as aux. and move trans.

KFPM, Greenville, Tex.—Applic. amend CP to 1420 kc.

NEW, Voice of Corsicana Assn., Corsicana, Tex.—CP 1200 kc 100 w D amended to 1310 kc.

KGFI, Corpus Christi, Tex. — CP new equip., increase to 250 w 500 w D, change 1500 to 1330 kc, move trans. locally.

KFJB, Marsballtown, Ia. — CP change equip.

WHO, Des Moines — Exp. auth. new equip., increase 50 to 500 w.

KIEM, Eureka, Cal.—License CP new equip., change freq., power, move trans.

NEW, Jay E. Tapp, Long Beach, Cal.—CP gen. exp. 100 w.

MARCH 26

WAIM, Anderson, S. C.—CP change 1200 to 590 kc, new equip., increase 100 to 250 w 1 kw D, move trans. locally, amended to 630 kc 1 kw D.

APPLICATIONS RETURNED — NEW, Niagara Falls Brdcstg. Co., Niagara Falls, N. Y.; NEW, Maui Pub. Co. Ltd., Wailuku, T. H.; NEW, N. Geo. Pub. Co., Rossville, Ga.; NEW, John S. Allen, G. W. Covington Jr., Montgomery, Ala.; NEW, Jay S. Brown, Ogden, U.

MARCH 28

WELI, New Haven—Vol. assign. license to City Brdcstg. Corp.

WORL, Needham, Mass.—Modif. license move studio to Boston.

KMMJ, Clay Center, Neb.—Vol. assign. license to KMMJ Inc.

WCLS, Joliet, Ill.—Modif. license from spec. to unltd.

Examiners' Reports . . .

WEAN, Providence, R. I. — Examiner Bramhall recommended (I-205) that applic. CP increase 500 w to 1 kw be denied.

KVSO, Ardmore, Okla.—Examiner Hyde recommended (I-206) that applic. CP increase from 100 w D to 250 w LS be granted but applic. unltd. operation be denied.

NEW, Champaign News-Gazette Inc., Champaign, Ill. — Examiner Hill recommended (I-207) that applic. CP 1370 kc 100 w be granted for daytime operation.

NEW, James R. Doss Jr., Tuscalosa, Ala.—Examiner Bramhall recommended (I-208) that applic. CP 1200 kc 100 w D be granted.

WFBR, Baltimore; WOOD, Grand Rapids; WASH, Grand Rapids — Examiner Dalberg recommended (I-209) that applic. WFBR for modif. license and WOOD, WASH for CP increase from 500 w to 1 kw N be denied; that applic. increase from 500 w to 1 kw D be granted.

KVI, Tacoma—Examiner Walker recommended (I-210) that applic. increase 1 kw to 1 kw 5 kw LS be denied.

NEW, Alfred C. Matthews, Cape May, N. J. — Examiner Bramhall recommended (I-211) that applic. CP 1420 kc 100 w spec. be denied.

NEW, A. W. Hayes, Erie, Pa.; NEW, Watertown Brdcstg. Corp., Watertown, N. Y.—Examiner Dalberg recommended (I-212) that applic. A. W. Hayes CP 1270 kc 500 w 1 kw LS unltd. be denied; that applic. Watertown Brdcstg. Corp., CP 1270 kc 250 w D be granted.

Decisions . . .

MARCH 17

APPLICATIONS GRANTED:

WTAG, Worcester; KFJI, Klamath Falls, Ore.; WEW, St. Louis—CP change equip.

WDAE, Tampa — Extension exp. auth. 2½ kw D.

WMBR, Jacksonville — License for CP move trans. locally, increase to 250 w D.

WCFL, Chicago — License for CP aux. equip.

WEST, Easton, Pa. — License for CP studio 561 Northampton St.

KREG, Santa Ana, Cal. — Renewal license.

KABF, Sacramento—License for CP gen. exp. 50 w.

W6XKF, Los Angeles—License for CP gen. exp. 100 w.

W4XH, Spartanburg, S. C. — Modif. license gen. exp.

W8XKA, Chicopee Falls, Miss.—Renewal exp. license.

W3XEY, Baltimore — Modif. CP trans. site Chase & Charles St.

SPECIAL AUTHORIZATIONS—WCBD, Waukegan, Ill., extension temp. autb. use Zion studio as main; WSM, Nashville, extension temp. auth. withdraw aux. trans.; WMFN, Clarksdale, Miss., extension temp. auth. remain silent; WREC, Memphis, extension temp. auth. use temp. trans. 1 kw.

SET FOR HEARING—WWAE, Hammond, Ind.; NEW, Waterloo Times-Tribune Pub. Co., Waterloo, Ia.; NEW, Times Pub. Co., St. Cloud, Minn.; WORL, Needham, Mass.; KGEK, Sterling, Col.; KSO, Des Moines; KWKC, Kansas City; WJAX, Jacksonville; KFWB, Hollywood; WWJ, Detroit; WDAE, Fargo, N. D.; WAVE, Louisville; KOIN, Portland, Ore.; KHJ, Los Angeles; WEEI, Boston; KECA, Los Angeles; WRC, Washington; WCSH, Portland, Me.; KHQ, Spokane; WIOD-WMBF, Miami.

ORAL ARGUMENTS GRANTED—NEW, Ralph Perez Perry, Santurce, P. R.; NEW, E. W. Atkinson, Watsonville, Cal.; KFJM, Grand Forks, N. D.

APPLICATIONS DENIED — NEW, Harry H. Culver, Beverly Hills, Cal., applic. CP 710 kc 500 w ltd., as in default; KFRO, Longview, Tex., spec. auth. local event.

APPLICATIONS DISMISSED — NEW, Ruth W. & S. E. Adcock, Johnson City, Tenn.; NEW, same applicants, Rossville, Ga.; WROK, Rockford, Oll.; NEW, Herbert Hollister, Emporia, Kan.; NEW, O. K. Brdcstg. Co., Cleveland; NEW, same applicants, Louisville; NEW, Herbert Hollister, Waterloo, Ia.

MISCELLANEOUS — WLAK, Lakeland, Fla., granted CP 1310 kc 100 w unltd.; W9XAL, Kansas City, vol. assign. license to First Natl. Television Inc., a Missouri corp.; W1XEH, Avon, Conn., modif. CP gen. exp.; KFUO, St. Louis, granted continuance hearing applic. renewal; NEW, Centennial Brdcstg. Corp., Dallas, denied reconsideration denial new station; Ogdensburg Pub. Co., Ogdensburg, N. Y., granted petition intervene hearing on applic. Ogdensburg Advance Co. Inc.; Bell Brdcstg. Co., Temple, Tex., granted petition intervene applic. Eugene DeBogory; WJBW, New Orleans, granted regular renewal; KTFI, Twin Falls, Id., granted continuance; WNBX, Springfield, Vt., granted temp. auth. 1 kw LS Dayton, 500 w N; WREC, Memphis, accepted answer to WCAO exceptions to Ex. Rep. 1-187 and granted request oral arg.; WHIO, Dayton, reconsidered and granted applic. increase 1 to 5 kw D.

ACTION ON EXAM. REPORT—NEW, North Side Brdcstg. Corp., New Albany, Ind., granted CP 1370 kc 250 w D, sustaining Examiner Hyde.

MARCH 27

APPLICATIONS GRANTED:

WHA, Madison, Wis.—CP increase 2 to 5 kw.

WJNO, W. Palm Beach, Fla.—Modif. CP re equip., move trans., studio locally.

WHN, New York—License CP change equip., increase to 5 kw D 1 kw N, license aux. trans.

WDZ, Tuscola, Ill.—License CP change to 1020 kc, increase to 250 w D.

WFAM, So. Bend—Modif. license from Sh.-WWAE to unltd. D, Sh.-WWAE N.

WWAE, Hammond, Ind.—Reconsidered action 3-17-36 in desig. applic. modif. license from Sh.-WFAM to unltd. D to LS, Sb.-WFAM N, and granted same.

KCMC, Texarkana, Ark. — Consent vol. assign. license to KCMC Inc.

WFBC, Greenville, S. C.—License for CP new equip., increase 1 to 5 kw D.

WTAQ, Green Bay, Wis. — License for CP move trans. Eau Claire to De Pere, studio to Green Bay; new equip., change hours from Sb.-KSCJ N to unltd., directional antenna N, 1330 kc 1 kw N & D unltd.

WMMN, Jefferson, W. Va.; WTOC, Savannah; WEBC, Superior, Wis.; KGGM, Albuquerque, N. M. — Renewal license to Oct. 1.

WHBI, Newark; WNEL, San Juan, P. R.—Renewal license.

WAML, Laurel, Miss. — Renewal license three months.

WTNJ, Trenton, N. J.—Renewal license to Oct. 1.

KFPY, Spokane; WSYR, Syracuse — Renewal license to Sept. 1.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc.

KECA, Los Angeles — Modif. CP new equip., trans. at 82d St., Compton Ave., extend completion.

WDBJ, Roanoke, Va.—Renewal license to Oct. 1.

SET FOR HEARING — NEW, Southland Brdcstg. Corp., Chattanooga; NEW, Jonas Weiland, Kingston, N. C.; NEW, R. I. Laubengayer, Salina, Kan.; NEW, Mid-Missouri Brdcstg. Service, Jefferson City, Mo.; NEW, Harold F. Gross & Edmund C. Shields, Saginaw, Mich.; NEW, Grover C. Maxwell, Geo. A. Sancken & Herbert C. Lerick, Augusta, Ga.; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.; NEW, I. L. G. W. Radio Corp., N. Y.; NEW, Ben L. Taylor, Phil B. Whitaker, Mrs. B. Whitaker, Chattanooga; NEW, Nolan S. Walker, Canton, O.; NEW, W. H. Marolf, Escanaba, Mich.; NEW, WRBC Inc., Youngstown; WEMP, Milwaukee; KFKA, Greeley, Col.; KRE, Berkeley, Cal.; WCBD, Waukegan, Ill.; NEW, Isadore Goldwasser, Tuscaloosa, Ala.; NEW, St. Cloud Brdcstg. Co., St. Cloud, Minn.; NEW, H. H. Hanseth, Fresno, Cal.; NEW, Midway Brdcstg. Co., Eau Claire, Wis.; NEW, W. P. Stuart, Prescott, Ariz.; KWKC, Wilson Duncan Brdcstg. Co., Kansas City; NEW, Evans Brdcstg. Co., Kansas City; NEW, Fred A. Baxter, Superior, Wis.

MISCELLANEOUS — KGCU, Mandan, N. D., KMA, Shenandoah, Ia., KTFI, Twin Falls, Id., KGBZ, York, Neb., granted temporary renewals; KTFI, Twin Falls, Id., granted extension exp. auth.; KUJ, Walla Walla, Wash., temp. license continued; WATL, Atlanta, temporary license continued; WWL, New Orleans and



CRC CONTROL PANEL — Here is W. A. Reid, chief engineer of the Canadian Radio Commission, at his control board at CRCM, Montreal, where he synchronized eight colors scattered over the Dominion for a recent British Empire broadcast.

KWKH, Shreveport, La., temp. exp. auth. extended; WJEJ, Hagerstown, Md., temp. license extended; Paul R. Heitmeyer, Salt Lake City, denied motion that action be deferred on Utah applications and that same be considered in connection with his application; A. S. Graham, E. V. Baxter, Norman Baxter, Pittsburg, Kan., denied consideration applic. in conjunction that of Joplin Brdcstg. Co. & Pittsburg Pub. Co.; WISC Brdcstg. Inc., St. Paul, denied reconsideration action granting CP new station St. Paul 1370 kc 100 w unltd., to Edward Hoffman; KROW, Oakland, Cal., granted petition intervene applic. Jos. G. Morrow, applic. new station at Oakland; WFEA, Manchester, N. H., granted renewal license if antenna and signal meet FCC requirements; Fresno Brdcstg. Co., Fresno; WSPA, Spartanburg, S. C., denied spec. anth. 500 w LS to midnight 30 days; Fresno; WSPA, Spartanburg, S. C., denied anth. 500 w LS to midnight 30 days; Times Dispatch Pub. Co., Richmond, Va., granted reqnest take depositions applic. new station at Richmond; KMJ, Fresno, Cal., granted petition intervene applic. Fresno Brdcstg. Co. new station at Fresno; Evans Brdcstg. Co., Kansas City, overruled motion FCC revoke temp. license KWKC but granted applic. to be heard before license is renewed; George B. Bairey, Valley City, N. D., denied grant applic. new station Valley City.

SPECIAL AUTHORIZATIONS—WOW, Omaha, temp. anth. 5 kw N in April; WLS, Columbia, S. C., temp. auth. 560 kc 1 kw N 5 kw D; WFIL, Philadelphia, extension temp. exp. auth. 1 kw N; WDBO, Orlando, Fla., temp. auth. added 750 w N; KWEA, Shreveport, La., temp. auth. remain silent to 5-31-36; WJJD, Chicago, CP move trans. to Des Plains, Ill.

REPEAL of the Davis equalization amendment governing allocation of broadcasting facilities and responsible for the present quota system, was blocked in the Senate March 26 by Senator McKellar (D-Tenn.) who objected to its consideration until its turn was reached on the unanimous consent calendar. The measure probably will come up again within a week. It has not yet been considered in the House.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Network Renewals

RENEWALS of network accounts just before BROADCASTING went to press, in addition to the list printed on Page 45, follow:

RADIO CORP. OF AMERICA, New York (institutional) on April 5 renews *Magic Key of RCA* on 63 NBC-WJZ stations, Sundays, 2-3 p. m. Agency: Lord & Thomas, N. Y.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex) on March 30 renewed for 52 weeks *Mary Marlin* dramatic sketch on 37 CBS stations, Mondays thru Fridays, 12:30 - 12:45 p. m. Agency: Lord & Thomas, Chicago.

AMERICAN CAN Co., New York, on April 28 renews *Ben Bernie* on 54 NBC-WJZ stations, Tuesdays, 9-9:30 p. m. Agency: Fuller & Smith & Ross, N. Y.

S. C. JOHNSON & SON Inc., Racine, Wis. (wax) on April 13 renews *Fibber McGee & Molly* on 46 NBC-WJZ stations, Mondays, 8-8:30 p. m. Agency: Needham, Louis & Brorby Inc., Chicago.

Further deletions are:
CAMPANA Corp., Batavia, Ill. (Italian Balm, Dreskin) with *First Nighter*, Fridays, 10-10:30 p. m., April 24 (NBC-WEAF).

PINAUD Inc., New York (cosmetics) with *Lilac Time*, Mon., Wed., Fri., 7:15-7:30 p. m., April 10 (CBS), remaining on WLW only.

New Alka-Seltzer Series

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on April 13 will start for 13 weeks a comedy dramatic program over the NBC-Pacific Coast Blue network, Mondays thru Fridays, 8:15-8:30 p. m. (PST). Six stations will be used. The program will be called *Frank Watanabe and William* and will feature Edward J. Holden, writer of the script, in the role of Frank Watanabe, Japanese house boy and Cameron Prud'homme as William Hathaway, retired hardware merchant. Dr. Miles Laboratories at present is also broadcasting the *National Barn Dance* weekly on an NBC-WJZ network and *Uncle Ezra's Radio Station—EZRA*, on an NBC-WEAF network three times weekly, the accounts being placed from the Chicago offices of the Wade Adv. Agency, which is also handling the new West Coast series.

New KWK Transmitter

KWK, St. Louis, will install a new Western Electric 5 kw. transmitter on a 13-acre site in Baden, formerly a part of the Mississippi River bed, deposits left by the river making the location especially suitable for the purpose. The buried copper-wire network will cover the entire plot, employing 43,680 feet of wire. The transmitter building will be semi-modern in style, with the entrance opening into the main control room and reception lounge. Provision is made for future television and shortwave installations. The Blaw Knox vertical radiator will be 400 feet high, the topmost point of any structure in St. Louis.

True, Mr. Ripley
—believe it or not, at least 150,000 homes in North Carolina listen to you over WPTF!
Let us send you Folder and facts about WPTF!
Represented by F. J. & F.



WPTF Raleigh, N.C.

Rate on Back-hauls Is Reduced by 50%

WCOA Appeal Leads to AT&T Agreement for Compromise

A NEW TARIFF reducing radio wire line rates on "back-hauls" by 50% will be filed with the FCC by the American Telephone & Telegraph Co. under an agreement worked out by the company with WCOA, Pensacola, Fla.

The Florida station, through its counsel, former Senator C. C. Dill, on Dec. 16 petitioned the FCC to compel the A. T. & T. to reduce its line costs in the case of WCOA, which was charged for a 62-mile back haul from Flomaton to Mobile, Ala., because the A. T. & T. did not have a repeater station on the direct route to Flomaton. The petition asked for a refund on the additional charges paid and for discontinuance of the charge for the back-haul, as well as discontinuance of a $2,000 per year connection charge.

Hearing Waived

IT WAS LEARNED March 26 that an agreement had been reached between A. T. & T. counsel, Harvey Hoshour, general solicitor, and Senator Dill, under which the 50% reduction in back-haul charges would be made, subject to FCC approval. A petition was filed with the FCC on that day by Senator Dill to waive the hearing on his complaint, set for April 3 before the Telephone Division.

Under FCC rules, changes in tariffs must be filed 30 days in advance. Probably an effort will be made also to have that requirement waived, so the new rates can become effective immediately.

The reduction, of course, will apply not only to the Pensacola station but to all other stations on networks which are now required to pay full rates for back-hauls, due to absence of A. T. & T. repeaters over the direct routes. It is estimated that ten or a dozen stations on the networks will benefit at once from the rate reduction.

In the case of WCOA, the rate reduction would result in a savings of approximately $2,000 a year, or nearly one-third of the $6,400 it has been paying for its CBS lines. Senator Dill had asked that the tolls be based on the "air-line" distance but agreed to compromise on the 50% reduction. The connecting charge issue is not covered in the rate reduction. [See Jan. 1, 1936 issue for WCOA complaint story.]

School for Announcers

PAGES in the NBC Chicago studios will be given a free course in radio announcing which may lead to regular announcers' positions at the National Broadcasting Company or its affiliated stations, it was announced March 20 by Sidney N. Strotz, Program and Artists Service Manager of the NBC central division. Voice tests among the pages are conducted by Everett Mitchell, supervisor of announcers in the NBC Chicago studios. Those who qualify will be given a six-month course under Mitchell. A similar school for announcers is conducted in the NBC Radio City studios.

Rolls Razor Starts Disc Series Over 29 Stations

LEE & SCHIFFER Inc., New York (Rolls razor) will inaugurate a new series of 15-minute musical transcriptions over 29 stations starting April 5. The discs, made by Decca, will be broadcast late Sunday afternoon hours. Four stations on the West Coast included in the total will be added April 12. Live opening and closing announcements will be used for local tieins.

The campaign is scheduled for six weeks, the sponsor having decided to cut down the length of the campaign this spring and enlarge the number of stations used. The station list follows: WCSH, WTAG, WSAR, WMBD, WOWO, WKZO, WINS, WSOC, WWL, WHBQ, WGBI, WHP, WDEL, KGHF, WPHR, WCOL, WSMK, WAVE, WBNY, KSO, KMAC, KGFG, WMBH, KSYR, WEMP, KALE, KGFJ, KJBS, KRSC. Kimball, Hubbard & Powell Inc., New York, placed the account.

White Naptha Plans

PROCTOR & GAMBLE Co., Cincinnati (White Naptha) is planning to launch a series of 32 one-minute transcriptions over an unannounced list of stations. World Broadcasting System is making the discs and Blackman Advertising Inc., New York, is the agency.

THE Federal Trade Commission has issued the following stipulations: Anacin Co., Chicago, ordered to cease certain claims for Anacin; M. J. Breitenbach Co., New York, ordered to cease certain claims for Gude's Pepto-Mangan; Justin Haynes & Co. Inc., New York, charged with false claims for Aspirub.

GUARANTEED



Accuracy...of BETTER than .01% before any Piezo Electric Crystal ever leaves our laboratory. Use "Scientific" Crystals and you'll be using the BEST!

CRYSTAL SPECIALISTS SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals---$90

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-361

THE SCHOOL OF EXPERIENCE
W9XAL
W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

Station for New Albany; Other Projects Dropped

SUSTAINING EXAMINER Hyde, the FCC Broadcast Division on March 17 announced the granting of a new 250-watt daytime station on 1370 kc. in New Albany, Ind., just across the Ohio River from Louisville. The FCC order is effective May 12. Heading the project is Arthur Harris, retired New Albany building contractor, with his son Charles Lee Harris and a group of local business men.

The FCC on March 17 also announced the voluntary withdrawal of applications by O. K. Broadcasting Co. for a new 100-watt station on 1200 kc. in Louisville and a new 100 watter on 1500 kc. in Cleveland. The company is headed by A. L. Chilton, former manager of KRLD, Dallas, and operator of KLRA, Little Rock, Ark. Four other applications for new stations were also dismissed at the request of applicants: Herbert Hollister, manager of WHBF, Kansas City, Kan., which he recently sold to the *Kansas City Kansan*, seeking 100-watt stations in Emporia, Kan. and Waterloo, Ia., and Ruth W. and S. E. Adcock, seeking 250 watts daytime on 880 kc. in Johnson City, Tenn., and 250 watts daytime on 1120 kc. in Rossville, Ga.

PURCHASE of CJGX, Yorkton, Sask., by James Richardson & Sons Ltd., also operators of CJRC, Winnipeg, and CJRM, Regina - Moose Jaw, was disclosed March 9 by H. R. McLaughlin, CJRC manager. The Yorkton 100-watter formerly was owned by Dawson Richardson Publications, of Winnipeg, publishers of the *Market Review*.

TOOTS AND HOOFS
Here She Comes, Says WSM, Were They Surprised!

IMAGINE the surprise of WSM, Nashville, and its listeners when Ottis Devine, announcer, made his regular announcement:

"At this time ladies and gentlemen, we take you to a point 12 miles from the city of Nashville on the main line of the Louisville & Nashville Railroad. There an operator waits with a microphone, ready to bring you the *actual sound* of the L. & N.'s crack passenger train, the Pan-American, speeding past the 878-foot tower of WSM, the tallest in America. Here she comes!"

And what listeners heard was not the familiar engine toot but, of all things, hoofbeats of a horse.

Later it was learned that a premature signal had been given for the train and at that moment a horse and buggy rolled across the bridge just above the WSM microphone.

Atlantic Buys Baseball

ATLANTIC REFINING Co., through N. W. Ayer & Son Inc., has purchased sponsorship of play-by-play descriptions of the home games of Philadelphia's two major league baseball clubs over WIP, Philadelphia. The series will mark Philadelphia's first regular baseball broadcasts. The games will be broadcast daily except Sunday. The announcer for the daily descriptions has not yet been selected and it is understood that WIP is seeking a "name" for the job. Although Atlantic Refining has used broadcasting extensively, the WIP series marks its first venture into baseball. Despite baseball broadcasts in other cities, executives of both Philadelphia clubs have always been adamant in their opposition to airing the games.

Lake Shore Honey Series

A NEW SERIES of commercials to sell a product of W. F. Straub & Co., Chicago (Lake Shore Honey), thru Mitchell-Faust Adv. Agency, Chicago, consists of domestic science broadcasts in 39 participation programs on three stations. The broadcasts will be a part of the *Come Into The Kitchen* program of WBAL, Baltimore, Md.; *Home Forum* program of WBZ-WBZA, Boston, and *Health and Home* program of WTAM, Cleveland.

Hearst Buys 3 More

(Continued from page 7)

cities in which Hearst newspapers are published. The deal for the purchase of the three stations, like that for the original two, was largely engineered by young Roosevelt in company with William P. Day, executive vice president of Lambert & Feasley, New York agency, who are understood to have secured options on all five stations more than a month ago.

Mr. Day declined to discuss his part in the deals, although it was learned from other sources that he was first interested in the radio business by young Roosevelt and that he is an intimate personal friend of T. J. White, general manager of the Hearst enterprises. The deal was negotiated with A. P. Barrett, Fort Worth financier who own control of the five stations, and Lee H. Armer, SBS president and a minority stockholder.

With the acquisition of the five Southwest stations, Hearst radio properties will include 11 stations, with court action still pending before the District of Columbia Supreme Court on his proposed purchase of WMAL, Washington. Applications for transfer of the first two stations have already been filed with FCC by Mr. Roosevelt, with the applications for the other three yet to be filed. The six stations now operated by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco, and KEHE, Los Angeles.

Arguments on the suit of Hearst Radio against estate administrators of M. A. Leese, owners of WMAL, have been scheduled for March 30 in the Supreme Court of the District of Columbia. The suit, filed last year, is for specific performance of contract which Hearst alleges it entered into for purchase of WMAL at a cost of approximately $285,000. WMAL is now operated by NBC under lease which still has some two years to run at $30,000 a year in leasehold and $6,000 for studios. Hearst is represented by the law firm of Hanson, Lovette & Dale and the Leese estate by Hamilton & Hamilton, of Washington.

U. S. Rubber Spots

UNITED STATES RUBBER Co., New York (U. S. Royal Master tires), will launch a spot announcement campaign over 35 stations from coast-to-coast beginning the week of April 5. Thirteen one-minute live announcements will be used to introduce a newly-designed tire. Stations are: WPTF, WSYR, KOMO, KHQ, WMBR, WQAM, WSB, WJSV, WNAC, WBEN, WGN, WCKY, WGAR, KLZ, WJR, WDRC, WIRE, KMBC, KHJ, WOR, WCAU, WCAE, KWK, KSL, KFRC, WBRC, WFAA, WOC, WHO, WTMJ, KSTP, WSMB, WOWO, KGW. Campbell-Ewald Co., of New York, placed the account.

AN EARLY START FOR YOUR GOLF



While Northern courses are still unplayable, get going with your game, at the Cavalier Country Club! 18 holes in fine condition. And riding, tennis, skeet, deep-sea fishing, salt-water pool, dancing every evening. Right on the ocean, The Cavalier guarantees sound sleep, a keen appetite, perfect restfulness.



The Cavalier
Hotel and Country Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

ACCURACY
Broadcast "A" Cut Crystals

Fully mounted in precision Isolantite holder with micrometer thread "air-gap" adjustment.
Temperature coefficient less than 4 CPS per degree Centigrade per Megacycle.
COMPLETE WITH HOLDER $37.50
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Mike Moments

HAVE you had a bit of terrorizing embarrassment during a program? Most stations have run into situations that take quick thinking.

INGENUITY and even the forceful application of an open palm to a rouged cheek are required occasionally to provide the radio audience with a smoothly produced program. Kenneth Roberts of CBS tells this one:

"We were just going on the air and there were two young women on the program. I made the announcement that Miss Blank, noted vocalist, would sing So-and-So and introduced her. It happened that they had changed places on the program and no change had been made in my script. Well, to get to the point, this young lady looked at me rather peeved and without warning slapped my face. It was a resounding wallop and apparently sounded like a peal of thunder on the air. Anyway, I rubbed my face, tried to be contained and the orchestra started to play. And what did I do about it? Well, let me ask you: What would you have done, sock back?"

Associated Oil Spots

ASSOCIATED OIL Co. of California, San Francisco, pioneer in the sponsorship of sports broadcasting, on March 21 started its most comprehensive track and field sportcast schedule ever attempted. Twenty-five or more major intercollegiate Pacific Coast contests will be broadcast during the season and also for the first time, Pacific Northwest track and field meets will be included, according to Harold R. Deal, advertising and sales promotion manager. Stations to be utilized are KSFO, San Francisco; KMTR, Los Angeles; KEX, Portland; KIRO, Seattle; KGA, Spokane; and KWSC, Pullman, Wash.

WFBL, Syracuse, has supplied a local branch office of a national advertiser interested in buying WFBL time, with a radio set in his office so he can hear all the sustaining programs on the WFBL schedules and pick material for his program.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

Warner Bros. Reneges

(*Continued from page 14*)

$250. In all suits which have been answered, dismissals are sought on the ground that Warner houses do not have exclusive title to licensing the numbers for performance, as against the membership of Warner authors in ASCAP.

In the suits filed March 17 against stations were those of Harms, Inc., against WACO, Waco, KGKO, Wichita Falls, WDOD, Chattanooga, and WTOC, alleging infringement of *That Old Fashioned Mother of Mine* seeking $5,000 each; Remick against WHBI, Newark, *Kentucky Days*, asking $250; Witmark against WWL, New Orleans, *Let's Have Breakfast in Bed*, $5,000; Harms against WJBW, New Orleans, *Three Little Words, Let's Put Out the Lights, I'm One of God's Children, Lost My Rhythm, Lost My Music, Lost My Man*, asking $1,750; Harms against WWL, *Let's Put Out the Lights*, asking $5,000; Remick against WOWO, *It Had to Be You, The Japanese Sandman* and *Breezin' Along With the Breeze*, asking $15,000; Harms against WDSU, New Orleans, *I'm Just An Ordinary Human*, asking $5,000.

On March 19, these additional suits were announced: Remick against KTFI, *The Little Old Church in the Valley*, asking $250; Harms against WDSU, *Where Am I, Let's Swing It* and *I'm Just An Ordinary Human*, asking $1,500; Harms against WOWO, *Two Hearts Carved on a Lonesome Pine*, asking $5,000; Remick, against WTOC, Savannah, *Quicker Than You Can Say Jack Robinson*, asking $500; and Witmark against WTOC, *When a Great Love Comes Along*, asking $500; and Harms against WTOC, *Little Man, You've Had a Busy Day*, asking $250; Witmark against WTAL, Tallahasse, *You're the Flower of My Heart, Sweet Adeline*, asking $250; Harms against WSPD, Toledo, *Flowers for Madame*, asking $5,000 and Witmark against WHIO, Dayton, *Why Can't This Night Go On Forever*, asking $5,000.

Starr Speaks for Warner

WARNER announced March 26 that it had mailed the five-year offers to stations. In an accompanying letter Mr. Starr said it had been the intention of Warner to establish a per piece basis for actual use of individual compositions but this was made impossible because of the bulk contract renewals signed with ASCAP. He said he still favored per piece but that the failure to achieve it is due to ASCAP's action "in forcing a new bulk agreement" upon stations. Moreover, he added that the Warner offer "is evidence of our determination to remain outside the ASCAP". That provision of Mr. Warner's letter covering rates under the five-year offer follows:

The monthly fee for each full time station is based upon the highest local quarter-hour rate instead of the highest published national rate. The monthly fee for the first month for each full time station having a local quarter-hour rate of more than $25 is four times its highest local quarter-hour rate on March 1, 1936. The monthly rate for each month thereafter will be four times the highest local quarter-hour rate during such month. The license fee for full time stations, the highest local quarter-hour rate of which is $25 or less, will be twice their highest local quarter-hour rate.

BLAW-KNOX VERTICAL RADIATORS
FOR MAXIMUM EFFICIENCY



BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

FREE!

By our *new process*, Direct Recording we can deliver to you, ABSOLUTELY FREE OF CHARGE, intimate talks on Nationally important issues by the Senators and Congressmen from your district.

Transcriptions delivered anywhere in the U. S. within 18 hours from the hour of recording.

We guarantee life-like quality with

NO NEEDLE SCRATCH!

Other services

WAX RECORDING

"Highest in Quality Lowest in Price"

SCRIPT WRITERS

COMPLETE TALENT BUREAU

Custom Built Direct Recording Equipment at Reasonable Prices
Also
Direct Recording Supplies

U. S. RECORDING CO.
633-636 Earle Bldg.
WASHINGTON, D. C.
Tel. National 2975

General Motors Series Signed Through Summer

EXTENSION through the summer months of the General Motors symphony concerts was indicated by officials of that company as the April 19 expiration date of the present series approaches. The Sunday night one-hour programs on the NBC-WEAF network have brought such excellent responses to the sponsors, particularly for the good taste of commercials, that the company is seriously considering carrying them on indefinitely. The account is placed by Campbell-Ewald Co. Inc., Detroit. Further indicating the heightening interest in symphonic music on the air was the signing of Carnegie Tech's symphony orchestra for a Saturday half-hour period, 2:30-3 p. m., over an NBC-WEAF network, starting April 4. The orchestra has been heard on WCAE.

Buick to Sponsor Fight

BUICK MOTOR Co., Flint, Mich. (motor cars) will sponsor a blow-by-blow description of the forthcoming Joe Louis - Max Schmeling fight over combined NBC networks early this summer. The exact date and scene of the fight will be announced later. Charles E. Gannon, vice president in charge of radio for A. H. Kudner Inc., New York, Buick's agency, signed the contract for the broadcast with Mike Jacobs, the promoter of the fight. Buick also sponsored the broadcast of the Joe Louis - Max Baer fight from New York last September, with Clem McCarthy as announcer. Whether he will broadcast the fight is still indefinite.

Radio Aids Press

RADIO stations in Pennsylvania and WLW, Cincinnati, several times broadcast for the Pennsylvania Newspaper Publishers Association an announcement in which newspapers shut down by flood were invited to get in touch with the PNPA if they needed emergency service or financial aid. Publishers not affected by the flood in many cases offered their facilities to stricken plants.

Kool Sponsoring Derby

FOR THE SECOND successive season, Brown & Williamson Tobacco Co., Louisville, will take on exclusive sponsorship of the Kentucky Derby at Louisville May 2, this time on behalf of Kool Cigarettes. After spirited bidding among the three networks—NBC, CBS and MBS — the account was finally placed with CBS for a 70-station nation-wide hookup. The turf classic running alone will be broadcast from 6:15-7 p. m. (EST). Batten, Barton, Durstine & Osborn, New York, placed the account.

Radio Speeds Relief

RAISING of relief funds by the American Red Cross has been speeded up 50% by radio, Admiral Cary T. Grayson, chairman of that organization, announced March 27 in making public the success of the $3,000,000 flood relief drive within eight days, far ahead of schedule. While contributions were sought locally, the Red Cross received some $50,000 at its Washington headquarters. At least half of the letters received with contributions referred to the appeals made on A & P programs by Kate Smith.

Fay for Royal Gelatin

TAKING the period just preceding the *Shell Chateau* show, Standard Brands Inc., New York (Royal Gelatin) on April 18 will begin a 37-week series over a nationwide NBC-WEAF network from Hollywood, Saturdays, 9-9:30 p. m. (EST). The show will feature Frank Fay, comedian who has been starred in recent weeks on the Rudy Vallee show, together with an orchestra and singers. J. Walter Thompson Co., New York, handles the account.

KGIR Seeks FCC's Aid As Rep. Monaghan Makes Charge of Political Bias

THE FCC will be called upon by KGIR, Butte, Mont., to decide whether, under the Communications Act of 1934, the station is discriminating against Rep. Monaghan (D-Mont.), candidate for the Senate, who has protested against the station's refusal to reserve political time seven months in advance.

E. B. Craney, manager of the station, indicated he would submit all of the facts to the FCC for analysis, since there is involved the issue of political broadcasting. Rep. Monaghan is seeking the seat of Senator Murray (D-Mont.) in the July 30 elections and last Jan. 6 had another individual wire the station to reserve the time from 7-7:20 p. m., on July 29, the day before election.

During the last fortnight, Rep. Monaghan had attacked the station as being controlled by trust interests. He used it as a lever to espouse his pending bill for government ownership of broadcasting, which he introduced last session at the behest of anti-radio groups.

Mr. Craney had informed the Congressman that he could not reserve the specific time that far in advance but would give him time just as near 7:00 p. m. as his broadcasting schedule would permit on that day. The exchange of telegrams and letters continued up to late in March, with Monaghan still objecting to lack of specific reservation of the time. Mr. Craney, among other things, brought out that his regular contracts, as do those of virtually all other stations, specify that the time shall be subject to change without notice.

Tidewater Is Expanding

EXPANDING its spot purchases in the Northeastern states in which it has chief distribution, Tidewater Oil Co., New York, has purchased news periods on WFIL, Philadelphia, and WHEC, Rochester, and is considering further placements. Starting March 30, three 5-minute and one 15-minute news periods daily will be carried by Tidewater six days weekly on WFIL, while on WHEC two 15-minute news spots will be sponsored. Lennen & Mitchell, New York, handles the account.

Texas Discs in South

TEXAS Co., New York (Texaco products) soon will place a series on 39 electrical transcriptions three time a week over 13 Southern stations on a 13-week schedule. The discs are dramatic shows built around unsolved mysteries and were recorded by Conquest Alliance Co. Stations in the campaign are KTHS, WJBO, WWL, KWKH, WJDX, WDOD, WNOX, WAPI, WALA, WJAX, WDAE, WTOC, WFBC. Hanff - Metzger Inc., New York, has the account.

April first is April Fool's Day to many—but it is just another profitable day for those who broadcast on



WBAL

WBAL is the only station which reaches the wealth and buying power in the Heart of Maryland — an audience of more than 3,500,000 potential buyers.

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE

You Sell Maryland When You Buy WBAL

National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

Join the Parade of National Successes Now on —

WSOC

Ben Bernie
Jumbo Fire Chief
Town Hall Tonight
Pittsburgh Plate Glass
Maxwell House Show Boat
Bing Crosby's Kraft Music Hall
Rubinoff and His Violin
National Barn Dance

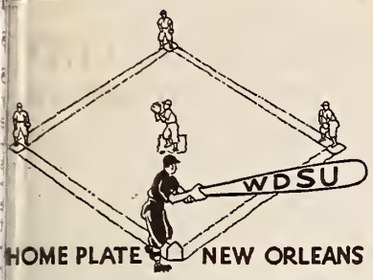
Wire or write for rates to—

WSOC
Charlotte, N. C.

Fine, Fred Waring
—your versatile group charms over 150,000 WPTF families in North Carolina!
Let us send you Folder and facts about WPTF!
Represented by F. J. & F.



WPTF Raleigh, N.C.



Available For Sponsorship—Opening Game April 17

77 Southern Ass'n baseball games available for sponsorship NOW, 35 games to be broadcast at choice night-time hours. 2½ hours to get your commercial continuity in where it will hit and score. All games to be broadcast while New Orleans Club is playing away from their home lot. Daytime games $50 each. Night-time games $100 each. Subject to usual agency commission. These prices include all costs. Write or wire

WDSU Inc.
Hotel Monteleone
New Orleans
J. H. Uhalt, *Pres.*

CAN MEN COOK? KSTP Thinks So and Grants Them Program Time

MEN who have adopted cooking as their hobby are getting their first radio break in a new program on KSTP, St. Paul. Dubbed *The Kitchen Is For Men Only*, and part of KSTP's new *Household Forum* conducted by Bee Baxter, formerly of WOW, Omaha, and KSOO, Sioux Falls, the program goes on the air at 11:15 a. m. Saturdays and is devoted to bringing before the microphone the male culinary connoisseurs of the Twin Cities.

During the first week of the program, two of the musicians from Charlie Agnew's band who admitted they could tell women a thing or two about cooking were brought before the mike by Miss Baxter. Since that time several prominent Twin Cities men who have found sanctuary in the kitchen from their workday lives, have bared their hidden secret to the public. A serious effort is being made to round up all male cooks and get them to tell their stories. The Baxter program goes on the air six days a week. It is built along light and sparkling lines.

WITH Tulsa unexpectedly in the American Hockey Association playoffs, the KTUL sales staff moved fast to sell commercial sponsorship of St. Louis games by remote. It worked out a deal with KWK to broadcast St. Louis games to both stations, and KTUL broadcast for KWK on games in Tulsa. First National Bank and Trust Co., Tulsa, sponsored the games as a good will offering to Tulsa hockey fans.

Get out your slate and chalk up two more for

"ADVENTURE BOUND"

THE QUALITY BAKERS OF AMERICA

and

THE LIBERTY BAKERS OF AMERICA

have just purchased Adventure Bound for their many baker members. . . . They had their "Pick" of all the juvenile programs in America . . . and they chose

"ADVENTURE BOUND"

Everyday, everywhere, more and more sponsors are using our transcriptions on more and more radio stations. . . . Are you using them?

C. C. McIntosh of this company is now in the midwest. . . .Wire home office. . . . Mr. Geo. McCallister is in the New England States . . . Empire Hotel, New York City. . . . Mr. H. Grandstaff is in the south . . . 2503 McKinney Ave., Dallas, Texas. . . . Mr. Raymond Keane is in Colorado . . . 414 Steel Bldg., Denver.

IN CANADA

Grow & Pitcher, agencies . . . Calgary, Alberta, Toronto, Ontario.

All are ready to assist you in securing sponsors for our many productions . . . wire us ten words collect if you wish any of these men to call upon you.

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

Deletions From Networks With Arrival of Spring

ADDITIONAL deletions in sponsored network programs with arrival of the spring season, supplementing lists which appeared in the March 1 and March 15 issues of BROADCASTING, follow:

NBC

William R. Warner Co., New York (Sloan's liniment) with Warden Lawes in 20,000 Years in Sing Sing, Wednesdays, 9.30-10 p. m., April 8 (WJZ).

Clicquot Club Co., Millis, Mass. (ginger ale) with Clicquot Club Eskimos, Sundays, 3-3:30 p. m., April 12 (WEAF).

William R. Warner Co., New York (Vince) with John Charles Thomas, Wednesdas, 10-10:30 p. m., April 15 (WJZ).

Kellogg Co., Battle Creek, Mich. (cereals) with Kellogg Promenade, Fridays, 8:30-9 p. m., April 17 (WJZ).

General Electric Co., Schenectady (better light, better sight institutional program) with The Melody Master, Sundays 11-11:30 p. m., April 12 (WEAF).

Chevrolet Motor Co., Detroit (motor cars) with Rubinoff and His Violin, Saturdays, 9-9:30 p. m. (WEAF).

CBS

Lehn & Fink Products Corp., New York (Hind's Honey & Almond Cream) with Leslie Howard, Sundays, 2-2:30 p. m., with rebroadcast midnight, March 29.

Studebaker Sales Corp., South Bend, Ind. (motor cars) with *Richard Himber*, Fridays, 10-10:30 p. m., April 24.

Liggett & Myers Tobacco Co., New York (Chesterfields) with Nino Martini and Andre Kostelanetz orchestra, Saturdays, April 25.

WFBR Building Station On Ultra-high Frequency

AN ULTRA-HIGH frequency broadcasting station, to be operated in conjunction with WFBR, Baltimore, is being installed in that city by the Baltimore Radio Show Inc., operators of WFBR. The 100-watt RCA "apex" transmitter will be located in the Belvedere Hotel, highest point in the city proper and which now is being remodeled.

Installation of the new plant is being supervised by RCA engineers in collaboration with William Q. Ranft, chief engineer of WFBR. The Belvedere is 210 feet high, and is located atop a hill in the center of the city. The antenna will be some 30 feet high.

P. & G. Trims Hookups

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap) returns *Capt. Tim's Adventures Stories* to a special NBC-WJZ hookup (WJZ, WBZ-WBZA) March 31, 6:15-6:30 p. m., Tuesdays, Thursdays and Saturdays. The series replaces the previous broadcasts heard thrice weekly on the basic NBC-WJZ network, ending March 27. Last year P. & G. adopted the same plan for the program during the summer and in the fall resumed the usual number of stations. Blackman Adv. Inc., New York, has the account.

Jimmie Allen Movie

THE PARAMOUNT motion picture, "The Sky Parade", to be released April 10, is based on the World Broadcasting System transcribed radio feature *The Adventures of Jimmie Allen*. More than 520 separate 15-minute episodes of the series have been recorded in the last three years for four oil company sponsors. Current sponsors include Richfield Oil Co. of New York, Skelly Oil, Richfield Oil of California and Hickok Oil Co. in their several territories.

WSPD

NOW RELEASES TWO OF ITS PRIZE PROGRAMS FOR SPONSORSHIP



"NORMALIZING"

A ready-made program of three years' duration, commands a large audience and is an ideal setup for the client who has a message to present to women. A well known health authority gives the exercise with a piano accompaniment.

A special booklet on Normalizing and Health is also used as a merchandise tie-in.

Time of Broadcast

8:15 to 8:30 A. M., Monday through Friday

"CHILDREN'S PROGRAM"

One hour—each Sunday—12:30 to 1:30 P. M., by remote from stage of Chamber of Commerce where it plays to an audience of over 1,000. Each program is built with talent from one of the cities or towns in our primary coverage, and the program is dedicated to that particular locality.

For information regarding these programs contact—

Joseph H. McGillvra,
485 Madison Avenue,
New York, N. Y.

John K. Kettlewell,
919 N. Michigan Avenue,
Chicago, Ill.

We double our daytime power April 28th to 5000 watts.

WSPD

A Columbia Basic Outlet

Studios: Commodore Perry Hotel, Toledo, Ohio.

Transmitter: Perrysburg, Ohio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Timss Squars Station

FCC Meeting Fridays

BECAUSE of the current FCC investigation of the A. T. & T., with hearings three days a week, the FCC Broadcast Division temporarily will meet on Fridays, at which time it will transact regular business heretofore handled at Tuesday meetings.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.



WHBL TO BUILD—This modernistic transmitter house on a 28-acre tract south of Sheboygan, Wis. It will be one-story with red trimmings. A Truscon steel tower 285 feet high will be erected. The transmitter will be RCA. The station is making arrangements for full-time operation.

FCC CANDIDACIES REST ON SENATORS

WHETHER George H. Payne, member of the FCC Telegraph Division, will be reappointed when his present term expires July 1, now depends upon the wishes of Western Senators, it is reported in informed administration circles. A New York Republican, Payne has been working assiduously for reappointment, which would presumably be for a seven-year-term, and is known to have the backing of Senator Johnson (R-Cal.) with whom he served in the 1912 Bull Moose campaign.

A new candidate for the post is Ralph A. Horr, of Seattle, who served one term as a Republican member of the House several years ago. He also was identified with the old Adolph Linden network which had its origin on the Pacific Coast in 1930 but failed shortly afterward.

Prominently mentioned for the Payne post has been Judge John C. Kendall, of Portland, Ore., an attorney experienced in radio practice. While not active in his own behalf, Judge Kendall, it is believed, would accept the assignment if proffered. Former Radio Commissioner Harold A. Lafount, of Utah, also has been advanced as a possible appointee.

Ford Concerts Praised For Lack of Commercials

LAVISH praise from listeners and critics for the Ford Motor Co.'s *Sunday Evening Hour* broadcasts over CBS, particularly with respect to the innovation of no "sales talk", has been announced by N. W. Ayer & Son Inc., Philadelphia, the Ford agency.

When the new series started, Edsel Ford, president of the company, announced that he had two chief aims, one to have programs of music interesting and of high quality, and the other to "keep the programs free of sales talk in the belief that the *Sunday Evening Hour* was neither the time nor the place for commercial conversation." In addition to praise for the music proffered, the thousands of commendatory letters expressed approval of the sponsor's method of handling the commercial credits.

SO GREAT has been the popular appeal of the informal talks by W. J. Cameron on the *Ford Sunday Evening Hour* over CBS that 5,130,000 copies of his remarks have been printed to meet the demand created by the series of the past and present years.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Local station desires additional salesmar Must furnish photograph, record of achieve ments and personal history. Box 46(BROADCASTING.

Texas station desires chief announce and program man. Give full record, photc graph. Box 461, BROADCASTING.

Operator-Announcer for Texas statior to also handle Transradio. State full ex perience, age, references. Box 462, BROAD CASTING.

New York salesman with advertisin agency contacts to represent radio station and operate branch office for stations lc cated in other parts of the country. Mus be acquainted with New York advertiser Box 467, BROADCASTING.

Newly organized transcription compan is desirous of contacting an experience and well recommended salesman for a territories. A thorough knowledge of th broadcasting business is necessary. Giv complete details and references. Box 47(BROADCASTING.

Situations Wanted

Operator wants work. Broadcast o commercial operating. Experienced. Ref erences. Box 469, BROADCASTING.

Seasoned endorsed salesman; writer offers unusual station services. Box 458 BROADCASTING.

Commercial continuity and comedy scrip writer. Man with good program ideas Two years with large local agency. Nov employed. Box 459, BROADCASTING.

Broadcast operator; university graduat with four years experience; desires posi tion operating, construction or copyin press. Now employed engineer small sta tion. First class telephone, second clas telegraph licenses. Single; age 28. Refer ences. Box 466, BROADCASTING.

Station, Program or Production execu tive with 11 years experience in every phase of radio — announcing; continuity writing; production; artist. Includin work on largest network programs. Would like connection with large independen station. Dependable; Good Habits; Best o References. Now employed. Box 465 BROADCASTING.

Engineer. Age thirty, married, no chil dren. Now employed but desires change Eight years experience, construction, oper ating and maintenance work both trans mitter and speech equipment. Best refer ences. Any reasonable proposition consid ered. Box 468, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), di rect reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscilla tors, etc. Reasonable rental. Allied Re search Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Modern 250 watt broadcast transmitter. Precision frequency control, uses 3-203a in final amplifier. Class B. 100% modulation using 2-203a tubes—eighteen Weston model 267 meters—3 phase full wave 872 rectifier —a. c. bias, rectifiers. Esco filament generator—High fidelity transmission—Ready to go—Very reasonable. Station WHBI, Newark, N. J.

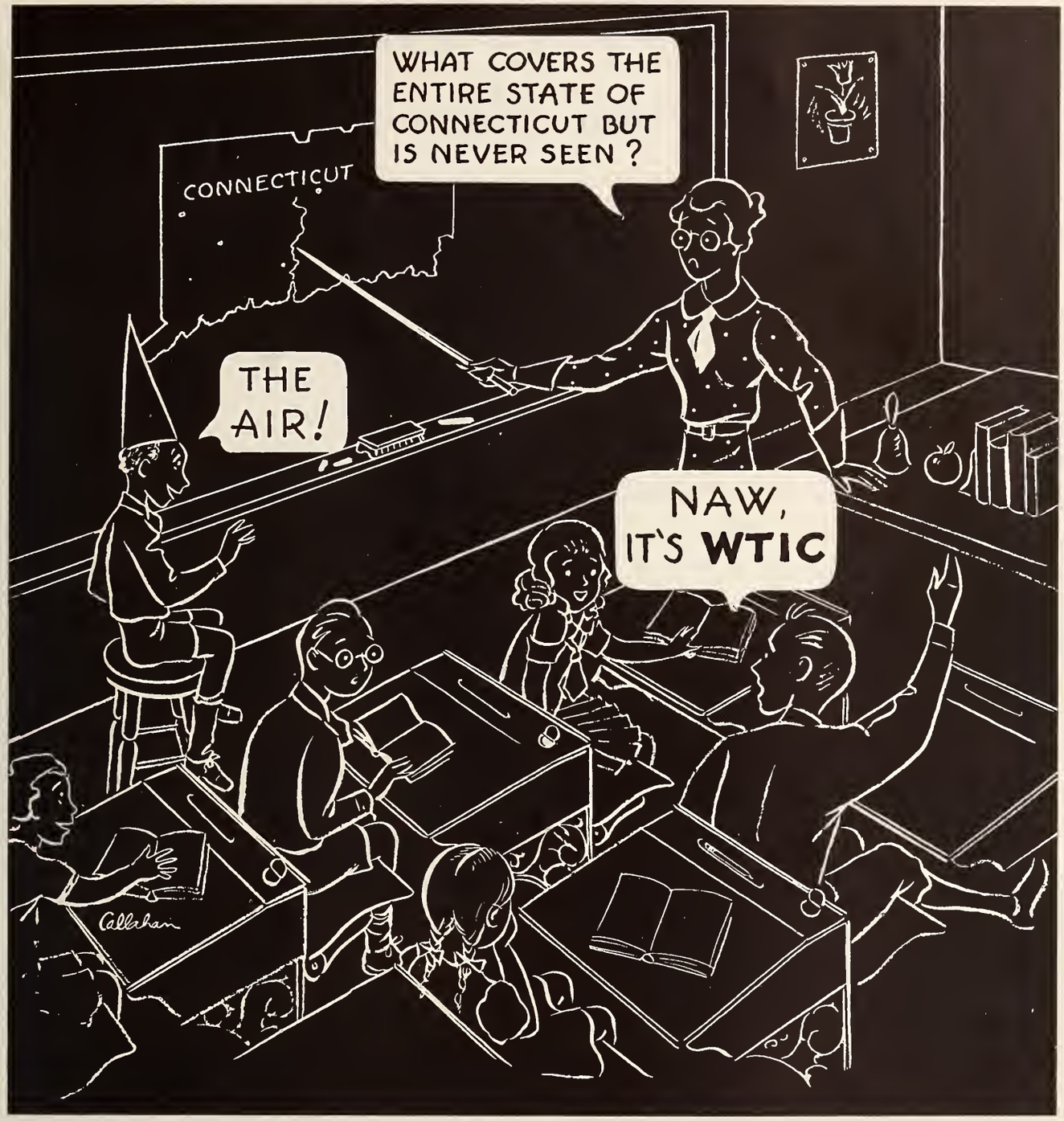
Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 463, BROADCASTING.

Wanted to buy outright. Transcriptions with continuity suitable for local station. New or used transcriptions. Box 464, BROADCASTING.



Johnny's right. WTIC blankets not only Connecticut but a good slice of Massachusetts, New York, Vermont and New Hampshire. Over 483,000 radio homes in its primary service area, serving them with the finest NBC Red network programs; also local productions long favorites with this audience.

Here are people who are willing to buy—who have money with which to buy.

Station WTIC offers the *only* way to reach this rich compact market at small cost. A few choice hours are now available. Full particulars on request.

WTIC ★ 50,000 WATTS HARTFORD, CONN.

The Travelers Broadcasting Service Corporation. **Member New England and NBC-WEAF Networks**

Paul W. Morency, General Mgr. *James F. Clancy, Business Mgr.*

New York office, 220 East 42nd Street—J. J. Weed, Manager *Chicago office, 203 N. Wabash Avenue—C. C. Weed, Manager*

Want high quality and reliable remote Pick-Up?

Follow CBS!

The Columbia Broadcasting System operates RCA OP-4 amplifiers in New York as regular equipment under the most varied and trying conditions—and still adheres to the standards set by high-fidelity transmission. This fact speaks for itself.

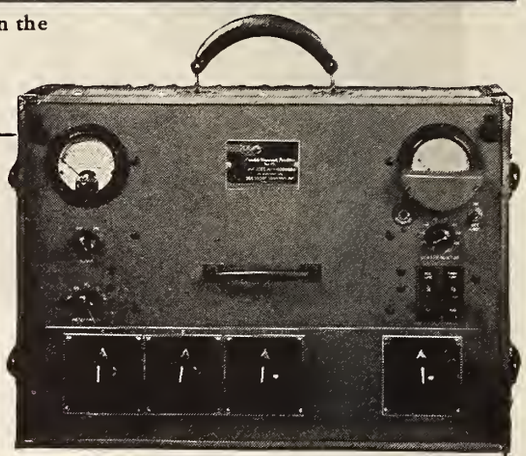


One of the many CBS "on the spot" broadcasts.

Every station today needs remote pick-up equipment. "On the spot" broadcasts are becoming more important than ever as a part of regular broadcast service. Spectacular events must be sent over the air without the loss of a single moment, often from locations presenting the most trying conditions.

Especially suitable for such exacting requirements is the RCA OP-4 Remote Pick-Up equipment—though constructed to withstand the severest conditions, it is light in weight, entirely self-contained and can be handled by a single person if necessary. Tone quality is comparable to that of the best studios.

You are offered high quality performance, with ease of operation, reliability and economy with the RCA OP-4 Remote Pick-Up equipment. Write for details.



Front view of Amplifier. Double shielding is designed so as to provide easy access to all tubes. The entirely self-contained portable RCA model OP-4 offers you:

1. High quality programs; anywhere, any time.
2. Rugged assembly and housing; light weight.
3. Three-Position Studio-Type Mixer.
4. Non-Microphonic High-Gain Amplifier.
5. Interstage volume control.
6. Instantaneous metering of all tube circuits, and many other advantages.

RCA

TRANSMITTER SECTION

RCA Manufacturing Co., Inc., Camden, N. J.

A service of Radio Corporation of America

Get in touch with one of these offices: *New York,* 1270 Sixth Avenue • *Chicago,* 111 North Canal Street
San Francisco, 170 Ninth Street • *Dallas,* 2211 Commerce Street • *Atlanta,* 490 Peachtree St., N. E.

PRINTED IN U.S.A.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 8

WASHINGTON, D. C.
APRIL 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



... One GOOD SNOW PLOW IS WORTH A dozen SHOVELS



CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. • Des Moines, Iowa • Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

● As exercise, snow-shoveling has its points. But to keep traffic moving over wide areas, highway departments choose snow plows for much the same reason that experienced merchandisers choose WHO—Results at Low Cost.

For value to advertisers, WHO's 50 KW transmitter is located most strategically. In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is a broad, horizontal market. In selling Iowa, you have ground to cover. And where you have ground to cover, one good snow plow is worth a dozen shovels.

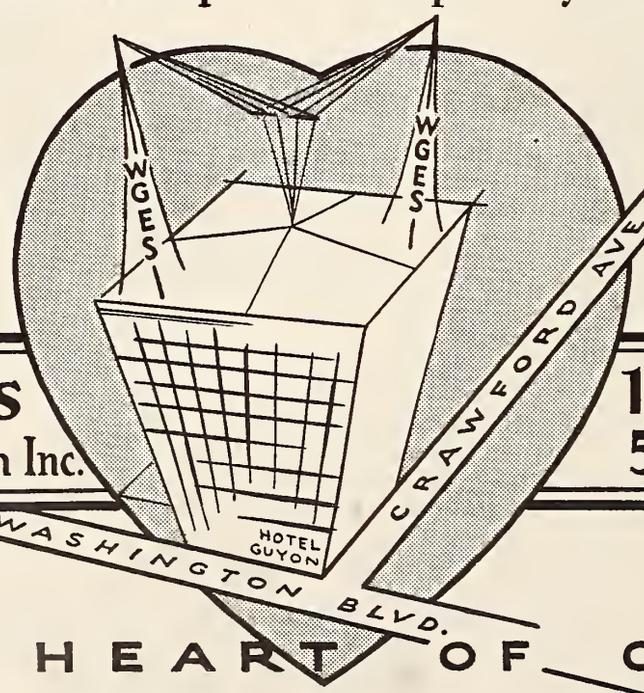
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

free! There's a possibility that we might be wrong in some of the important statements we made on this page! We do not believe so—however, to see that justice is done to all, WGES makes this offer: *We will pay for this same sized advertisement in BROADCASTING and devote it entirely to a correction of any mis-statement and to honoring the Chicago radio station that can surpass our record as set down here!*

WGES

1st IN CHICAGO

First . . . in NUMBER of Local Chicago Accounts!
First . . . in HOURS per day Sponsored by Chicago Accounts!
First . . . in NUMBER of REPEAT Contracts from Local Accounts!
First . . . in RESULTS per dollar spent by Local Accounts!



Oak Leaves Broadcasting Station Inc.

1,000 and 500 Watts

IN THE HEART OF CHICAGO

. . . under Personal Direction of GENE T. DYER

WNAC commands in Boston—

22.0% more listeners than the first competing outlet.

43.2% more listeners than the second competing outlet.

THESE figures are based on the ten weeks' metered audience survey made by Professor Robert F. Elder of Massachusetts Institute of Technology, from Sunday, November 3, 1935 through Saturday, January 11, 1936. The results are the actual listening record of 1000 families to 101,004 quarter-hour periods, and are conclusive proof that WNAC is the dominant station in the Boston area.

James W. Baldwin, managing director, National Association of Broadcasters, National Press Building, Washington, D.C., says: "I just want to tell you that I believe your brochure describing the Elder metered survey marks an important milestone in the marketing of radio time."

If you have not received your copy, write for booklet, "WNAC Again Proves Its Leadership."

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building. Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

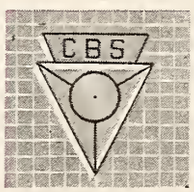
THIS BOOK — which took 34 years to write — gives exact measurements of the power of the spoken word.*

The facilities for speeding the spoken word into more than 22,800,000 radio homes are not Columbia's alone; they are shared by the broadcasting industry. So, too, this book of ours belongs to all who use, or who may use, radio broadcasting.

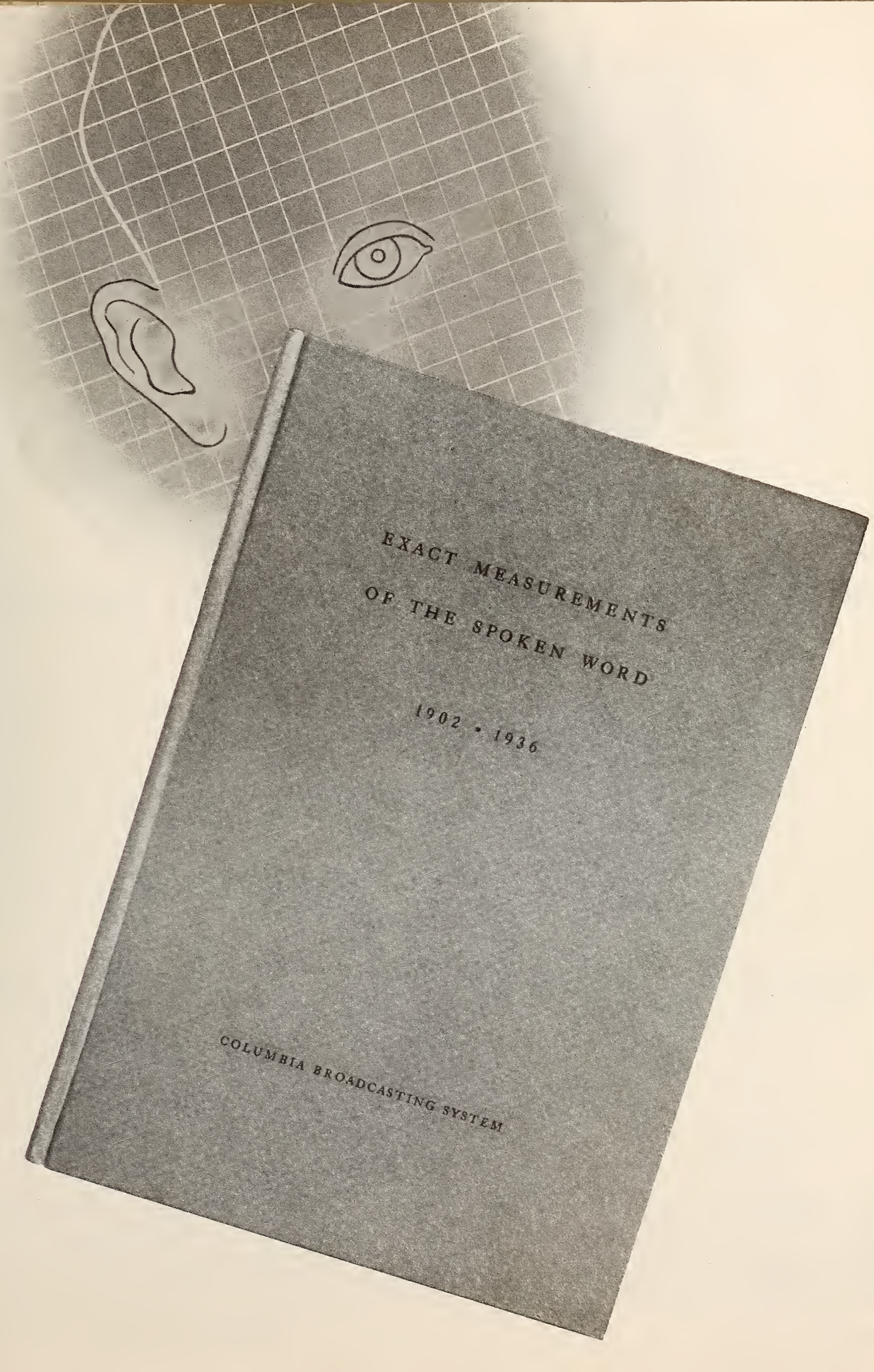
It will suggest, we think, to those who are not yet on the air, that a medium which so sharply imprints its message on the mind — and on the nation — can be a valuable aid to marketing.

---

* Dr. Pearce, in 1902, observed that "*auditory suggestion is stronger than visual.*" Dr. Rankin, 27 years later, explained why. If you have not yet seen "Exact Measurements of The Spoken Word" in which the experiments of these psychologists, and many others, are summarized, copies of its limited edition are available. We will send them, on request, while the edition lasts.



COLUMBIA BROADCASTING SYSTEM


EXACT MEASUREMENTS
OF THE SPOKEN WORD
1902 • 1936
COLUMBIA BROADCASTING SYSTEM



Do you need light on radio?

WHAT with business and appropriations *up*, we're beginning to run across a good many people who are now ready for the first time to begin talking *radio.*

If you're one such, there's no reason in the world for you to feel backward about lack of experience . . . there's many an oldster who's really in the same boat.

So instead of struggling endlessly to dope the entire subject out for yourself, give us a call.

We'll explain anything you want to know . . . put you in touch with the people you need for creative or other assistance . . . be generally helpful in any and every way you wish.

Incidentally, in case you don't know *this,* our service doesn't cost you a cent. We're paid by the stations we represent, to give you the kind of service *they'd* give you direct, if it were economically feasible . . . Won't you drop us a line?

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . (NBC) . . . . Charleston	WDRC . (CBS) . . . . Hartford	WPTF . (NBC) . . . . . Raleigh
WIS . . (NBC) . . . . Columbia	WKZO . (MRN) . . . Kalamazoo	KTSA . (CBS-SBS) . . San Antonio
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . . (CBS) . . . Davenport	KFAB . (CBS) . Lincoln-Omaha	KTUL . (CBS) . . . . . Tulsa
WDAY . (NBC) . . . . . Fargo	KOMA . (CBS-SBS) . Oklahoma City	KVI . . (CBS) . . . . . Tacoma
KTAT . (SBS) . . . . Fort Worth	WMBD . (CBS) . . . . . Peoria	and Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 8 WASHINGTON, D. C., APRIL 15, 1936 $3.00 A YEAR — 15c A COPY

Networks Shift Their New England Lineups

WEEI and WNAC to Swap Affiliations in Moves That Doom Regional Chains; Pacific Coast Changes Pend

NEW ENGLAND became the focal point of radio interest during the last fortnight, with the announcement that WEEI, Boston, had been leased to CBS for a six-year period and that WNAC, Boston, would replace it on the NBC-Red Network, the shifts to take place on Oct. 4 of this year if present commitments make this practicable. Coming close on the heels of the CBS agreement to purchase KNX, Hollywood, the New England shift envisages a radically new alignment of NBC, CBS and regional network affiliations that will change the broadcast structure in that territory materially.

As summarized in the accompanying box on this page, the interplay of consequences of the CBS-WEEI deal led to many other shifts, notably the decision of John Shepard 3d to withdraw two of his other stations (WEAN, Providence, and WICC, Bridgeport) from CBS and NBC's decision to add them to its basic Blue Network; the decision of CBS to add the independent WPRO, Providence, to its basic network in lieu of WEAN; the virtual collapse of both the New England and Yankee regional networks, and the apparent calling off of the deal to sell WTIC to the Cherry & Webb interests and move it into the Boston-Providence area as a CBS outlet.

New England Shakeup at a Glance

1. WEEI, Boston, is leased to CBS for period of six years, contract to become effective April 1, 1937, *or sooner*, depending upon arrangements with other outlets and subject to FCC approval.

2. WNAC, Boston, leaves CBS and joins basic NBC-Red network on Oct. 4, 1936, or later, depending upon arrangement with WEEI.

3. WEAN, Providence, and WICC, Bridgeport, leave CBS and become basic NBC-Blue network outlets on Jan. 1, 1937, or sooner, depending upon CBS commitments.

4. WPRO, Providence, leaves Inter-City Group and becomes basic CBS outlet on Jan. 1, 1937.

5. New England Network, comprising five NBC-Red stations, will cease to exist when WEEI joins CBS, as does Yankee Network as now constituted. John Shepard 3d, president of Yankee Network, has plans under way to reorganize Yankee Network of eight or nine stations with new alignment that excludes CBS outlets.

6. Projected sale of WTIC, Hartford, to Cherry & Webb department store interests of Providence, which was conditional upon FCC consent to its removal to Massachusetts to become Boston-Providence outlet of CBS, practically called off so far as present principals are concerned, though CBS still interested in possibility of acquiring it at present location.

7. New England shifts somewhat paralleled on Pacific Coast where KNX has gone under purchase option to CBS [see April 1 BROADCASTING] while status of KSFO, San Francisco, remains uncertain, though it may replace KFRC as CBS outlet when Don Lee-CBS affiliations are severed.

California Developments

THE New England shakeup, in a sense, parallels the California situation, where the KNX sale to CBS, subject to FCC approval, means the cessation of CBS affiliations with the Don Lee Network. While Mr. Pabst of the Don Lee organization was in New York early this month to effect new lineups—Don Lee being particularly interested in a possible link with Mutual Broadcasting System—it was also learned by BROADCASTING that CBS is giving serious consideration to replacing KFRC, Don Lee station in San Francisco, with KSFO, now linked with KNX. Whether a purchase or lease arrangement for KSFO was in prospect could not be determined.

Herbert V. Ackerberg, manager of station relations for CBS, who with M. R. Runyon, CBS treasurer, closed both the KNX and WEEI deals, was scheduled to leave for Los Angeles April 11 for an indefinite visit to size up the situation there, particularly with respect to plans for the future management of KNX.

The WEEI deal was consummated after spirited bidding on the part of at least four major principals, with several others entering into the picture indirectly. The Edison Electric Illuminating Co. of Boston, operator of the station, recently made it known quietly that it was disposed to forsake the broadcasting business in view of the pressure against public utility operation of stations. NBC, CBS, Hearst and the *Boston Herald-Traveler*, the latter long eagerly seeking a foothold in Boston radio, all entered bids.

Although Joseph Groce, public relations director of the utility, has had the station under his direct charge for many years, the negotiations were handled by Frank Comerfort, chairman of the utility company's board. In turn the proposals were submitted, NBC renewing its previous offers to purchase or assume a management lease on the station and bringing its bid on the latter proposal to $175,000 a year of 30% of the gross; Hearst offering a reported $215,000 yearly lease price; the *Boston Herald-Traveler* offering a reported $200,000, and CBS offering a deal accepted by the utility executives as substantially better than any of these. It is also learned that overtures for acquisition of WEEI were made by other interests said to involve Joseph B. Kennedy, former chairman of the Securities & Exchange Commission, Gov. James Curley of Massachusetts and the Filene department store interests.

Details of the CBS deal for WEEI have not been disclosed, although various figures have been rumored which BROADCASTING has been unable to verify. The deal, it is understood, involves many complicated collateral considerations which will not be revealed until application for the license transfer is made to the FCC. Approval by the FCC is required.

When he learned of the CBS-WEEI deal John Shepard 3d, operator of WNAC, went into consultation with Lenox R. Lohr, NBC president, as a result of which it was determined on March 31 that WNAC would replace WEEI on the NBC-Red chain. Seeking to sever his other connections with CBS, Mr. Shepard the following day was able to reach an agreement with Mr. Lohr whereby his Providence and Bridgeport stations went on the NBC-Blue network. Mr. Shepard, it was learned, accepted the regular NBC station compensation formula, securing no special deal, and it is tentatively planned that WNAC will be added to the NBC-Red rate card at $400 an hour while WEAN is quoted at $200 and WICC at $160. CBS has not indicated its proposed rate on WEEI. The present Shepard contracts with CBS have until Dec. 31, 1936, to run.

Losing its Providence outlet, CBS within a few days signed WPRO, heretofore operating as an independent but with an Inter-City Group tieup and an alternate tieup with Yankee Network, the CBS affiliation to become effective when the other shifts are consummated. William Cherry acted for Cherry & Webb, operating WPRO, in effecting this deal.

Effect on Regional Nets

UNDER its arrangement with WEEI and WPRO, as with all its other associated stations, CBS requires that they shall not affiliate with any other network, which automatically excludes WPRO from the Inter-City Group. On the other hand, while NBC imposes no such prohibition upon its affiliated stations, it is known that a gentlemen's agreement exists with John Shepard whereby WNAC will not remain an outlet for MBS. Mr. Shepard, however, is under no restraints as to regional network operation so long as this does not interfere with stipulated time clearances for NBC programs. Thus Mr. Shepard, to continue his relationship with MBS, will probably use WAAB, his other Boston station, as the outlet for that growing network's commercials. MBS, however, appears to be stymied for further expansion in New England unless it can secure present NBC outlets.

The WEEI shift to CBS and the WNAC shift to NBC also remove the keystones of the arches upon which the New England and Yankee networks, respectively, are at present constituted. The New England Network comprises WEEI, Boston; WTIC, Hartford; WCSH, Portland; WTAG, Worcester, and

WJAR, Providence — all NBC-Red network stations—and it has been carrying a substantial amount of daytime commercials on a cooperative basis. It has its own salaried representative in New York, Joseph J. Weed, and exclusive commission representative in Chicago, C. C. Weed, who represent not only the network but the five stations individually.

With its Boston outlet lost to CBS, which does not permit other affiliations, the New England Network presumably will go out of existence. However, Mr. Shepard has lost no time in contacting these and other stations in the New England territory with the idea of a reorganized network. The Yankee Network, headed by Shepard, comprises 12 stations and two alternates, including the Shepard-owned WNAC and WAAB, WEAN and WICC. Most of the others are CBS outlets, which will come under the same restraints as WEEI.

Accordingly, Mr. Shepard has proposed to some of the present New England and Yankee affiliates the reorganization of a single regional for that territory to be called the Yankee Network and to be headed and operated by his Boston organization. Tentatively he has in mind a regional chain comprising the following stations: WNAC, Boston; WEAN, Providence; WTAG, Worcester; WTIC, Hartford; WICC, Bridgeport; WCSH, Portland; WLLH, Lowell; WNBH, New Bedford, and possibly WFEA, Manchester, N. H. This lineup, however, is by no means arranged as yet and its commercial importance will depend largely upon how much time clearance, particularly daytime, the NBC affiliations of the various stations will require.

The Biblical Touch

THE CBS-WEEI deal came as a surprise to practically all WEEI executives and employes, and was rather abruptly announced to the Boston press. Mr. Shepard knew that negotiations were in progress and quickly prepared to complete a deal with NBC, which made haste to release the story of WNAC's defection to NBC before the WEEI lease by CBS was made known. It has been well known in radio circles that CBS has not been satisfied with its Shepard contract, and the move to seek a transfer of WTIC to the Boston-Hartford area was believed to be largely inspired by CBS to gain a Boston outlet on more favorable terms. Thus there was a humorous turn to the CBS-WEEI deal when Mr. Runyon wired to John Shepard, by way of announcing the deal: "The Lord is my Shepard I shall not want"—apparently to impress upon the Boston operator that CBS had at last wrested itself from his domination in New England.

Mr. Shepard asserted that he will retain Edward Petry & Co. as representatives for his own stations and would insist upon that concern as national representatives for the proposed reorganized Yankee Network, which he intends to key and operate through his Boston selling organization. The four remaining New England Network outlets, it was indicated, might retain the Weed selling organization for the individual national spot sales.

The logical consequence of the several shifts impending was, of course, to obviate the need for removal of WTIC into the Boston-Hartford area, although CBS still has its eye on that station in Hartford. An agreement to sell the station to Cherry & Webb, conditional upon its removal, was tentatively reached several months ago and a deposit of $25,000 on the purchase price of $675,000 was paid to the Travelers insurance interests, operators of WTIC. The insurance concern, it is known, was interested in selling chiefly because the station has been operating at a heavy loss. Now on full time, its deficits are being cut substantially under the renewed active management of Paul W. Morency, and the insurance company is inclined now to drop the deal and remain in the broadcasting business. Moreover, both Senators Mahoney and Lonergan of Connecticut have indicated in no uncertain terms that they would combat any proposal to remove WTIC from Hartford.

Baldwin Soon to Offer Copyright Plan For Music Supply Within the Industry

A SPECIAL meeting of the NAB board of directors will be called by James W. Baldwin, managing director, within the next two or three weeks to consider a report proposing creation of a music supply within the broadcasting industry and free from the restraints of outside groups. The report will be submitted by Mr. Baldwin in pursuance of instructions given him at the last board meeting Feb. 3 in Chicago.

The board also may take up plans in connection with the next NAB convention scheduled to be held in Chicago but the dates for which have not yet been fixed. It is generally expected that the convention will be held late in July, with copyright the salient issue.

Commercial Organization

MR. BALDWIN was instructed by the board to draft and submit a detailed plan to set up a corporation to purchase, sell, lease and license performing rights, compile and distribute information on availability of copyrighted music, procure foreign as well as domestic copyrights and set up an open pool. The meeting has been called to consider this report—probably toward the latter part of April or early in May.

In discussing the music plan originally, Mr. Baldwin had in mind a commercial, profit-making corporation rather than a wholly-owned subsidiary of the NAB such as was the Radio Program Foundation set up by the NAB in 1932, but which failed to develop.

Plans for the convention probably will be laid before the board, although there is the possibility that in the interim the NAB executive committee, comprising President Leo J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin, may select the dates and hotel.

Interest in copyright, heightened by the Warner withdrawal, pending legislation and the battle between independent stations and the networks on this issue, makes it a foregone conclusion that this subject again will be the dominant one at the convention. Coupled with this, will be a fight over alleged "network domination" of the trade association, with a determination already evinced by many independent operators that they will oppose any and all moves in that direction.

Of the 19 places on the NAB board, including the four elective offices, 10 are to be filled at the next convention. This, of course, represents a majority of the board. Mr. Baldwin's term also expires with the convention. His reappointment will be up to the new board which holds a meeting immediately following the adjournment of the convention.

Already there is talk of candidates for the presidency. While the parties themselves have not been consulted, the names advanced at this early date include Edwin Craig, executive head of WSM, Nashville, and vice president of the National Life and Accident Insurance Co., and John Shepard 3d, president of the Yankee Network, former chairman of the Code Authority during NRA days and former NAB vice president.

The four officers whose terms expire with the convention are President Fitzpatrick; Vice Presidents Charles W. Myers, KOIN and KALE, Portland, Ore., and Edward A. Allen, WLVA, Lynchburg, and Treasurer Levy. The directors whose terms expire are: Arthur B. Church, KMBC, Kansas City; F. M. Russell, WRC-WMAL, Washington (NBC); I. R. Lounsberry, WGR-WKBW, Buffalo; H. K. Carpenter, WHK, Cleveland; W. H. Hedges, WEAF-WJZ, New York (NBC); Gardner Cowles Jr., KSO-KRNT-WMT, Des Moines and Cedar Rapids.

Coulter Quits Radio Post With Ayer to Join CBS



Mr. Coulter

DOUGLAS COULTER, vice president in charge of radio of N. W. Ayer & Son Inc. in New York, and one of the best known figures in radio advertising, joined CBS April 13 as assistant director of broadcasts. He will function in the department headed by W. B. Lewis, CBS director of broadcasts, and Lawrence W. Lowman, vice president in charge of operations. Mr. Coulter resigned from Ayer after 11 years with the agency. Among the accounts placed through Mr. Coulter at Ayer were the original Jack Benny series for Canada Dry in 1932, *Famous Trials* sponsored by National Dairy Products Co., during the same year, and the Phil Baker program sponsored by Armour & Co. in 1934. The Ford programs also have been placed through the Ayer agency.

Mr. Lewis was to leave for a vacation to Bermuda on April 15. It was also learned that Harry Ommerle, who has been Mr. Coulter's assistant at Ayer for the last three years has been named assistant to Leonard Hole, of the CBS program department. Mr. Hole acts in the capacity of assistant to Mr. Lewis having joined CBS from Benton & Bowles in September, 1935.

Ft. Worth Lawyer Purchases KTAT

Hearst Gets Four of the SBS Group; KEHE Consolidates

THAT Hearst Radio Inc., radio subsidiary of the Hearst newspaper interests, has purchased four rather than all five of the stations of the Southwest Broadcasting System, was disclosed April 7 when application was filed with the FCC for the voluntary assignment of the assets of KTAT, Fort Worth, to Raymond Buck, young Fort Worth attorney. The consideration to the A. P. Barrett interests, which disposed of the five stations, was $160,000 for KTAT alone.

Applications for the transfer of WACO, Waco, and KOMA, Oklahoma City, were to be filed on behalf of Hearst Radio before April 15, the two stations having been purchased for a reported price of $250,000 shortly after Hearst purchased KTSA, San Antonio, for $180,000, and KNOW, Austin, for $45,000.

Mr. Buck, who was in Washington to file the transfer application, asserted that his interest in purchasing KTAT was that of an operator solely. He said he intends to operate the 1,000-watt regional station on 1240 kc. as an independent station but has made no management plans. He said it would not be affiliated with the Southwest Network, which apparently will be discontinued after present commitments are completed. Mr. Buck is Texas counsel for American Airlines, which at one time owned KTAT and later sold it to the Barrett interests. Mr. Buck said his interest in radio was first aroused while handling radio matters for the air line.

Harold Hough, manager of WBAP, *Fort Worth Star-Telegram* station, stated while in Washington April 8 that Amon Carter, publisher of that newspaper, is not connected in any way with the transfer of any stations of the Southwest group. Mr. Carter recently purchased KGKO, Wichita Falls, which awaits an FCC decision on its application to move into Fort Worth to be operated as a second NBC basic outlet along with the combination WFAA-WBAP.

Hearst Developing KEHE

HEARST RADIO'S representative handling the operations of the four newly acquired stations is Franklin D. Roosevelt, son of the President, recently named vice president of Hearst Radio Inc. He has returned from New York and Washington to his Fort Worth headquarters.

The Hearst radio interests on April 7 cleared up their Los Angeles situation when the FCC authorized KEHE, licensed to the *Los Angeles Herald*, to go to full time by absorbing KELW, which now goes out of existence. KEHE was formed by the combination of KTM and KELW, which shared the 780 kc. frequency and which were purchased several years ago by Hearst. The FCC authorized KEHE to increase its power to 1,000 watts night and 5,000 watts day, effective July 28. J. C. McNary, Washington consulting engineer, is handling plans for the new transmitter plant and site.

Why Doors Are Open to Real Silk Salesmen

By JOSEPH AINLEY
Director of Radio, Leo Burnett Co. Inc., Chicago

Purveyors of Sheer Sheathing for Madam's Extremities Find Radio Removes Barriers to Home Interviews

IN THREE years Real Silk Hosiery Mills officials have learned a lot about radio. They have learned that their early timidity about the medium was not justified. They have learned that there are many, many ways of adapting radio to market problems. They have learned how to use radio in pushing certain lines and services. They have learned how to reach—and sell—particular audiences. Close to Real Silk's radio campaign — and this forms the bulk of Real Silk advertising—is the author and here is his tale of merchandising a la radio.

WHEN the first Real Silk program went on the air one Sunday evening in February, 1933, its sponsors were none too confident about its success. True, radio had already demonstrated its ability to send people by the millions to their local merchants demanding this, that and the other product. But could radio—or, for that matter, any type of advertising—sell high-priced hosiery, no matter how long-wearing, in the midst of a depression, when many advertisers were shouting "lowest prices in history" and selling vast quantities of cheap merchandise to a panic-stricken public?

If the Real Silk Hosiery Mills had attempted to tell their whole story of economy through quality on the air, the result would undoubtedly have been just another radio failure. But fortunately there was no need of that. The 10,000 Real Silk representatives, calling on housewives in their parlors and businessmen in their offices, were ably equipped to tell and demonstrate the story of Real Silk's long-wearing qualities that make for real economy.

Opening the Doors

RADIO'S job as Real Silk saw it was to present a program that would keep a large audience tuned in week after week, a program that would make each listener feel that the least he could do to repay the sponsor for his pleasure would be to listen to the next Real Silk representative who called. In other words, radio's main job was to open doors for the Real Silk man, and after that it was up to him to make the sale.

To open as many doors as possible Real Silk started in radio with the most popular type of entertainment, dance music. For the same reason the program was placed on NBC at 7 o'clock Sunday evening, a time when the entire family could be reached listening together. From the first the combination clicked. Vincent Lopez and Ted Weems proved good door openers and Real Silk sales responded in a gratifying fashion.

Then, after about a year on the air, Real Silk moved its program to 9 p. m. on Sunday, and with the change in time came a complete change in program style. Instead of topical dance tunes the program featured semi-classical music of the Victor Herbert type; the feverish cornets of Lopez and Weems were replaced by the soothing violins of Charles Previn's string ensemble; throaty blues singers made way for the lovely soprano voice of Olga Albani; the broadcast took on the dignified title of *Silken Strings*.

One reason for the new kind of entertainment was the new time which placed Real Silk in competition for the listening audience with the dignified *Ford Symphony Program* on the one hand and with the lively *Manhattan Merry-go-round* on the other. One of the best ways of beating competition is to avoid it, and on that basis it was certainly good showmanship to select a program whose appeal was aimed directly between the other two. But this was not the principal reason for the change of pace.

Essentially the new program was based on sound advertising psychology. Radio's results had so far been good, but the sponsors believed that they had been spreading their sales appeal too thin and that instead of continuing to try to please everybody they would concentrate on what their surveys had shown to be the typical Real Silk consumer: A man or woman in early middle age, married, a parent, and neither rich nor poor but with an income ranging between two and five thousand a year. To reach this consumer most effectively the changed program consisted of warm and familiar music, which it was felt would open his door to the Real Silk Man even more readily than had the previous show. But this new program also accomplished a secondary purpose. By including in each broadcast several selections of a classical nature, deliberately aimed somewhat over the head of the average listener, the sponsors secured for their program, and by association for their products, an impression of the highest quality.

The *Silken Strings* program soon convinced its sponsor that the right advertising approach had at last been found. Not only did sales increase, but they increased most in the finest merchandise produced by the company until now Real Silk's best hosiery has also become its best seller, far outselling the less expensive line of hose that are also carried by the salesmen. For more than two years, now, the broadcasts have remained intrinsically the same. Last Fall a narrator was added to introduce each musical number with a romantic setting, giving a sentimental continuity to the broadcast; and the program was retitled *Life Is a Song*, but the talent and type of entertainment were unchanged.



From the New Yorker

The Renaissance of Rugged Individualism

The Member of the Audience Who Didn't Wait for the Applause Cue at a Coast-to-Coast Broadcast.

Another Audience

BUT NOW the sponsor feels that this program has completed its job and that if any of its followers have not become Real Silk wearers by now the chances are that further broadcasts of this type would have little effect. So, on April 5, Real Silk launched a new series aimed at a younger, livelier audience, Jack Hylton and his orchestra with an all-British assortment of soloists. This program offers Real Silk the unusual combination of a feature that is a novelty and yet that has been thoroughly tested and found highly successful. This seeming paradox is easily explained: For the last six months Hylton has been heard over a 14-station CBS hookup in the Midwest for Standard Oil of Indiana, but the new contract will bring him for the first time to listeners on the East and West Coasts. Incidentally, Real Silk is not worrying about competition now, for Hylton's novelty should give him an advantage over the other dance band, and as for symphony—the Standard Oil show opposed the last half-hour of General Motors symphony with the result that a standard survey shows the GM audience for this period less than one-third of its size during its first half-hour on the air.

Although the entertainment has been changed, this radical change in entertainment will not be extended to the commercials. These will as heretofore be kept brief and will continue to emphasize the personal fit and the long wearing qualities of Real Silk hosiery. Price is never mentioned.

Radio, so hesitatingly entered into, has proved a real success for Real Silk, so much so that today it is practically the only advertising used by this company, except for some magazine copy at Christmas time. As Lowell Stormont, Real Silk advertising manager expresses it: "Radio has done a double job for us. It sells the public on the Real Silk idea and

(*Continued on page 60*)

Dolph to Supervise Democratic Radio; Pettey Joins WHN

3 Mentioned for FCC Post; Campaign Politics Planned

WITH THE resignation of Herbert L. Pettey as secretary of the FCC, effective May 1, William B. Dolph, manager of WOL, Washington, and former radio director of the NRA, is definitely slated for the post of radio director of the Democratic National Committee—an assignment which Mr. Pettey held during the last campaign and which it had been assumed he would accept again this year.

Mr. Pettey on May 1 becomes associate manager of WHN, New York, progressive independent station owned by Loew Metro-Goldwyn-Mayer theatrical and motion picture enterprises. He accepted this post among several station offers, having decided several months ago to leave the FCC.

Thus far the FCC has given no consideration to a successor for Mr. Pettey. A number of applications have been made and several suggestions have been advanced. More than likely, however, the assignment will be considered in the light of suggestions of high Administration quarters. While the post is one which under law is filled by the FCC itself, it falls into an important political classification, carrying with it a salary of $7,500.

Several names mentioned for the Pettey successorship include E. Willard Jensen, now secretary of the Business Advisory Council, functioning under Secretary of Commerce Roper, and a former assistant to Chairman Farley of the Democratic National Committee; Fred Roper, son of the Secretary of Commerce, and Arthur O. Dahlberg, of Escanaba, Mich., an engineer formerly with NRA, now with the Department of Commerce economic analysis division.

Campaign Plans

MR. PETTEY joined the old Radio Commission in 1933 as secretary after having been radio director of the Democratic Committee during all of the 1932 presidential campaign. A native of Kansas City, he formerly was in the film distributing business with M-G-M there and later was with RCA Photophone. He was a member of the interdepartmental committee which recommended scrapping the Radio Commission in favor of a communications agency with jurisdiction over wire as well as wireless communications.

Mr. Pettey will be associate director of WHN under Louis K. Sidney, M-G-M official who about a year ago took over the general management of the station. He will have charge of sales and promotion. Mr. Pettey's retention by the station is indicative of further radio expansion by M-G-M, particularly in the exploitation of film stars.

WHN has made unusual strides in recent months, recently getting an increase in day power to 5,000 watts on its 1010 kc. channel. It is the station on which Major Bowes introduced and carried to local popularity his amateur hour now on the nationwide NBC Red network under Chase & Sanborn sponsorship.

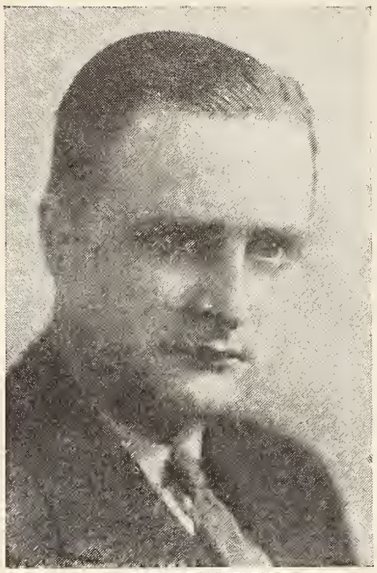
While he is already collaborating with the Democrtaic Committee in radio affairs, Mr. Dolph is expected to begin active work as radio director under Charles Michelson, director of publicity, coincident with the Democratic Convention in Philadelphia in June. Mr. Dolph probably will continue his management of WOL, sharing his time between the two posts. In joining the Democratic Committee, Mr. Dolph assumes the same status under Mr. Michelson he held from 1933 until the middle of 1935 at NRA, where he was radio director. Mr. Michelson at that time served as publicity director of NRA.

A brother-in-law of Mr. Pettey, Mr. Dolph came to Washington in the summer of 1933 to take charge of the radio details of NRA. Like Mr. Pettey a native of Kansas City, he also had worked in the motion picture industry. Before joining NRA he was with RCA Photophone, representing that company in the Oklahoma territory. In his early thirties, Mr. Dolph joined WOL last year as its manager, and has been instrumental in increasing the business of the station substantially. He is well-known among broadcasters as a result of his NRA contacts.

More than likely, Mr. Dolph will set up a staff at the Democratic committee headquarters in Washington. He probably will have an assistant in Washington to handle details on placements of radio time, as well as an office in New York under an assistant director. This organization will be perfected prior to the Philadelphia convention.

In the 1932 campaign the Democratic committee expended approximately $500,000 for radio time—primarily network. During the impending campaign it is expected that as much if not more will be disbursed for radio, with a greater share of it going to transcription and spot than during the preceding campaign.

FIGURE IN IMPORTANT ASSIGNMENTS



MR. PETTEY



MR. DOLPH

Elaborate Radio Studio to Be Installed In New Building of Interior Department

HOW SERIOUSLY Federal officials regard their broadcasting activities was again illustrated during the last fortnight when it became known that the new Interior Department building in Washington will include a complete modern radio studio and office setup. President Roosevelt made a network address April 9 when the cornerstone was laid.

Although the radio layout was not included in original plans for the building, Secretary Ickes secured an allowance said to amount to $38,000 from a fund of $200,000 allocated for "extras" for the building. With this sum it is planned to build one large and one small radio studio, each with its own control room, a reception room and offices for those handling radio broadcasts.

This is not a WPA Project such as the Radio Workshop for which $75,000 in WPA funds was allocated and which is operated under the direction of William Dow Boutwell of the U. S. Office of Education, as described elsewhere in this issue. Moreover, officials disclaim any intention of going into broadcast station operation, although the elaborate studio setup, the first built in any government department, would make adequate facilities immediately available should such a step develop.

The radio studio is to be built with the advice of the Radio Workshop group, and will include everything from microphones and transcription tables to sound effects devices and outlet panels. Presumably it will be under the direction of the U. S. Office of Education, from which Mr. Boutwell was detached for the Radio Workshop project, and it may be made available to other departments that broadcast regularly.

MECHANICAL SURVEY SYSTEM EXTENDED

SUCCESS of the mechanical device for radio audience surveys developed by two professors at the Massachusetts Institute of Technology and employed first in the Boston area under the auspices of John Shepard 3d, has led to an arrangement whereby Anderson-Nichols Associates Inc., New York industrial engineers with headquarters in the McGraw-Hill Bldg., will undertake similar surveys in other cities for stations, agencies and advertisers.

The company's first client is WOR, Newark, which in latter March engaged to have 100 of the devices installed in a cross-section of typical homes in four New York boroughs (omitting Staten Island) and in Newark and Jersey City. One hundred of the instruments have been installed, and they will be transferred weekly to other homes.

The device is called an Audimeter (See March 1 BROADCASTING for complete description) and it is installed on radio sets in the home to record by means of tape recorders the stations and programs to which that particular home has tuned during the week. Prof. Robert F. Elder, MIT economist, worked out the method, and his MIT faculty colleague perfected the instrument. Following the Boston surveys for Mr. Shepard, covering a period of ten weeks during which 500 typical homes were recorded, the results attracted widespread interest.

Mr. Shepard originally financed the project because of the faith he had in it. He since has been reimbursed for his investment, with the transfer of operations to Anderson-Nichols. It is understood that instruments will be installed eventually on a nation-wide basis, and that NBC is definitely interested in utilizing the method for survey work.

WHN Staff Complete

RETENTION by WHN, New York, of Herbert L. Pettey, former FCC secretary, as associate manager, virtually completes the newly organized staff of the station. Recently Frank Roehrenbeck, of the Loew organization, joined the staff as managing director. Among other new additions in the sales department of WHN are Helen Mack, former Philadelphia newspaper woman; Gilbert Parks, formerly with MacFadden publications; Bert Adler, formerly with *Tower Magazine*. They will serve under Philip F. Whitten. Louis Sidney is general director of the station and will continue in active charge.

WNBF Is CBS 100th

CBS on April 5 added the 100th station to its network when WNBF, Binghamton, N. Y., was made a regular outlet, starting with eight hours of network commercials. Heretofore the station has been linked to CBS occasionally for special programs only, but it won regular status at the demand of advertisers despite the fact that it is a 100-watter.

THE annual convention of the American Association of Advertising Agencies will be held April 30-May 2 at White Sulphur Springs, W. Va.

Uncle Sam on the Air--With Donated Time

By J. FRANK BEATTY

Survey Shows How Government Agencies Use Broadcasts For Political Promotion as Well as Enlightenment

SO FREQUENTLY has the subject of Radio itself been precipitated into political discussions since the Republicans, the American Liberty League, et al, began to pound away at the New Deal, that BROADCASTING decided to undertake a survey to determine the extent to which the Federal government's departments and bureaus are utilizing radio for "advertising and promotion" purposes as distinguished from political purposes.

Uncle Sam's entry into the radio field as a "sponsor" of programs presumably designed to promote the general welfare was brought to the fore especially during the last fornight when the WPA "radio workshop" went into action in Washington under its six-month $75,000 allotment of work relief funds with the avowed object of showing how educators and educational institutions can utilize radio to best advantage.

Opinions vary, depending upon political bents, as to the success or failure of the "radio workshop" idea in its initial network offerings, although it is noteworthy that the press, particularly the non-partisan press associations, were inclined to take a "kidding" attitude toward the venture. Networks are offering their facilities only if the programs meet their standards, and to date only two NBC shows of 10 minutes each have been selected out of about 15 that have been prepared.

Last year the government — including the President, Senators, Representatives, Cabinet officials and departments — was granted 227 hours and 15 minutes by NBC.

Politics Creep In

FOR THE most part, the programs originating in the government departments and bureaus are offered to the networks as public service offerings with the assurance that they are non-political in character. Political themes often creep in nevertheless, and the Republicans have already begun to make capital of the fact that so many New Deal officials are so frequently on the air in sustaining offerings.

Not only network shows but scripts, spot announcements and even transcriptions are emanating regularly from New Deal agencies and sent directly to stations, many of which have already begun to complain that they do not have enough time available to carry them. It seems that every New Deal agency publicity director has come to the conclusion that he should not only send out his usual plethora of publicity releases to the press but should also send these releases plus special material prepared for the radio (its quality as broadcast material often of doubtful merit) direct to the stations.

More than that, many of them, even since the flurry of enthusiasm over NRA, which many of the big radio sponsors boosted enormously in their programs, have begun to ask the sponsors again to interpolate special "plugs" for this or that department or bureau. Except in cases such as Red Cross appeals, etc., the sponsors and their agencies have generally turned a deaf ear to the requests.

The survey by BROADCASTING failed to disclose a single case where Uncle Sam's agencies offered to buy time, although in some instances advertising space was actually purchased in newspapers and magazines. Notable examples were the retention of an agency for TVA and the use of paid space in campaigns for bond offerings.

WPA Cutting Discs

LATEST New Deal radio enterprise is the transcription campaign now being cut by RCA for the Works Progress Administration which already has received 124 acceptances from stations of its series of quarter-hour discs. In charge is Miss Adelaide Finch, who put over a similar campaign for Federal Housing Administration.

The WPA discs will consist of brief introductory announcement, a 50-word continuity in the middle of the program in the nature of a staccato description of WPA achievements, and a closing acknowledgment, the basis being music by Federal Music Project No. 1 in New York. This music is provided by a 100-piece symphony directed by Nikolai Sokoloff.

Stations were circularized March 31 by Lawrence Westbrook, WPA assistant administrator. The letter was sent to the mailing list provided by the Resettlement Administration which has just concluded a free disc campaign on 473 stations.

WPA aims to reach a small-town and rural audience with its transcription message, according to Julius F. Stone Jr., of the WPA Information Service, believing that larger communities have been given the benefit of performances by Federal Music Projects. Copyright and union problems were settled before the disc campaign was actively launched. The discs will be rotated among stations to keep expense at a minimum.

State and local WPA administrators have been liberal users of station time but their radio effort has not been coordinated. To bring order into this situation, WPA is planning to assemble personnel and data on the radio activities of its subdivisions.

Office of Education

EDUCATION by radio is one of the important functions of the U. S. Office of Education, a branch of the Department of Interior. Hub of the activity is William Dow Boutwell, editor-in-chief of the Office. For two years he has directed the dramatized *Education in the News*, on an NBC-WEAF network, Mondays, 7:45 p. m. The 100th program was broadcast April 6. Then the Office has charge of a program on the NBC *Farm and Home Hour* one day a month for the Future Farmers of America.

Much more pretentious is the new $75,000 radio campaign financed from Works Progress Administration funds. The first two programs are *Answer Me This* on an NBC-WEAF network, Mondays, 6:35-6:45 p. m., and *Have You Heard* on an NBC-WJZ network, Fridays, 6:35-6:45 p. m. The first is a question-and-answer game, highly spiced with drama, and the second is a dinner party conversation about curious scientific facts.

This government "radio workshop" was conceived by Dr. John W. Studebaker, U. S. Commissioner of Education, and it is manned by a staff of six executives who supervise 29 youths drawn from the "skilled" and "professional" rolls of Federal works projects and CCC camps. The youths are paid from $72 to $103 a month. Aiding Mr. Boutwell are Maurice Lowell, production supervisor, and Leo Rosencrans, script supervisor, loaned from the NBC Chicago staff.

The purpose of the "workshop" is to point the way to proper usage of radio in education. Some 500 sought places in the project but the staff is not to exceed 70. Acting in an advisory capacity are Ned Dearborn, New York University; Mrs. Sidonie Gruenberg, director of the Child Study Association; Dr. Franklin Dunham, NBC educational director; Edward B. Murrow, CBS director of talks.

Philip Cohen, personnel director of the workshop, conducted auditions March 22 in NBC Chicago studios for Midwestern CCC youths as part of his nationwide search for CCC radio talent. Other local talent was auditioned in Washington to serve as extra actors on a no-pay basis.

A new WPA project was started

(*Continued on page 56*)

Uncle Sam: Free Advertiser—An Editorial

TO THE DESKS of practically every station manager, let alone the networks and the sponsors and advertising agencies, come almost daily requests for free time for this or that announcement or script show or transcription emanating from the well-staffed publicity bureaus of the Federal departments and agencies. The deluge of suggested broadcast material has become so great in recent months that broadcasters have begun to complain they simply haven't the time available for many of the offerings. Some of the material has been carried for many years, dating back as far as the Coolidge administration, as sustaining public service broadcasts; the stuff that is being offered additionally in recent months often does not merit time on the air because (1) it sometimes is outright advertising; (2) because it is trivial; (3) because it is badly prepared by zealous but untutored publicity men in the New Deal agencies.

Thus it was that BROADCASTING undertook its own survey of the radio activities of the various New Deal agencies to determine exactly what they are doing or attempting to do on the air. As reported elsewhere in this issue, the findings are factual and non-partisan. Yet we cannot hesitate to answer the questions frequently put to us by station managers and agencies and advertisers, chief of which is whether they perforce *must* broadcast everything sent to them from Washington or its sub-bureaus throughout the country or suffer direct or indirect reprisals from the administration—in plain words, whether they must fear that the FCC might take a hand and *order* them to broadcast the material offered if the publicity men carry their refusal letters to Chairman Prall and the Commission, to Senators and Congressmen or perhaps to the Democratic National Committee.

We can say with absolute finality that no such fears should prevail; that the proffered material should be judged, accepted or rejected, solely on its merit; that Uncle Sam as epitomized by the White House, the FCC or the zealous young publicity agents in Washington has no right whatever to *demand* time on the air by direction or indirection except in time of grave emergency such as war or disaster. Uncle Sam has no power of censorship over radio, which means clearly that in ordinary times he has no power to say anything *must* be broadcast against the will and considered judgment of those who operate our broadcast structure. Each request for time should be considered on its merit and public value (and without thought of politics); it is as easy to discern when Uncle Sam's agencies are trying to "chisel" free advertising time as "per inquiry" and other time-chiselers who try to get radio time free.

One other thought: While we hesitate to suggest any addition to the alphabetical family, we think the services of a coordinator on radio scripts might prove beneficial. Through such an individual or office all material for radio could be cleared with some definite limitation placed on the amount, and with trivial, unimportant or unnecessary material tossed into the wastebaskets in Washington rather than those of individual stations.

Southern Stations Outstanding In Service to Storm Victims

Take Lead in Organizing Relief Activities and in Allaying Terror; Aftermath of Big Floods

HARDLY had the East, Northeast and Ohio Valley recovered from spring floods that caused untold damage, when a series of tornadoes struck sporadically in Southern states, leaving death and destruction in their wake. In this second "act of God" disaster, radio again stepped in to inform terrified regions of progress of the destructive elements as well as to take the lead in directing relief efforts.

One of the cities in the direct path of a twister was Greenboro, N. C., where WBIG stayed on the air as the 400-mile-an-hour cone ripped to pieces everything in its path and then set about the business of summoning relief for human and structural wreckage. [See WBIG article on this page].

The transmitter of WIS, Greenville, S. C., is located in bottom lands of the Congaree River and was inundated as a result of torrential rains which accompanied the wind storms. Freshly poured concrete and steel foundations for the new directional radiator were undermined, the concrete being washed out and the steel being submerged.

WIS operators used boats from the transmitter building to the nearest land, about a quarter-mile away. Equipment was not jeopardized because the floor was five feet above the water line. The open program circuits, between the transmitter and city poles which had been blown down, were under water but circuits rémained intact and operation was uninterrupted.

WFBC Stays on Air

DESPITE high winds and a torrential downpour, WFBC, Greenville, S. C., stayed on the air April 6 and broadcast frequent bulletins advising the public of tornado devastation at Gainesville, Ga., Anderson, S. C., and Tupelo, Miss. Besides the bulletins, scientific advice about protective measures against high winds and flood was given.

Fast and accurate tracing by WFBC of the tornado's movements was a big factor in allaying public fear. Numerous letters of commendation for the public service have been received by B. T. Whitmire, manager of WFBC.

WAIM, Anderson, was off the air one full day due to power failure, WFBC filling the gap with a large number of messages directed to people in Anderson and surrounding territory.

WPTF, Raleigh, N. C., 86 miles from Greensboro, on April 2 sent an emergency crew to Greensboro at midnight when the town was leveled by the first tornado. Manager Richard Mason and announcers Carl Goerch and Leslie, along with Chief Engineer Henry Hulick wandered over the wreckage in the raw April morning describing the ravages of the wind.

Interviews with residents who had witnessed the death-dealing freak of nature were broadcast from various points in the littered City.

Mississippi stations were not affected by the tornado, according to Wiley P. Harris, manager of WJDX, Jackson. The twister was one of the worst disasters in the history of the state but was confined to a narrow strip embracing Tupelo and the adjacent area. All stations offered their facilities to rescue and relief work, cooperating with the Red Cross, American Legion and other agencies in raising funds for the distressed areas.

WNBR, Memphis, went 112 miles from home to broadcast the story of the Tupelo, Miss., tornado, the feature going to an NBC-WJZ network. Meagre reports drifting into Memphis on the morning of April 6 indicated some 200 were dead and more than a thousand injured by the twister that struck Tupelo during the night.

Wire Trouble Overcome

REALIZING wire facilities might not be available, as well as having been told by the Southern Bell Telephone Co. there would be none for three days, Mallory Chamberlin, WNBR general manager, along with Joe Deaderick, engineer, and Grover Godfrey, production man, started driving with portable equipment for the storm center.

With 40 miles to go they picked up information that a Postal Telegraph line reached almost into Tupelo. Word was sent back to Memphis to start things going from that end. The line was located down on the edge of Tupelo, right at the leading residential section, a mass of debris. The line was good back to Memphis and was converted for broadcast use.

In all, five broadcasts went on the air during the remainder of the day with Mallory Chamberlin handling the microphone for interviews, appeals and descriptions. When WMC heard what was going on, Manager Henry Slavick asked WNBR to feed the broadcasts and permission was granted with WMC carrying about half of the total simultaneously with WNBR. The final period was also fed for a quarter of an hour at 10:15 p. m., when Chamberlin worked in the dark, to the NBC network. WNBR was the only station with a microphone in the storm area.

The Flood Aftermath

STORIES of radio achievements during the March floods are being told. [See BROADCASTING April 1 for account of flood broadcasts. Information which follows was received too late for the April 1 issue.]

On orders from Powel Crosley Jr., Crosley president, WLW, Cincinnati, increased its 19½ hours on the air to 24 hours with full 500 kilowatts, when the March floods became serious. Manager John L. Clark wired the FCC offering all facilities of WLW and WSAI for public service.

Flood warnings were issued through the weather bureau. Governor Earle of Pennsylvania, National Guard of the state, highway department, Red Cross, Gov. Martin Davey of Ohio, American Legion, Boy Scouts, Pennsylvania Newspaper Association, Reserve Officers Association of West Virginia were some of the public and civic agencies which used WLW to transmit public service messages. T. Paul Jordan, WLW technician, operated his amateur station, W8DL, on a 24-hour basis. Programs were broadcast from a Naval Reserve training launch, an American Airway plane, and an automobile. The WLW transmitter operated continuously from March 18 through the 24th. Bulletins picked up by W8XAL, short-

(*Continued on page 64*)

Worth Celebrating

WAIM, Anderson, S. C., really had something to celebrate April 8 when it observed its first anniversary. Only a few days before a tornado had damaged the WAIM plant, according to Wilton E. Hall, owner. As a result WAIM was off the air 24 hours. Damage has been repaired and the anniversary was marked by appearance of the governor and other notables. Besides, there was the boost to 1 kw. daytime power, just granted by the FCC.



SO THIS IS KDKA—Primitive and modern facilities were combined to keep KDKA, Pittsburgh, on the air during the March floods. Here is a scene in a darkened studio, with the staff working by candle, lantern and flashlight. At the right is the control room. In the picture (left to right) are announcers Glenn Riggs, Sammy Fuller and Ed Schaughency and operators Ward Landon and George Saviers. [Story on Page 66.]

Tale of a Twister: How WBIG Helped A Stricken Region

Greensboro Station Takes Lead Organizing Rescue Work

By ENOCH PRICE

Editor, Greensboro (N. C.) Patriot

WHEN a tornado strikes a closely built community its path is a scene of unspeakable chaos. Streets are choked with wreckage; telephone and telegraph lines are ripped down; trailing ends of power lines hang in the ruins spitting flames to ignite splintered timbers and to bring death to the already despairing. If the tornado strikes at night, chaos is worse, confounded with blackness hiding the extent of the damage and baffling the confused efforts of those trying to find the bodies of dead and wounded.

In such a time the graphic continuous and adaptable powers of radio are realized to their full value and it was in just a situation as this that on Thursday night, April 2, WBIG, Greensboro, came to realize the full measure of its worth to its own, prostrate home city.

Its service was immediate and of inestimable value. It was a growing service, one that constantly branched day and night into new fields of constructive work. It was work, strenuous, exhausting, demanding work . . . for every member of the staff from office girl to chief engineer, but work that brought in a return of human gratitude that thrilled every heart, work that solidified the organization into a cohesive unit.

Six Fields of Work

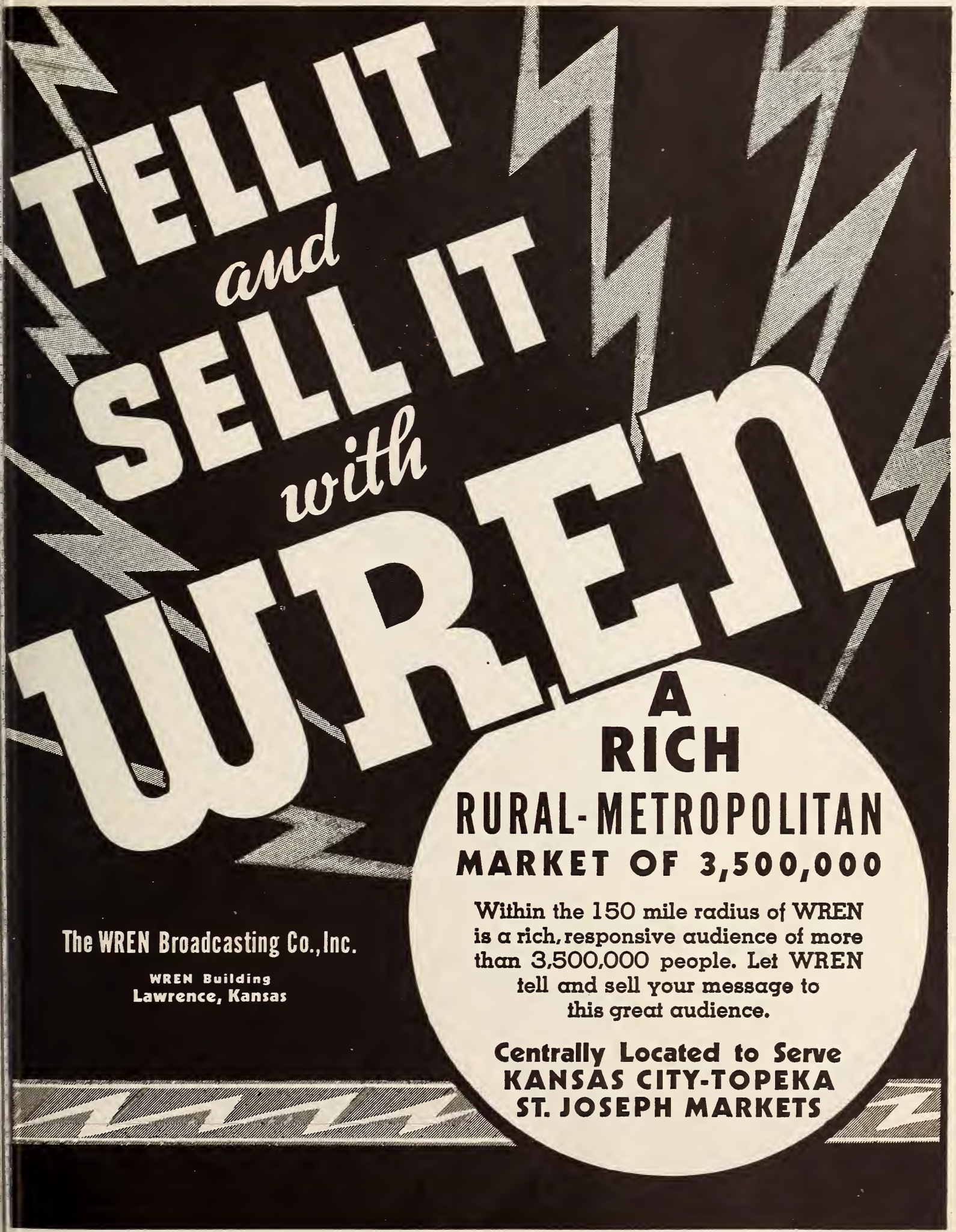
IN BRIEF, the staff of WBIG found itself:

1. Flashing immediate news of the disaster.
2. Summoning and organizing all civic resources.
3. Bringing precise information, of the names of dead and injured, of the extent of the tornado's path, of the chief points of its destruction and of the major tasks of relief.
4. Appealing for local and outside aid and detailing the kinds of service and materials most in need.
5. Acting as an agency for assembling workers, food, clothing, medical supplies and money.
6. Continuing to supply new details of information as they developed and immediately flashing those facts to the stricken city and the world at large.

Born out of a raging thunderstorm, a twisting, funnel-shaped tornado struck Greensboro at 7:12 p. m., on April 2, and within a minute or more had played a ghastly game of leap-frog on a four-mile path across the south side of the city of 60,000 people, bringing death to 13, injuries to 150 or more and utter destruction to 300 or more homes and business houses, heavy damage to a thousand others.

Its path was but 200 yards or so wide. Lit by a ghastly green glow and by saffron flames from exploding condensers, it moved on its course at a rate of 60 miles an hour with the roar of a thousand giant freight trains. It is

(*Continued on page 65*)


TELL IT
and
SELL IT
with
WREN
A
RICH
RURAL-METROPOLITAN
MARKET OF 3,500,000
Within the 150 mile radius of WREN is a rich, responsive audience of more than 3,500,000 people. Let WREN tell and sell your message to this great audience.
Centrally Located to Serve
KANSAS CITY-TOPEKA
ST. JOSEPH MARKETS
The WREN Broadcasting Co., Inc.
WREN Building
Lawrence, Kansas



You wouldn't drive far on three tires!

you've simply gotta have

Balanced Coverage

Get it in the West on the WESTERN NETWORK and in Northern California on

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

● Let your John Blair man tell you how KSFO's mail is in direct ratio with the population distribution in Northern California's prosperous counties. Note the swell frequency.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Plymouth to NBC

PLYMOUTH MOTOR Corp., Detroit, division of Chrysler Corp., will shift Ed Wynn back to his old NBC-WEAF spot Tuesdays, 9:30-10 p. m., beginning May 12. Texas Oil Co. relinquishes this spot April 21. The last Ed Wynn program on CBS will be heard May 7. Many listeners are still said to try to tune in Tuesday nights for Ed Wynn instead of the Thursday night hour, hence the change back. The show will still be *Gulliver the Traveler*. John S. Young will be straight man, with Lennie Hayton and his orchestra supplying the music. J. Stirling Getchell Inc., Detroit, places the account.

Fox Fur on 11 Stations

I. J. FOX Inc., New York (fur storage) is using from seven to ten daily 5-minute transcription programs titled *Musical Snapshots* on each of 11 stations in the New York and Boston metropolitan areas. The campaign, to run about eight weeks, features the moth menace to furs. Stations are: WOR, WNEW, WMCA, WAAT, WEEI, WCOP, WHDH, WMEX, WAAB, WNAC, WOV. Peck Adv. Agency Inc., New York, placed the account.

Barber Guild Series

CERTIFIED BARBERS GUILD Inc., New York, has started a five-month spot campaign on WMCA. It is backed by a large group of barber shops. Lucerna Co., New York, is the agency.

Gerald King Is Appointed Standard Radio President As Seth Ely Quits Post



Mr. King

GERALD KING, manager of KFWB, Hollywood, has become president of Standard Radio Inc., transcription program producers, succeeding Seth Ely, who resigned that post, according to an announcement by Standard Radio April 8. Mr. King continues as head of KFWB. Simultaneously, it was announced that Milton M. Blink, for the last year Midwest manager of Standard Radio, with headquarters in Chicago, had purchased Mr. Ely's stock in Standard Radio. He will continue as Chicago representative.

The changes, according to Mr. King, will not affect the administration or operation of Standard, which produces and distributes the Standard Library Service as well as various series of recorded programs. Formed two years ago, the company originally was headed by Mr. Ely, who now will devote his time to other enterprises but will continue his interest in radio.

In a joint statement, Messrs. Ely and King said the personnel of the company will remain intact. The change in the presidency, it was said, will in no way affect the operation of the firm in its relation with stations or in the operation of its domestic and foreign branch offices and representatives. Mr. King was one of the prime factors in organizing Standard Radio two years ago, although he did not carry an executive title.

Sapolio Tests Radio

SAPOLIO, one of the oldest trade names in national advertising, on April 17 will begin a test of radio in the New York area, using WJZ, Fridays, 9:30-9:45 a. m. with a program titled *Spotless Town Gazette* and featuring Bud Rainey in a dramatic and musical show. Enoch Morgan Inc., New York, which produces the soap product, has been quiescent in the advertising field in recent years but is just beginning to revive Sapolio's noted "Spotless Town" slogan and emblems. Radio has never before been used. Maxon Inc., New York, is handling the account.

WEBSTER-EISENLOHR Inc., New York (Girard cigar) will add WNAC, Boston, to its spot campaign. N. W. Ayer & Son Inc., New York, placed the account.

Hawaiian Island Radio Coverage does not cost— IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

British Selections Claimed by ASCAP

Sends List of 350 Numbers in Published by Warner Houses

A LIST of some 350 compositions, including such numbers as *Limehouse Blues* and *With All My Heart*, published by Warner houses, was declared to be embraced under ASCAP licenses held by broadcasting stations even though published by non-member music publishers, in a circular to all broadcasting stations mailed April 6 by E. C. Mills, ASCAP general manager. The list supplements one of a similar nature distributed in February.

The new list, in the main, appears to be composed of numbers written by British composers, and licensed by the British Performing Right Society, which is affiliated in this country with ASCAP. ASCAP has repeatedly claimed that despite the withdrawal of Warner publishers from ASCAP as of Jan. 1, it still has the right to license small performing rights under its contracts with composers. This, however, remains to be adjudicated.

Mr. Mills' letter read as follows:

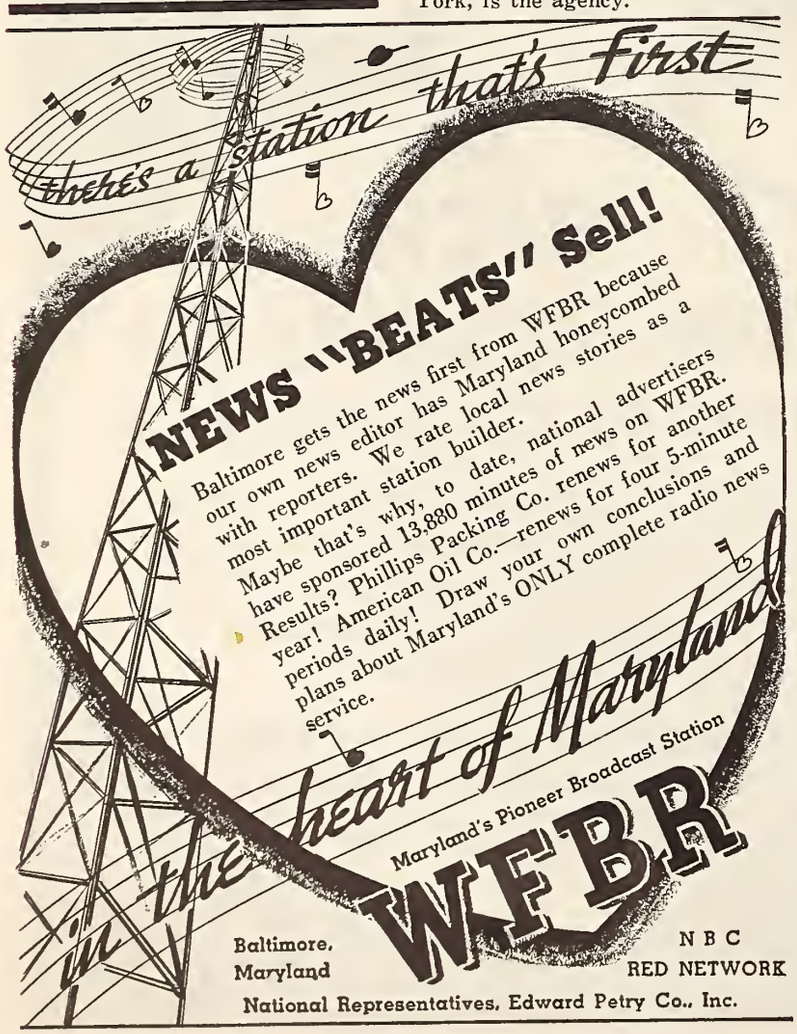
Supplementing our circular No. 2329 of February 11th, wherewith was enclosed a first list of compositions published in the U. S. A. by non-members of ASCAP, the performing rights of which, notwithstanding the non-membership in ASCAP of the publishers, were nevertheless controlled by ASCAP, we now take pleasure in enclosing herewith a second list of such compositions showing (1) the title of the composition, (2) the name of the composer, (3) the name of the author, and (4) the name of the publisher.

Notwithstanding the fact that the compositions shown on the enclosed list are all published by firms personally non-members of ASCAP, please take notice that the works on this list are available for your use under ASCAP license and subject to all of its terms and conditions.

Continued item-by-item examination is being made of non-member catalogues, and I will supplement our two first circulars on this subject with additional information as soon as same has been secured.

Wrigley Also Sponsoring Dramas of Chicago Cubs

WILLIAM WRIGLEY Jr., whose company has just taken over the *March of Time*, using only 15-second commercials, has contracted for daily one-hour dramatizations on WIND, Gary, 7-8 p. m., of baseball games played by the Wrigley-owned Chicago Cubs. The idea of the ball club sponsorship, one of the few times a baseball magnate has contracted for station time, is to provide baseball for shutins and others unable to see the games, according to Charles F. Drake, assistant to the president of the Cubs. New and larger seats, just installed, reduce the capacity of the Cubs park by 4,000. Hal Berger, formerly of KNX, Hollywood, has developed a program style which intersperses dramatizations with disc sound effects.



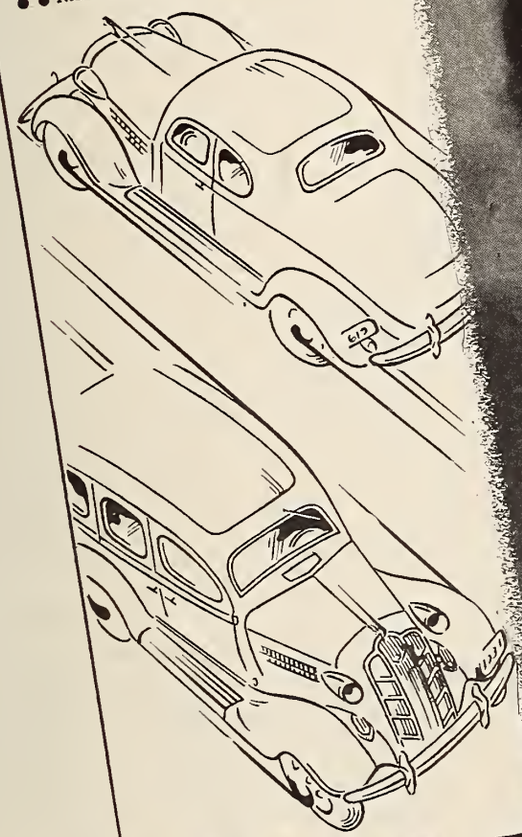
To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

LOUISVILLE ● KENTUCKY
C.B.S. BASIC OUTLET
●● EDWARD PETRY & CO. ●●
●● NATIONAL REPRESENTATIVE ●●





GERTRUDE NIESEN on the Dodge All-Star Review, originating at WHAS Tuesday Evenings, 7:15 to 8.

WHAS

● 50,000-WATT STATION ● AS A BASIC OUTLET ● IS INFLUENCING SALES OF THOUSANDS OF DODGE AUTOMOBILES TO THOUSANDS OF FAMILIES. It will give your product *3,461,100 primary and secondary daytime coverage, and *4,399,200 night-time primary and secondary coverage of the rich Ohio Valley Market. In addition, all WHAS Broadcasts are almost national, offering your product a secondary area audience of 24,552,138 buyers.

Program Syndicate Is Started By Blackett-Sample-Hummert

Radio Feature Continuities, Similar to Those in Newspapers, Cover Wide Range of Subjects

TAKING an idea from his newspaper reading, Hill Blackett, of Blackett - Sample - Hummert Inc., Chicago, is introducing a new broadcast service based upon a scheme entirely new to radio, which is being spotted all over the country under the supervision of Robert J. Barrett Jr., radio executive for the agency.

"A reader can follow the news of the day and keep track of the daily developments in an important news story whether he habitually reads one paper in his home town or a dozen published in widely scattered parts of the country," said Mr. Blackett. "And, like as not, he will not be able to tell you, unless he is a one-paper man, just where he read any particular phase of the story.

"But, what gives a newspaper its individuality and differentiating characteristics is really the features that it carries, like sport pages, home economics pages, comic pages or various special columns or bits of comment from here and there. Although most of these features are syndicated, they are so restricted to certain papers in certain districts, one to a district, that they become 'exclusive' to those papers which carry them and are apparently, if not actually, the 'earmarks' of that paper."

Organizes Syndicate

ADAPTING these deductions to the radio field, Mr. Blackett conceived the idea of the Blackett-Sample - Hummert Radio Features Syndicate, covering various subjects in the category of established newspaper features. Contracts for the broadcasts on any single subject are being made for not less than 13 weeks, five days a week, and the subjects are scheduled to run consecutively. Arrangements thus far made cover the service for two years.

The machinery has been started, and is being kept in motion by Mr. Barrett, to be sponsored locally if desired, at the discretion of the separate stations subscribing to the service. All a station needs in order to handle the series of 15-minute broadcasts is an announcer and a set of records. Probably, in many cases, the announcer is already a member of the station staff.

The series starts with a sequence of "radio gossip" continuities written by Charles J. Gilchrest, radio editor of the *Chicago Daily News*. This will be followed by 13 weeks of sports continuities written by some nationally known figure in the world of sports, then movie personality talks by an equally prominent and popular leader in the motion picture field, 13 talks by a home economics expert, a series on "what's your problem" (a la Dorothy Dix and the Voice of Experience) and so on.

The Blackett-Sample-Hummert Radio Features appeal is being made primarily to stations of less than 1000 watts, but sales to stations of any size are contemplated, with a sliding scale of prices based on station wattage. The higher the wattage the higher the price.

The Gilchrest continuities, the first series of the service, has been contracted for in six states from Minnesota to Missouri and as far east as Rhode Island. Among the first stations, widely scattered over the country, to carry them were WTCN, Minneapolis-St. Paul; WSYR, Syracuse; KWK, St. Louis; WPRO, Providence, R. I.; KFAB, Lincoln, Neb. Applications for the broadcasts from United States and Canadian points are being received so fast that the agency says any list of stations, accurate today, would be only a partial list tomorrow.

The continuities being sent out are intended to cover five days each week for the term of the contract.

No More Hostesses

ASIDE from the personnel changes, the new efficiency and economy drive being instituted in NBC saw the abolition of all women receptionists in Radio City. It was decided that page boys could do the work as well and that they could be used on other jobs if necessary. This move took place April 4, with the pages now acting as reception clerks in addition to other duties.

Hecht Joins Store Net

HECHT Co., Washington, D. C. department store, has joined the *Morning Matinee* program broadcast over an independent hookup extending from Boston to Chicago. WOL is broadcasting the program in the interest of the Hecht store, which became a member of the network April 2. Rocke Productions Inc., New York, is producing the programs, with Donahue & Coe Inc., New York, handling the account.

MORE "EYES VERSUS EARS"

Exhaustive CBS Research Shows How Scientists Have Demonstrated Auditory Superiority

TALKING is better than writing because the ear is user much more than the eye in the daily sending and receiving of verbal messages.

Taking this theme, CBS has delved deeply into twentieth century research involving auditory versus visual suggestion. A wealth of material was uncovered in this systematic search through the literature on the subject, 17 investigations being summarized in *Exact Measurements of the Spoken Word*, published by CBS.

In abstract form, CBS presents reviews of each of the 17 investigations, a complete file of the studies being available at the CBS New York offices. Here are the results of the findings:

DR. HAYWOOD J. PEARCE (1902)—"Auditory suggestion is stronger than visual." By exact measurements he found that his instructions were 9% more effective when they were heard than when they were read.

DR. M. M.-C. SCHUYTEN (1906)—"From what has gone before (a comparison of numbers presented auditorally vs. visually and auditorally) we are able to deduce that the conception of a number, in order to be understood and retained by the mind most advantageously, must be presented in the most 'concentrated' manner possible." (i. e. by auditory method, alone).

DR. F. KUHLMANN (1908)—"Visual presentation of meaningless verbal material is always better than auditory presentation. But auditory presentation of meaningful verbal material is better than visual with . . . school children."

DR. J. CARLETON BELL (1908)—". . . we may conclude that . . . the auditory suggestion is more effective than the visual. . . .".

PROF. V. A. C. HENMON (1912)—"Auditory presentation is clearly superior to visual presentation in immediate memory of adults. This superiority of auditory over visual presentation holds for all materials (nouns, nonsense-syllable, numbers) for all subjects irrespective of image type, and for one, two and three presentations."

REV. JOHN V. LACY (1919)—"Under the conditions of our experiments, questions of fact, inference, or moral discrimination can be answered more adequately, immediately and upon delayed recall, when the narrative material has been presented by a story-teller."

PROF. D. A. WORCESTER (1925)—"In general, it would appear that there is an intrinsic superiority for retention in the auditory method of presentation."

DR. H. E. BURTT and Miss E. M. Dobell (1925)—"Material presented orally is recalled and recognized better than similar material presented visually."

PROF. D. A. WORCESTER (1925) in another study—"It is seen that the auditory method seems to be slightly but consistently the better method of presenting directions of this sort. It is to be remembered, too, that any advantage of method was in favor of visual presentation."

DR. HELEN J. REED (1931)—". . . in a comparison of the learning scores under two conditions . . . the auditory method is shown to be decidedly the better."

DR. GEORGE W. HARTMANN (1931)—"That material presented auditorally could be recognized much better than similar presented visually."

DR. MARION E. GRANT (1932)—"It is interesting to find that the highest coefficients are those obtained with material presented in an auditory fashion. . . ."

DR. HENRY N. DeWICK (1933)—"Auditory presentation of advertising copy is distinctly superior to visual presentation when the problem involved is the recall of the products and their trade names after a delay of from five days to five months."

DR. FRANK N. STANTON (1934)—"The auditory method of presentation is superior on each test-day for all three types of tests."

FRANK R. ELLIOTT (1936)—"Experiments on memory for trade names in advertisements presented on a screen and by radio showed superiority for the auditory mode in 19 out of 20 situations."

In an appendix the findings of Dr. Hadley Cantril and Dr. Gordon W. Allport in their book *The Psychology of Radio* are reviewed with a study by Dr. Richard Beatty.

Department Shifts Announced by NBC

Walter G. Preston Jr. Head of New General Service Branch



Mr. Preston

IN THE FIRST of a projected series of departmental revisions, designed by President Lenox R. Lohr to combine or coordinate departments handling similar functions into single units, NBC has appointed Walter G. Preston Jr. as manager of its newly-established general service department. Mr. Preston's appointment is a promotion from his post as assistant to David Rosenblum, NBC vice president and treasurer, in line with President Lohr's policy of making promotions from within the NBC organization so far as possible.

At the same time I. E. Showerman, assistant to the western division sales manager of NBC, on April 7 was transferred to New York as assistant sales manager of the eastern division, taking the place of John H. Bachem, who on April 1 was promoted to the sales managership under Roy C. Witmer, vice president. Mr. Bachem took the place vacated by Donald S. Shaw, who resigned April 1 to become assistant to H. A. McCann, president of McCann-Erickson Inc., New York agency, assuming charge of all its radio activities. Mr. Bachem had previously been Mr. Shaw's assistant.

Currently President Lohr also is considering the coordination of the sales promotion, merchandising and public relations departments of NBC under one head, with promotions in view.

Shifting of Functions

MR. PRESTON, who joined NBC in January, 1935, after having been for several years assistant to the president of the University of Chicago and before that connected with several Chicago life insurance companies, takes over the office supervision department formerly headed by David B. Van Houston; the service unit managed by John Carey, with Edward M. Lowell as his assistant; guest tours in charge of Gordon Mills, and office management headed by Quinton Adams.

All of these heads have been relieved of their former duties, with Mr. Van Houton and Mr. Lowell now serving as staff assistants to Mr. Preston, Mr. Mills continuing in charge of guest tours but reporting to Mr. Preston, and Mr. Carey and Mr. Adams relieved of their duties.

Mr. Lohr has given Mr. Preston carte blanche to develop the new general service department which now takes in 16 different services, namely, guest tours, supplies and receiving room, maintenance, office and structural changes, studio service, cleaning and porter service, evening and night service supervision, PBX operators, receptionists, first aid, mail and stenciling, audience mail, central stenographic, mimeographing, central files, personnel.

LIKE THE PIED PIPER OF HAMLIN



KWK BRINGS RESULTS

There is no doubt about the Pied Piper being a specialist in his own particular field. No ordinary, run - of - the - mine Piper could have gotten such unusual results.

KWK is also a specialist, but one whose efforts are directed toward making unusual sales results the usual, everyday thing.

You would be surprised—very pleasantly surprised —at the results we would bring you.

THOMAS PATRICK — INCORPORATED

HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE — PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

WMAL Negotiation Waits Court Ruling

Validity of Purchase Contract For $285,000 Is Contested

A DECISION in the case of Hearst Radio Inc., versus the heirs of M. A. Leese over a purchase contract for acquisition of WMAL, Washington, for $285,000 cash, is expected within a month. The case was argued before Justice Jennings Bailey, of the District of Columbia Supreme Court April 1-3 and final briefs are due by April 25.

Counsel and witnesses for Hearst Radio contended that the contract signed with the three Leese heirs on Jan. 12, 1935, for purchase of the station for $285,000 was legal and binding. This view, in effect, was supported by Thomas P. Littlepage, Washington attorney and representative of the Leese estate, in testimony. The contract was written subject to formal revision at a later date and when the formal contract was offered, it was contended, the administrators refused to execute it.

The station, an NBC Blue network outlet, now is being operated under lease by NBC which runs until March 1, 1938. NBC pays $30,000 per year, plus $6,000 additional for studio rentals. This lease would not be affected in the event the court upholds the sale to Hearst Radio.

Validity of Contract

COUNSEL for the Leese administrators argued that the contract was not valid. They contended it contained certain conditions which have not been satisfactorily agreed to. Appearing for the heirs were George Hamilton Jr. and John Hamilton, attorneys. Witnesses included the three heirs — Mrs. Lorraine Good, Norman Leese and Earl Leese, children of the late station owner, and W. E. Miller, of Washington, a cousin.

Appearing as witnesses for Hearst Radio, in addition to Mr. Littlepage, were T. J. White, general manager of Hearst Enterprises, who signed the contract for Hearst, Mannheim Rosenzweig, New York counsel for Hearst, who also appeared as co-counsel with Elisha Hanson, of Washington, R. F. McCauley, associate of Mr. Rosenzweig, and John M. Littlepage, Washington radio attorney and son of Thomas P. Littlepage.

Justice Bailey allowed Hearst Radio until April 18 to file a brief and the defendants were allowed another week. It is indicated that, irrespective of the decision, an appeal will be noted to the U. S. Court of Appeals of the District of Columbia.

Macfadden Shifts

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has shifted the debut date of the *Good Will Court* to be sponsored over the entire Inter-City and Mutual networks, to June 7, Sundays 10:30-11 p. m. The program is currently on a sustaining basis on WMCA, New York. Both WMCA and WOR will broadcast the program in the New York area, and it will originate from WOR. Ruthrauff & Ryan Inc., New York, placed the account.

NEW AND UNIQUE WKY STUDIOS

Specialized Equipment Developed for $100,000 Home of Pioneer Station in Oklahoma City



A NEW WKY STUDIO — This kitchen-studio and auditorium in the elaborate new quarters of WKY, Oklahoma City, provides a setting for programs by Aunt Susan, home economics lecturer. It seats 100.

ONE of the nation's oldest broadcasting stations donned ultra-modern dress April 13 with the dedication of the new $100,000 studios of WKY, Oklahoma City. The station first took the air in 1920 as 5XT, and in 1928 became the property of the Oklahoma Publishing Co., publishers of The *Daily Oklahoman*, the *Oklahoma City Times* and the *Farmer-Stockman*.

Occupying the entire fifth floor of the new Skirvin Tower Hotel, the studios are unique as well as modern. The hotel, in reality, was built around the studios. The WKY floor was laid out from special plans at the time the hotel building was started and much of the equipment was developed especially for the station.

An invitation banquet to 600 persons was given by owners of WKY on April 13 at the hotel.

Original Devices

THE NEW quarters include five studios. The largest is 38 by 45 feet, seats 100 persons aside from a large orchestra and performers, and contains a 128-stop Kilgen organ. The banquet-ballroom of the hotel, which seats 1,200, also is equipped for broadcasting, and is to be used by WKY for extraordinary studio audience performances. Among the three smaller studios is the home economics auditorium which seats 100 [see photo].

In addition to usual acoustical treatments, the studios embrace a number of original devices developed by WKY engineers. They include a "talk back" telephone system whereby as many as four offices can engage in a telephone conference simultaneously. Another is a dialing system, similar to that used on mechanical switching phones, whereby any office on the floor may tune in any program or audition on 22 different available channels, simply by dialing.

Wherever possible, every mechanical operation has been made fully automatic. The throwing of a switch automatically lights a warning signal at the studio door when auditions are under way and prevents any portion of the audition from going on the air, even in the event the wrong button should be pushed accidentally.

The operating room contains an eight-panel high-fidelity RCA board, incorporating the newest improvements in radio engineering. Studio floors and walls are sound proof, and ceilings contain rock-wool protection, finished with a perforated material to permit sound to enter the rockwool unit and disappear.

E. K. Gaylord is president of the Oklahoma Publishing Co., and of WKY. Edgar T. Bell, secretary-treasurer and business manager of the newspapers, is the directing head of the station. Gayle V. Grubb is station manager. Earl C. Hull, original owner of WKY, has remained with the station since 1920 as its chief engineer.

Among the notables invited to attend the dedication were George May, Batten, Barton, Durstine & Osborn Inc.; George Pearson, J. Walter Thompson Co.; G. Victor Lowrie, McCann-Erickson Inc.; George McGivern, Blackett-Sample-Hummert Inc.; Herbert L. Hulsebus, Stack-Goble Adv. Agency; Frank H. Hakewill, Roche, Williams & Cunnyngham Inc; Joseph F. Timlin, J. Walter Thompson Co.; Curtiss Mitchell of *Radio Guide*, and S. L. Katz, of E. Katz Special Advertising Agency, all of Chicago.

From Detroit, the contingent was to include Joe Hartigan, Campbell-Ewald Co. Inc., and I. H. MacKenzie, of J. Stirling Getchell Inc. From New York, Leonard T. Bush, Blackman Adv. Inc.; Max Hacker, Pedlar & Ryan Inc.; Robert White, William Esty & Co.; Frank E. Mason, NBC Vice President; Jack Latham, Young & Rubicam Inc.; Leonard Lewis of *Printers Ink*; Eugene Katz of E. Katz Special Adv. Agency, and from Baltimore, O. B. Bond, of Joseph Katz Advertising Agency.

A special car carrying the Oklahoma City contingent left New York April 11 and was carried all the way through to Oklahoma City.

TED GAILEY, program manager of KGER, Long Beach, and Mrs. Gailey, during a blizzard late in March, struggled six hours through snow and ice to obtain rescue for relatives marooned in a mountain cabin.

Food and Drug Bill To Enter Campaign

Suppression of Legislation by House to Be Political Issue

WITH THE last vestige of hope gone at this session of Congress for passage of the Copeland Bill to regulate the sale and advertising of food, drugs, devices and cosmetics, reports are current that the legislation—but even of a more stringent character—will be made a Democratic campaign issue.

The bill, passed by the Senate, is stymied in the House and all efforts to cram it through prior to adjournment this summer evidently have been abandoned. It is now pending before a subcommittee of the House Interstate & Foreign Commerce Committee which has never had a meeting on it since Congress convened in January.

Practically all serious opposition to the bill as it passed the Senate had disappeared, since it was stripped of provisions construed as objectionable by practically all of the advertising media, agencies and by numerous manufacturers. Certain proprietary groups still object to it, however, particularly because it would transfer regulation from the Federal Trade Commission to the Department of Agriculture.

The reports are that the Democratic Committee will endeavor to appeal to the women of the nation on food, drugs and cosmetics legislation. Defeat of the Copeland Bill during the last two sessions, it is hinted, will be laid at the doorstep of "interests" which lobbied against it.

Duart Enlarges Series

DUART SALES Co. Ltd., San Francisco (Creme of Milk Facial Cream) which has featured John Nesbitt, commentator, in *The Passing Parade* three nights weekly on KFRC, that city, for 13 weeks starting April 19 will extend the broadcast to include 12 CBS-Don Lee network stations in a weekly series. The schedule is as follows: Sunday, April 19, 7-7:15 p. m.; Wednesday, April 22, 9-9:15 p. m.; Thursday, April 30, 8:30-8:45 p. m. The feature will thereafter be heard Thursdays at the same hour. Duart on April 26, will augment this schedule for 13 weeks on 5 NBC-KPO stations, Sundays, 9-9:15 p. m., using the same feature. A quarter-hour news commentary series, featuring John Nesbitt, is being cut by Titan Productions Inc., San Francisco for the Duart. Both series are placed by Howard E. Williams Adv. Agency, San Francisco.

P. & G. Adds Three

PROCTER & GAMBLE Co., Cincinnati (Crisco) on April 6 added a three-station NBC-WJZ hookup to its five-weekly *Vic & Sade* NBC-WEAF program. Stations are WJZ, WSYR, WHAM, using the 10-10:15 a. m. period. The same continuity is used on the NBC-WEAF series at 3:30-3:45 p. m. Blackman Adv. Inc., New York, places the account.

KGHL, Billings, Mont., on April 7 was authorized by the FCC to shift to the 780 kc. wave length with power of 2,500 watts days and 1,000 watts nights.

What happened at WLS in MARCH

$18,000 for Flood Relief

WLS listeners responded with customary generosity when request for flood relief contributions was made over the station. More than $18,000 was received in two weeks; 6,000 listeners contributed. The American Red Cross administered all funds received at WLS.

Novel Amateur Contest

Chicago's police and fire departments are engaged in heated rivalry as a result of a novel amateur contest conducted by the "Keep Chicago Safe Committee" over WLS. Each Sunday morning two policemen and two firemen are invited to display their talents. Listeners' votes determine the winner. 7,473 voted in March.

196,545 Letters in March

For the second successive month WLS mail records were shattered when, in March, 196,545 listeners wrote. This tops last year's March response by 37% and the previous record for the month by 32%.

Proof of Results

During March a food advertiser increased his daily program to 45-minutes and renewed for 13 weeks; a washing-machine manufacturer renewed for 13 weeks; a life-insurance company added 30 programs; a tire manufacturer renewed for 13 weeks; a yarn manufacturer tripled his schedule—tangible proofs of WLS resultfulness. Altogether nine advertisers renewed or increased their WLS schedules during March.

In Radio Guide

Featured in a single issue of Radio Guide (March 7, 1936) were the following WLS artists and programs: Jim Poole, veteran livestock reporter — lead story on page 7; item about Uncle Ezra—page 10; photograph of Sally Foster, Uncle Ezra and Verne, Lee and Mary, National Barn Dance favorites—page 11; listings of Julian Bentley, WLS Newscaster, and WLS National Barn Dance in popularity poll—page 12; half-page photograph of Lulu Belle—back cover. Radio Guide has a national circulation of 400,000.

Another Milestone

March 14, 1936 was the start of the 5th year and was the 210th consecutive week that the WLS National Barn Dance has been broadcast from the stage of the Eighth Street Theatre, in Chicago. In this time 451,392 persons have paid to see these broadcasts presented. The National Barn Dance has been on the air twelve years.

11,200 Names

When Otto and His Tune Twisters, WLS instrumental and vocal quintet, asked listeners to help select a new name for them, 11,200 listeners responded.

Radio Fills the Gap

When Robinson, Illinois, was isolated in mid-March by a severe snow and ice storm, a 12-minute skeletonized United Press pony report was broadcast by WLS Newscaster, Julian Bentley, to the *Robinson Daily News*. This is the third time WLS has acted in such an emergency.

News Reporter

Clear, concise, intelligent, Julian Bentley's newscasts over WLS attract a vast audience. Radio Guide's current popularity poll shows him a leader among the nation's news commentators.



WLS 50,000 WATTS
The Prairie Farmer Station
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
NATIONAL REPRESENTATIVES - JOHN BLAIR & CO.

FCC Approves Six New 100-Watters And Deletes KGBZ

Applications for Three Other New Stations Are Denied

CONSTRUCTION of six new 100-watt broadcasting stations in as many communities was authorized by the FCC Broadcast Division in decisions at its April 3 and 7 meetings, at which it denied applications for three others and also ordered a denial of a license renewal to KGBZ, York, Neb. The York station's half time on 930 kc. was ordered turned over to KMA, Shenandoah, Ia., with which it shares, the Broadcast Division sustaining the recommendation of Examiner Hill that KGBZ's services have not been up to standard.

Charles C. Theis on April 7 was authorized to erect a new full-time 100-watter on 1210 kc. in Wichita, Kan., sustaining Examiner Seward's finding that a local service was desirable there after the Commission had denied as in default the application of KFBI, Abilene, to move into Wichita, and overruled the petition of the Steffens Ice & Ice Cream Co., of Wichita, to intervene in behalf of its own application for a new 100-watter.

The Big Spring Herald Publishing Co., Big Spring, Tex., on the same day was granted a new full time 100-watter on 1500 kc. in that community, and the North Texas Broadcasting Co., Paris, Tex., affiliated with the *Paris News*, was granted similar facilities. Examiner Bramhall's findings at joint hearings last June were sustained, including the denial of a daytime station on the same frequency to the Plainview Broadcasting Co., Plainview, Tex.

Connecticut Station

ON APRIL 3 the division granted the Thames Broadcasting Corp., New London, Conn., a permit for 100 watts daytime on 1500 kc., sustaining Examiner Walker; granted Fountain of Youth Properties Inc., St. Augustine, Fla., 100 watts full time on 1210 kc., sustaining Examiner Hyde; and granted 100 watts full time on 1200 kc. to E. F. and S. F. Sapp, trading as Waycross Broadcasting Co., Waycross, Ga. The New London company's principals are Roderick L. Morey, Boston, and Edwin J. and Gerald J. Morey, his sons, of New London, and Daniel E. Noble, assistant professor of engineering at Connecticut State College and engineer and manager of WCAC and W1XBS, Storrs, Conn. Gerald J. Morey formerly was with WHDH, Boston, and will become manager.

The Mayor of St. Augustine, Walter B. Fraser, heads the company securing the new station there. The Waycross applicants are a local practicing physician and lawyer, respectively, who are brothers.

The division reversed Examiner Dalberg in denying the application of D. A. Gibbs Jr. and E. H. Shemerry, of Williston, N. D., for a part time 100-watter there on 1500 kc., and upheld Examiner Hyde in denying J. E. Davidson Jr., M. M. Smith and J. M. Davidson their joint application for 100 watts full time on 1370 kc. in Kansas City.

In the KGBZ deletion order, which is effective May 8 unless an appeal to the courts is taken, both KGBZ and KMA were applicants for the same facilities — namely, full time on 930 kc., which they shared. Examiner Hill found that the May Seed & Nursery Co. was legally, financially and technically qualified to continue operating KMA, while he asserted that the showing of KGBZ at the hearing last August was unsatisfactory as to its financial responsibility. Several suits are pending against Dr. George R. Miller, operator of KGBZ, the examiner's report stated, and it was pointed out that Dr. Miller has been negotiating the sale of the station. It is under purchase option to the *Omaha World-Herald* interests.

Stock sale promotions over the air and questionable medical broadcasts were also charged against KGBZ by the examiner, who held that its further operation would not serve public interest.

VOICES RIDE BEAM
WPTF Broadcasts Sound Sent Via a Ray of Light

VOICES impressed on a light beam and transmitted on it 9,150 feet were broadcast April 3 by WPTF, Raleigh, N. C., as part of a program from the Engineering Fair at North Carolina State College. The light beam was intercepted by a photoelectric cell and transmitted to the control room.

No distortion or fading occurred in the transmission, arranged by Henry Hulick, WPTF chief engineer, and W. R. Boykin, senior engineering student.

Realtors in Philadelphia Plan Advertising Drive

DRAMATIZATION of the benefits of home ownership and of the fundamental value of land will be the theme of an advertising campaign shortly to be started to produce an upswing in the Philadelphia real estate market. Radio presumably will be used with other media in the campaign, for which a budget of $100,000 is planned. It is proposed to run the campaign for six to nine months. The Philadelphia Real Estate Board has already contributed $5,000 toward the fund. Supervisors of the campaign were named as follows: C. S. Newhall, president, Pennsylvania Company for Insurances on Lives and the Granting of Annuities; H. P. Liversidge, vice president, Philadelphia Electric Co.; William H. Kingsley, president, Penn Mutual Life Insurance Co.

Standard Brand Change

STANDARD BRANDS Inc., New York (Fleischmann's yeast for bread) on July 5 will substitute on NBC-WJZ an MBS sustaining feature, titled *Husbands & Wives*, for the Robert Ripley Sunday evening program, which goes off the air for the summer. Ripley will return Oct. 4. Mrs. Allie Lowe Miles and Sedley Brown act as interlocutors who interview men and women who come to the studios to air their marital tales of woe in the new series. J. Walter Thompson Co., New York, has the account.



BASEBALL BROADCAST—Here are Bob McConnell, sports reporter of WROL, Knoxville, and Connie Mack, of the Philadelphia Athletics, just before the Knoxville Smokies met the A's. WROL has been giving interviews with major league players appearing there in exhibition games.

Jack Howard Joins Radio With WNOX Assignment



Mr. Howard

JACK HOWARD, son of Roy W. Howard, chairman of the board of Scripps-Howard Newspapers, will join the staff of WNOX, Knoxville, Tenn., this month to gain experience in the radio field. His assignment to radio is regarded as particularly significant in view of his father's previous dubious attitude toward radio — an attitude that has altered notably during the last year, with the Scripps-Howard organization setting up its subsidiary Continental Radio Co. to acquire and operate radio stations. WNOX and WCPO, Cincinnati, have already been acquired by Continental.

Mr. Howard will report to Karl Bickel, president of Continental, and James C. Hanrahan, vice president, who is now personally supervising the operations of WNOX. Young Howard has just returned from a trip around the world, during part of which he and his wife accompanied his father. A 1932 graduate of Yale, where he was editor of the college daily, young Howard has had a wide and varied experience in newspaper work, including reportorial work on the *Japan Advertiser* in Tokyo, the *Shanghai Post & Mercury*, the *Indianapolis Times*, the *Washington News* and an assignment in Manchuria for the United Press.

Scripps-Howard Discs

DIRECTED by Max Cook, promotion editor, Scripps-Howard Newspapers Inc., which through a subsidiary operates WNOX, Knoxville, and WCPO, Cincinnati, has begun to deliver transcriptions from its New York headquarters, 230 Park Ave., to all of the 24 newspapers in its group for placement on local stations with which they have affiliations. The 15-minute recordings, made by U. S. Recording Co., Washington, feature various writers of the Scripps-Howard syndicates. In New York the *World-Telegram* places the programs on WHN.

Baseball Openings Attract Sponsors

General Mills Biggest Buyer Of Athletic Broadcasts

OFFICIAL opening of the major league baseball season in mid-April finds sponsors all over the country prepared with station contracts covering big league and local games. Broadcasts will include play-by-play descriptions from the scene, play-by-play accounts based on wire services, inning-by-inning scores, post-game resumes and reenactments, and summaries of scores.

Atlantic Refining Co., Philadelphia (gasoline) will sponsor a play-by-play description of all the home games of the Athletics and Phillies on WIP starting April 14. Dolly Stark, a former big league umpire, and Les Quailey, Ted Husing's aide, will announce. N. W. Ayer & Son, New York, is agency.

General Mills Inc. is one of the biggest buyers of sport programs, sponsoring baseball in all parts of the nation.

CBS on April 12 broadcast a baseball program, with pickups from seven cities in which a number of famous players appeared, as well as league officials. NBC on April 11 put on a similar program.

Transcribed camp interviews by Lowell MacMillan, sports announcer of WHAM, Rochester, with Kendall Oil as sponsor, were used later by KWK, St. Louis. In Boston Yankee Network started its baseball season with a play-by-play account of an exhibition game between the Red Sox and Bees, local teams. Fred Hoey started his 11th consecutive season as a baseball announcer. General Mills and Socony Vacuum Inc., New York, are sharing sponsorship of the 128 Boston games, using alternate days. Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners) is sponsoring evening scores on Yankee, starting April 13.

WBRC, Birmingham, is broadcasting Southern League games of the local team when out of town, with T. E. Connor, member of the Legislature, as announcer. General Mills and Kelvinator share sponsorship.

In Charlotte, N. C., General Mills is sponsoring Boston Red Sox games with Charlotte fans adopting the team for the season. KIRO, Seattle, will broadcast games of the local club under General Mills sponsorship, Leo Lassen to do the announcing.

WBZ-WBZA, Boston-Springfield, will carry five-minute resumes of Red Sox games, using Jimmie Foxx as announcer for Spencer Chain Stores Inc., the sponsor.

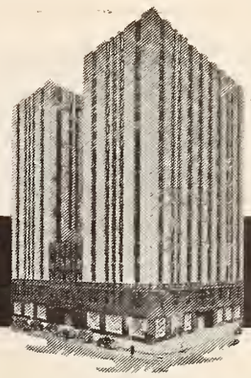
Corning Baking Co. will sponsor foreign games of the Elmira, N. Y. team on WESG, starting April 29. Southern Oil Co. will sponsor scores of four leagues. Alan Hale, of WISN, Milwaukee, has returned from several weeks at Florida training camps and started his *Sports Parade* program April 6.

WGAR, Cleveland, tied up by NBC afternoon commercials, will cover games of the Cleveland Indians with a series of sidewalk broadcasts outside the ball park.

WINS, New York, will sponsor its own baseball team in the Queens Alliance league of semi-pro teams and has acquired exclusive rights to all of the league's games.

ON APRIL 13th A NEW ERA IN BROADCASTING BEGAN IN OKLAHOMA WITH THE OPENING OF

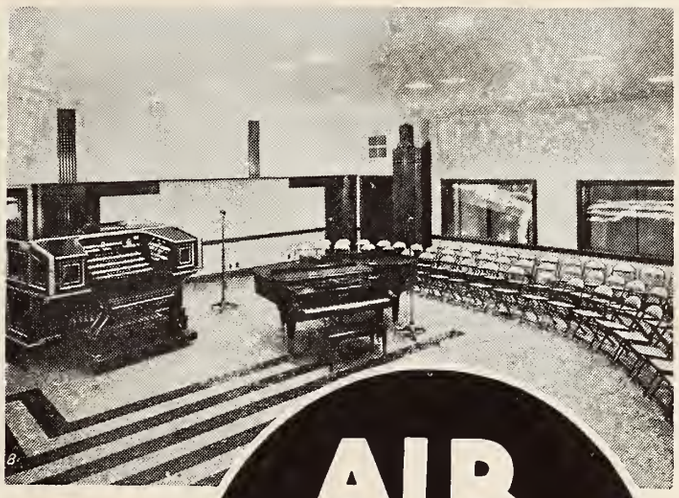
WKY's NEW STUDIOS



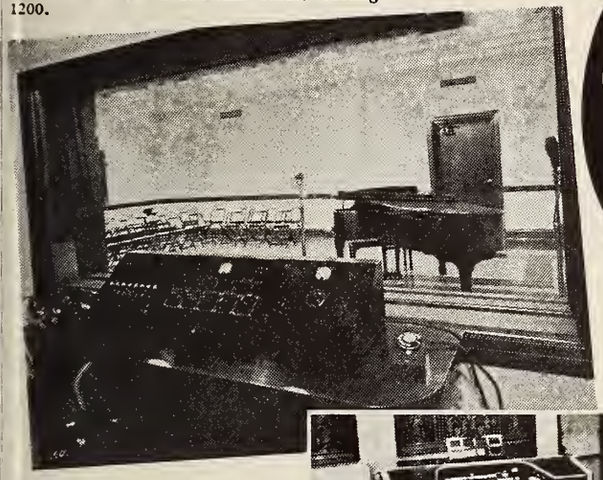


Central speech input control room, above, with RCA high fidelity equipment throughout.

Studio "A", right. Large enough for radio productions of any type with seating capacity of 150. In addition, an accoustically treated ballroom in same building is available as an auditorium studio seating 1200.

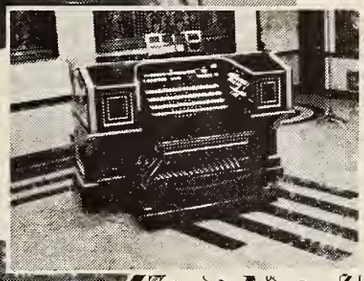


AIR CASTLE of the Southwest



Studio "B", above, taken from central room. One of the three smaller studios for solo and dramatic broadcasts.

Kilgen pipe organ, right, designed especially for WKY. Probably the largest and most remarkable organ ever built for broadcasting.





Kitchen-studio, left, seating 100, from which Aunt Susan, Oklahoma's "housewife-in-chief" airs her daily lectures

A STANDOUT ACHIEVEMENT IN STUDIO DESIGN, ACOUSTICS AND ENGINEERING

PLANNED with audacity and executed with characteristic vigor, WKY's new studios eclipse America's finest in beauty, design, facilities and technical excellence. Only a handful exceed them in size.

This new castle of the air occupies an entire floor especially provided for it in the original plans of Oklahoma City's new Skirvin Tower Hotel. Six studios, including an ultra-modern kitchen-studio and an auditorium seating 1200, provide ample facilities for radio productions of any size or type.

The entire floor is air-conditioned. The most recent developments in accoustical engineering together with RCA high fidelity speech input equipment achieve perfection in transferring program quality from studio to air. Many unique innovations are the marvels of radio technicians as well as laymen.

To WKY's audience, this new air castle marks another crescendo in WKY's endless symphony of superior entertainment and outstanding community service . . . another event to keep WKY the most talked-about, most listened-to station in Oklahoma.

To WKY's staff of able showmen, it provides a new and bigger stage on which to build the Southwest's finest airshows.

To advertisers, it spotlights WKY as the lead station of the Southwest with an audience whose size, loyalty and responsiveness make it a standout in results and economy.

The Only Full-Time NBC Outlet in Oklahoma

WKY • OKLAHOMA CITY

Representative
E. KATZ SPECIAL ADVERTISING AGENCY

Affiliated with THE DAILY OKLAHOMAN. OKLAHOMA CITY TIMES *and the* FARMER - STOCKMAN

U. S. Supreme Court Nullifies Tax on Station Receipts . . .

TEXT OF OPINION OF COURT

Mr. Justice STONE delivered the opinion of the court.

This appeal from a judgment of the Supreme Court of the State of Washington, Judicial Code, Section 237, presents the question whether a state occupation tax, measured by the gross receipts from radio broadcasting from stations within the state, is an unconstitutional burden on interstate commerce.

Appellant brought suit to enjoin appellees, the State Tax Commission, from collecting the tax, laid by Section 2 of Chapter 191 of the Washington Laws of 1933, as an infringement of the commerce clause of the federal Constitution. On demurrer to the bill of complaint, and on stipulation of the parties that the cause might be decided upon the facts there alleged, the state Supreme Court gave final judgment for the appellees. — Wash. —.

Appellant maintains, within the state, two broadcasting stations licensed by the Federal Radio Commission (now the Federal Communications Commission). One is licensed to operate with power and a radio frequency enabling it to broadcast throughout the "fifth zone," which comprises eleven western and northwestern states, including Washington, and the Territories of Alaska and Hawaii. The other is licensed to operate as a "clear channel" station, that is to say, a station to which the Commission has assigned a radio frequency to be used at such time and with such power as will enable it to broadcast throughout the United States without interference by other stations. Secs. 2, 4, 5, Federal Radio Act of 1927 [this act has been superseded by the Act of June 19, 1934, 48 Stat. 1081, 47 U. S. C. Sec. 301ff], 44 Stat. 1162; Regulations, Federal Radio Commission, File No. 5-R-B-63 and Official No. 63; File No. 5-R-B-67 and Official No. 67, Nos. 70-75, No. 111, Nos. 116-124. These stations broadcast over the areas for which they are licensed, and the adjacent high seas and a part of Canada.

Broadcasting, according to the allegations of the complaint, is accomplished by the generation, at the broadcasting station, of electro-magnetic waves, which pass through space to receiving instruments which amplify them and translate them into audible sound waves. The essential elements in the broadcasting operation are a supply of electrical energy, a transmitter, the connecting medium or "ether" between the transmission and receiving instruments, and the receiving mechanism.

Appellant's entire income consists of payments to it by other broadcasting companies or by advertisers for broadcasting, from its Washington stations, advertising programs originating there or transmitted to them from other states by wire. Appellant "sells time" to its customers at stipulated rates, during which it broadcasts from its stations such advertising programs as may be agreed upon. During such time as is not sold, it broadcasts, at its own expense, "sustaining" programs, as required by the regulations of the Federal Radio Commission. The customers desire the broadcasts to reach the listening public in the areas which appellant serves, and a large number of persons, many of them in other states, listen to the broadcasts from appellant's stations.

The state Supreme Court recognized that state taxation of gross income derived from interstate commerce is forbidden by the commerce clause. But it upheld the tax on the ground that the business from which appellant receives its income is not interstate commerce. It conceded, as it had previously held, Van Dusen v. Department of Labor and Industries, 158 Wash. 414, that broadcasting is commerce, and that the broadcasting by appellant of its own programs for which it does not receive pay is interstate commerce. But it concluded that appellant's remunerative business is not interstate commerce because it consists of furnishing, within the state, the facilities of its stations to customers who use them for broadcasting their programs, and the business of providing such facilities, like that of providing a bridge for the use of others in crossing state lines, is not commerce. See Detroit International Bridge Co. v. Corporation Tax Appeal Board, 294 U. S. 83; Henderson Bridge v. Kentucky, 166 U. S. 550.

We may assume, although it is not alleged, that appellant's customers produce the sounds which are broadcasted. But it sufficiently appears, although the complaint does not specifically so state, that appellant, and not the customer, generates the electric current and controls the apparatus (generator, transmitter and their controls) by which the sounds are broadcasted. The complaint states that appellant operates its stations and conducts the business of broadcasting in the manner already described, and that the license to operate them is granted to appellant by the Federal Radio Commission under the Federal Radio Act. These allegations, read in the light of the statute, which forbids any save licensees to operate broadcasting apparatus, Section 1, Federal Radio Act of 1927, 44 Stat. 1162, and of the facts of which we have judicial knowledge, see Buck v. Jewel-La Salle Realty Co., 283 U. S. 191, 200; DeForest Radio Co. v. General Electric Co., 283 U. S. 664, 670, et seq., must be taken to state that the broadcasting of radio emanations, as distinguished from the production of the sounds broadcasted, is effected by appellant and not by its customers.

The sounds broadcasted are not transmitted from the microphone to the ears of listeners in other states. They do not pass as sound waves to the receiving mechanisms. They serve only to enable the broadcaster, by the use of appropriate apparatus, to modulate the radio emanations which he generates. These emanations as modulated are projected through space to the receiving sets. There, by reverse process, they so actuate the receiving mechanisms as to produce a new set of sound waves, of frequencies identical with those produced at the microphone. On the argument it was conceded that, in broadcasting for its customers, appellant, by generating the necessary electric power and controlling the transmitter, produces the radio emanations which actuate the receiving mechanisms located in other states. Upon the facts alleged, we see no more basis for saying that appellant's customers do the broadcasting than for saying that a patron of a railroad or a telephone company alone conducts the commerce involved in his railroad journey or telephone conversation.

Appellant is thus engaged in the business of transmitting advertising programs from its station in Washington to those persons in other states who "listen in" through the use of receiving sets. In all essentials its procedure does not differ from that employed in sending telegraph or telephone messages across state lines, which is interstate commerce. Western Union Telegraph Co. v. Speight, 254 U. S. 17; New Jersey Bell Tel. Co. v. State Board of Taxes, 280 U. S. 338; Cooney v. Mountain States Tel. & Tel. Co., 294 U. S. 384; No. 593, Pacific Tel. & Tel. Co. v. Washington, decided March 2, 1936. In each, transmission is effected by means of energy manifestations produced at the point of reception in one state which are generated and controlled at the sending point in another. Whether the transmission is effected by the aid of wires, or through a perhaps less well understood medium, "the ether", is immaterial, in the light of those practical considerations which have dictated the conclusion that the transmission of information interstate is a form of "intercourse", which is commerce. See Gibbons v. Ogden, 9 Wheat. 1, 189.

Similarly, we perceive no basis for the distinction urged by appellee, that appellant does not own or control the receiving mechanisms. The communications broadcasted are no less complete and effective, nor any the less effected by appellant, because it does not own or command the apparatus by which they are received. The essential purpose and indispensible effect of all broadcasting is the transmission of intelligence from the broadcasting station to distant listeners. It is that for which the customer pays. By its very nature broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject it to the control, of the commerce clause. See Federal Radio Commission v. Nelson Bond & Mortgage Co., 289 U. S. 266, 279.

It is unnecessary to determine whether, as the court below suggested and appellee argues, like considerations would require us to hold that the exposure of a sign board, in one state, to the view of dwellers in another, is likewise interstate commerce. Whether the practical and scientific aspects of such an operation bring it within the range of those factors which we deem controlling here, may well be left for decision when such a case is presented. See Pantomimic Corporation v. Malone, 238 Fed. 135.

As appellant's income is derived from interstate commerce, the tax, measured by appellant's gross income, is of a type which has long been held to be unconstitutional burden on interstate commerce. Philadelphia & So. Mail S. S. Co. v. Pennsylvania, 122 U. S. 326; Leloup v. Port of Mobile, 127 U. S. 640; Galveston, H. & S. A. R. Co. v. Texas, 210 U. S. 217; Crew-Levick Co. v. Pennsylvania, 245 U. S. 292. But appellee further contends, as the state court thought, that, even though broadcasting involves interstate commerce, the maintenance and operation of appellant's stations includes intrastate activities which may be subjected to state taxation, as was the generation of electricity, transmitted to points outside the state, in Utah Light & Power Co. v. Pfost, 286 U. S. 165. There the tax was measured by the amount of current generated at the taxpayer's hydro-electric plant, from which electric power was supplied to consumers in other states. This Court held that the operation of generating electrical power, although virtually simultaneous with its transmission, is so distinct and separable from the operation of transmission, in interstate commerce, as to be the appropriate subject of a state tax. The argument now made overlooks the fact that the present tax is not levied upon or measured by appellant's generation of electro-magnetic waves, but by its gross receipts for the service it performs, which includes both the generation of the energy and its transmission as a means of communication interstate.

Whether the state could tax the generation of such energy, or other local activity of appellant, as distinguished from the gross income derived from its business, it is unnecessary to decide. See City of Atlanta v. Oglethorpe University, 178 Ga. 379. It is enough that the present is not such a tax, but is levied on gross receipts from appellant's entire operations, which include interstate commerce. As it does not appear that any of the taxed income is allocable to intrastate commerce, the tax as a whole must fail, Cooney v. Mountain States Tel. & Tel. Co., supra; cf. Pacific Tel. & Tel. Co. v. Washington, supra, and the judgment of the state court must be reversed and the case remanded for further proceedings not inconsistent with this opinion.

Reversed.

State Efforts to Impose Taxes on Radio Given Blow by Washington State Ruling

A KNOCK-OUT blow to the efforts of state legislatures to enrich depleted exchequers through occupation, income and other taxes upon receipts of broadcasting stations, was delivered March 30 by the U. S. Supreme Court in an opinion reversing the judgment of the Supreme Court of Washington state which had upheld a state occupation tax of 1% upon the gross receipts of stations.

In an unanimous opinion, the nation's highest tribunal held broadcasting to be an instrumentality of interstate commerce , and under the circumstances, not subject to state taxation. The appeal was by Fisher's Blend Station Inc., operating KOMO and KJR, Seattle, and was in the nature of a test of the right of states to tax broadcasting stations on the ground that their revenues are derived in intra-state commerce.

Because of the importance of the issue, the NAB, and the major networks collaborated in the appeal. Godfrey Goldmark, of New York, and Donald G. Graham, of Seattle, presented the arguments for the stations, while E. P. Donnelly, assistant attorney general of Washington, appeared for the state.

The opinion, because it is applicable only to the type of statute adopted by the State of Washington, does not automatically block all state efforts to tax broadcasting. It will serve to prevent taxation under the same circumstances and conditions, however, in all other states. Other state legislation proposing imposition of taxes under different conditions, may have to be finally adjudicated by the Supreme Court.

Affects Many States

THE OPINION, however, is of vast importance and significance because some two dozen states have legislation either enacted or pending proposing levies of the same character. The fact that the Supreme Court again has held that broadcasting is interstate commerce, naturally adds to the belief that under almost any set of legal circumstances, the court will be disposed to find such state levies upon broadcasting improper and unlawful.

The court did not decide whether the state can tax the generation of energy or other "local activity" of stations, as distinguished from the gross income derived from its business. This, said Justice Har-

(*Continued on page 55*)

WSAI GOES TO TOWN!

—with the most complete news service carried by any station in greater Cincinnati. This news service not only makes available to the WSAI audience local news gathered by its own staff of reporters throughout the Cincinnati area, but also the full service of the following news bureaus:

International News Service
Universal News Service
TransRadio Press Service
Dow-Jones Financial News Service
Western Union Sports Ticker

The news from these services is compiled and edited by WSAI's own staff of editors, giving a unique flavor and an individual character to "News from WSAI."

Four quarter hour periods daily, at the most strategic times.

THE CROSLEY RADIO CORPORATION, CINCINNATI

Merchandising Notes

Chevrolet's 387-Station Drive — Laundry Success — Fast Action on Sears-Roebuck Prizes—Tums Times

DEALERS of Chevrolet Motor Co. assembled in Detroit to listen to factory officials unroll the plan of activity for spring selling, were treated to a dramatic surprise presentation of how Chevrolet intends to back them up over radio air lanes this spring.

During the general advertising presentation by C. P. Fisken, advertising manager of Chevrolet, it was announced that the next *Musical Moments* transcription series would have as star artists the cast of the present Chevrolet air show—Rubinoff and his orchestra, Virginia Rea and Jan Peerce, guest stars, and Graham McNamee announcing.

The dealers were then told that they would hear a typical program of the new series. A knob was turned on an imitation radio cabinet 12 feet high, the dial face lit up, and the theme music for *Musical Moments* streamed out. As the announcement ended and the first notes of the program began, the curtain rose, and on the stage were Rubinoff and his men, plus the rest of the cast.

Their special trip to Detroit to play for the dealers at the advertising session was a complete surprise, and was the high spot of the series of meetings, dealers declared.

* * *

PURE OIL Co., using the *Jimmie Mattern* discs in its territory, has started a prize contest based on statements from the radio audience relative to the features of Pure Oil gasoline. Entry blanks are being dispensed from Pure Oil stations. The contest includes $10,000 worth of travel trips and other merchandise. First prize is a 25-day trip to the Hawaiian Islands for two, or $1,000 in cash; nine other prizes of trips to California, Mexico, and Yellowstone Park for two, or cash equivalent; the remaining 250 next best letters submitted receive wrist watches.

* * *

ARMA ELEVATOR Co., sponsoring a thrice-weekly program on WMBH, Joplin, Mo., for its White Goose flour, presents its commercials in the form of dialogue between Jim West, mountaineer singer, the White Goose, and the announcer. The dialogue consists of a three-party argument over the merits of the product.

* * *

WLS, Chicago, has started publication of a monthly review in which achievements of the station are reviewed. It is illustrated and contains quick-reading material of the promotional type. Featured in the resume of February achievements is the 67,319 total of ballots received on the change of time in Chicago.

* * *

P. LORILLARD Co., New York (Old Gold cigarettes) took a one-time program over Inter-City Group March 31, to broadcast a play-by-play description of the Stanley Cup hockey contest. Lennen & Mitchell Inc., New York, placed the account.

THE Milwaukee Laundry-owners Association, a cooperative group, announces unusual success with a program which it recently inaugurated over WISN, that city, in the form of the Radioaids Inc. laundry transcribed series with three five-minute episodes a week.

On the air the cooperative group uses the slogan "The Better Laundries of Milwaukee". This slogan also is used in the telephone directory where, under the classified heading of "The Better Laundries of Milwaukee", the entire membership is listed alphabetically.

The Radioaids programs do not give individual laundry names or prices. However, many of the individual laundries use newspaper advertising next to the radio column on the days of the broadcast and give prices and specials.

The series will continue for 64 episodes. Assessment of each member for the cost is made by the association on the basis of the business volume of local plants.

* * *

OVER 35,000 entries were received by the 36 New Jersey laundries sponsoring a cooperative radio program on WOR, Newark, in a recent contest. Ballots were distributed by the laundries themselves but the contest was promoted on the air. Ballots contained questions for contestants to answer, with 10,000 saying they preferred laundry service because it safeguarded their health, and 12,000 replying that they used the laundries to avoid drudgery.

* * *

WHIO, Dayton, signed 2,500 members for its Jimmie Allen Club within four days in connection with the Air Adventures of Jimmie Allen series. Krug bakeries, sponsoring the program, announce a decided increase in sales.

CONTINENTAL BAKING Co., New York (Wonder bread), which began on April 13 a five-weekly schedule on its CBS *Renfrew of the Mounted* series, has put an enlarged merchandising program in full swing with expansion of its network time. Posters are used on all delivery vehicles and 150,000 broadsides are being sent dealers.

A treasure hunt is being written into the script and maps are sent listeners who stop at grocers and fill in a card. A million loaves of Wonder bread contained inserts promoting the hunt and 2,000,000 Renfrew buttons were distributed from grocery stores after the first two announcements, exhausting the supply. All fan mail is answered by Inspector Douglas Renfrew on his official stationery.

* * *

"IT PAYS to Radio Advertise," says the John Taylor Drygoods Co., of Kansas City, which has just renewed for the fourth year its daily morning feature over KMBC of that city. The program, from 9-9:15 a. m., is a novel one. It appeals to the woman buying audience. Joanne Taylor, who operates the personal shopping service of the store, simulates the functioning of her office over the air, and dramatizes the shopping service, shifting from one merchandise department to another. Since the program was started, two assistants have been added to her office. Ferry-Hanley Adv. Co. places the account.

* * *

FOR THE five best questions or problems submitted weekly to the *Vox Pop* program sponsored on an NBC-WEAF network by Molle Co. $50 wrist watches are given. Men and women may enter the contest by sending in the complete carton from a tube or jar of Molle shaving cream. Others who enter receive a package of five Molle razor blades as a consolation prize.

* * *

AN ANIMATED map in which markets in its service area are depicted by industries is being distributed by WHK, Cleveland. Complete market and station data are included.



BLANKETING THE NATION—Chevrolet dealers, meeting recently in Detroit, saw this graphic portrayal of how the WBS transcription drive on 387 stations is covering the country. This coverage map and the simulated microphones occupied one of the three large stages in the General Motors Bldg. auditorium.

TWELVE THOUSAND widely scattered dealers in the products of the A. H. Lewis Medical Co., St. Louis, received official notifications recently of the company's new five-weekly NBC broadcast and were supplied with copies of the *Tums Times*, titled with the name of the broadcast, for distribution among their patrons.

The account was placed with NBC through Gardner Adv. Co., St. Louis, whose representative was Roland Martini, their radio executive. The original contract calls for 13 weeks on the air.

The Lewis Co. has been on the air, more or less, for several years, but this is the first time it has attempted the five-a-week variety of programs. Three years ago the company sponsored weekly programs on CBS but since that time limited itself to spot announcements, principally in New England.

The new program, in which the actors, Russell Pratt and Bob O'Neill are both former newspapermen, reveals to listeners the inside of the editorial offices of a small newspaper, with glimpses of how all its news and features are handled, giving the comedy touch to everything in newspaper routine.

The *Tums Times* is successor to *Chuckles Chronicle*, which had been a sustaining program for six weeks. Then the Lewis Company heard it and almost at once selected it for sponsorship. One Tums wrapper brings a copy of the *Times* to listeners.

* * *

WHEN eight large packages of flower seeds were offered to listeners on the *Monticello Party Line* program broadcast weekdays on 21 Southern stations by Dr. W. B. Caldwell Inc., Monticello, Ill., (Dr. Caldwell's Syrup of Pepsin), more than 20,000 members enrolled in a hurry, according to J. E. Giebish, radio director of Cramer-Krasselt Co., Milwaukee, producing the program. He predicts 200,000 gardens will flourish this summer as a result of the idea.

Some weeks ago the sponsor offered a cook book, the offer pulling 187,000 requests after three announcements. Dr. W. B. Caldwell Inc., is a division of Sterling Products Inc., New York. Thompson-Koch Co., Cincinnati, is the agency.

* * *

ALMS & DOEPKE Co., Cincinnati store, broadcasts a *High School Foundation Hour* on WCPO, with students competing for a chance to appear on the program. Winners on the Saturday morning series are selected by spectators at the broadcasts, staged in the stores auditorium, who put the contestant's name as well as their own and drop it in a voting shop in the store. The company is offering $500 in prizes, with the 12 weekly winners competing on the 13th week for cash awards.

* * *

FAST action in contests is provided by the Sears-Roebuck store in South Bend, Ind., broadcasting a new daily series on WSBT-WFAM. The program, titled *You're Telling Me*, originates in the refrigerator department of the store. Lady shoppers are invited to the microphone to talk about the Coldspot refrigerator. Judges listening on sets in different parts of the store awarded a $5 prize each program.



If it's RESPONSE *you want!*

From Oct. 1, 1935 to Apr. 1, 1936 (which is 183 days, 4,392 hours, 263,520 minutes) . . . *deep breath* . . . 1,197,008 WOR listeners; ergo, more than 4 each minute, have sat down, dipped pens, tapped typewriter keys, while a few have used plain pencils, to write in and tell us and our sponsors how good we are. And . . . this does NOT include thousands of letters mailed direct to the sponsors. It's just a letter-to-station count. Witness the mail received by a *mere* seventeen of them: Purity Bakers 438,161 . . . Gordon Baking Co. 273,677 . . . Uncle Don Sponsors 86,606 . . . Vim Radio 57,324 . . . Martha Deane Sponsors 47,867 . . . B. C. Remedy 27,638 . . . Drug Trade Products 25,028 . . . Bathasweet 24,115 Alfred McCann 22,246 . . . Furn-X 20,275 . . . Illinois Meat Company 17,052 . . . Glamé 12,865 . . . Axton Fisher 10,914 . . . National Safety Bank 8,877 . . . Borden's 8,655 . . . Dr. Goudiss Sponsors 7,355 . . . American Washing Machine Manufacturers 6,671.

WOR

Fate of Duffy Bill Soon to Be Decided

Committee Huddle Called As Hearings Near an End; Opposition to Minimum Infringement Fee Grows

THE FATE of the Duffy Copyright Bill, which in present form would afford greater protection for users of copyrighted works against the exactions of the music copyright combines, will be decided probably within the next fortnight by the House Patents Committee. On April 15, the committee was to conclude public hearings and immediately afterward go into executive session with the announced purpose of reporting a bill.

Since Feb. 25 the committee has been holding public hearings on the Duffy Bill and has amassed thousands of pages of testimony pro and con. Opposition to the measure was led, of course, by ASCAP and associated organizations and groups, for the obvious purpose of blocking legislation of any sort at this session. The measure, having implied Presidential endorsement and the open support of the State Department, passed the Senate at the last session, and awaits only House approval and the President's signature to become law.

Actually, three bills are pending before the committee—the Duffy Bill, the Sirovich Bill supported by ASCAP, and the Daly Bill, which also is looked upon in kindly fashion by ASCAP and by recording groups which seek to collect additional tribute from broadcasting stations for performances of phonograph records.

Within the committee there will be an obvious effort to block the Duffy Bill. Chairman Sirovich (D-N. Y.) has openly stated during the hearings he is opposed to the measure. This has been implied by several other members who have shown outward partiality to ASCAP and support of the onerous $250 statutory innocent infringement provision in the existing law, which would be stricken out under the Duffy Bill.

Infringement Fees

A GROUP of proponents of the Duffy Bill, including Reps. Deen (D-Ga.), O'Malley, (D-Wis.) and Church (R-Ill.), are insistent upon retention of the provision which would allow the courts to fix the amounts of damages for innocent infringement. They are pressing for enactment of legislation at this session, over the opposition of Chairman Sirovich and his followers. All told, the committee has a membership of 21.

Chances for enactment of legislation at this session, while measurably increased during the last month, are still regarded as remote. Because of the weight of opposition, it is thought by committee members that there is no chance of enactment of the Duffy Bill as it passed the Senate, but that there is a 50-50 possibility if certain concessions are made. Moreover, there is the race against time since adjournment by early June is contemplated in most Congressional quarters.

Executives of ASCAP have been present during all of the hearings. Gene Buck, its president and E. C. Mills, general manager, along with counsel, have been in attendance, as have representatives of the American Association of Copyright Owners (formerly Music Publishers Protective Association). They made sporadic reappearances during the waning days of the hearings to controvert certain evidence. It was also planned to have Nathan Burkan, ASCAP general counsel, offer rebuttal testimony just prior to sine die adjournment of the public hearings on April 15.

Opposition to the Duffy Bill came from the Authors' League of America, with the resumption of the hearings March 24. Elmer Davis, vice president, appearing as spokesman, said this opposition was basically because the bill would open the way for American entry into the Berne Copyright Convention, which he contended would react detrimentally to American authors.

Subsequent witnesses for the Authors' League took the same view, which was a reversal of the stand previously expressed in this regard. George Creel, prominent publicist and a member of the League's executive committee, said the group formally requests the Patents Committee "to reject any legislation predicated upon America's adherence to the Berne Convention until such time as Germany shall abide by the treaty or else withdraw therefrom."

Other witnesses for the Authors' League included Thyra Sampter Winslow, authoress; Ben Lucian Berman, author who wrote *Steamboat 'Round the Bend* and who complained of motion picture producers' mutilation of authors' works; Mary Heaton Vorse, authoress; Mateel Howe Farnham, authoress; Chester Crowell, author, who bombarded the Duffy Bill innocent infringement provision; William Hamilton Osborne, counsel for the League and its allied guilds, and Luise Sillcox, secretary of the League. Miss Sillcox asked that the $250 provision be reinserted in the bill.

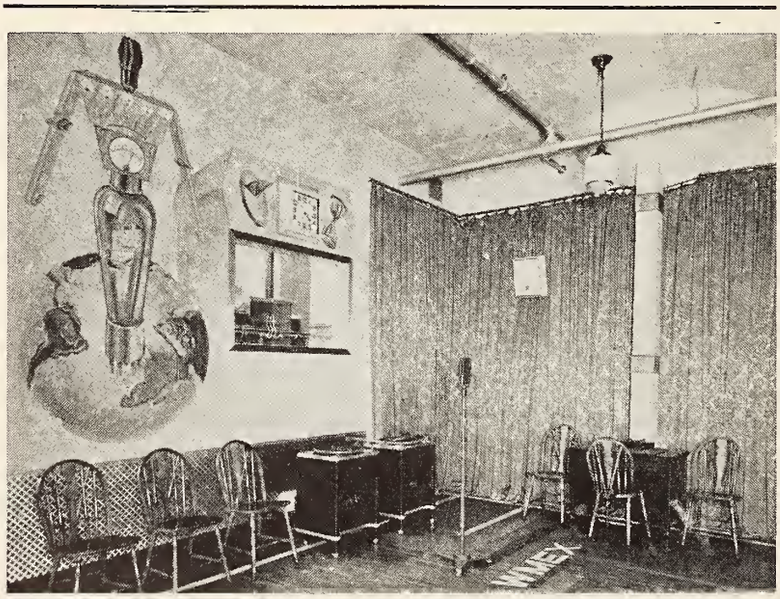
The Dramatists' Guild of America, followed much the same tenor. The witnesses included George Middleton, playwright; John Howard Lawson, playwright, and Mr. Osborne as counsel. In the cross-examination, following this testimony, Mr. Mills also figured, primarily on infringements of authors' works.

The ASCAP opposition really got its second siege of testimony (having consumed the first three days of the hearings) when Mr. Paine appeared March 26 and 27 for the Music Publishers Protective Association. While not affiliated with ASCAP in an organization way, the main publisher membership of MPPA also is part of the ASCAP publisher membership, and the boards of directors are somewhat interlocking.

Mr. Paine first introduced to the committee brief statements in opposition to the Duffy Bill. William Arms Fisher, representing the Boston Music Publishers Association, who at great length analyzed the three pending measures, threw his support to the Sirovich Bill.

Mr. Paine, in his testimony, hit at radio. Among other things, he said: "Radio has, in my opinion, failed to lay before you some observations that I think you are entitled to have. First of all, it is a licensed business, licensed by the U. S. Government. It is intended to be operated for public interest, convenience and necessity. That is the basis on which the license is granted. In carrying out the obligations of that license what does radio offer you? What is it that they have created as part of

(*Continued on page 50*)



EPITOMIZING RADIO—Studio C, one of a group recently opened by WMEX, at 70 Brookline Ave., Boston, tells a radio story with this novel mural. The studio houses transcription turntables and is also used for speakers. A novel wrinkle in one of the other studios is the use of Venetian blinds on organ swell-shutters, long a radio problem. The new WMEX quarters occupy 4,500 square feet of floor space, with all rooms being decorated in a strictly modernistic fashion.

Warner Withholds List of Stations Signing Contracts

Thirty-day Extensions Granted Some Stations; Starr Angry

PLAINLY disturbed over their apparent failure to crash into the music licensing field on any comprehensive scale, Warner Bros. music executives appear irritable these days, even to the point of refusing to divulge information about contracts which have been signed since April 1 for performance of their music.

Asked April 8 as to the number of stations which have signed the five-year contracts offered as of April 1, when the three-month temporary contracts with some 250 stations expired, Herman Starr, vice president of Warner and generalissimo of its music houses, declined an answer. He told a representative of BROADCASTING the information was not available.

Mr. Starr was particularly exercised over the story published in BROADCASTING April 1 in which the five-year contract proffer was reported. Among other things this story brought out that the Warner houses had reneged on the agreement to work out a per piece method of compensation which was to have become effective April 1.

Referring to the story, Mr. Starr said it was "dirty, lousy, low down trickery". Moreover, he invited BROADCASTING not to "contact me any more".

In spite of the statement by Mr. Starr that five-year contracts, with no exceptions, were offered stations, it is known that in several cases 30-day extensions have been granted. These include WSM, Nashville, and WDAF, Kansas City. Unquestionably many more have been authorized on the same basis. One report is that some 150 renewals have been received.

More Suits Filed

MANY important broadcasting stations numbered among the 250 that signed the original Warner temporary contracts, it was learned, have not signed extensions or renewals on any basis and do not intend to. They have found, apparently, that they can get along well enough without Warner music. In one case a station found that over the three-month temporary period since April 1, the cost to it of Warner music was nearly $200 a number, based on performances.

It is presumed that a number of small stations have signed the five-year contracts, conditionally, because of the low cost to them. Instead of paying four times the highest quarter-hour rate per month, the five-year extensions proposed four times the highest local rate. And in the cases of stations of full time the highest local quarter-hour rate of which is $25 or less, the fee is twice that rate per month.

In some cases it is known that stations signing the five-year extensions requested the writing in of a provision that the contract is automatically cancellable if Warner returns to ASCAP. It steadfastly has maintained it will not return to the fold.

Meanwhile, Warner has continued its filing of infringement

(*Continued on page 67*)

Crosley Station Group Scans Proposed Copyright Fee Law

Rosenblatt Retained by ARS; Status of Baldwin Improved; Focus Attention on NAB Parley



Mr. Rosenblatt

CONVINCED that they have hit upon a formula for solution of the vexatious copyright problem which will be acceptable to all units in the industry, Associated Radio Stations, organized under the leadership of Powel Crosley, WLW president, has retained Sol A. Rosenblatt, former NRA division administrator who is now practicing law in New York, to draft the plan and press it to fruition.

While the plan has not been divulged in detail, it is understood to embody a legislative proposal including "per piece" as the method for payment of copyrighted musical works. Differing from any other plans advanced, so far as known, the plan also is understood to encompass stipulation of the rates to be paid for music in the law, with its administration possibly to be handled by a governmental bureau which might be created within the FCC.

The second meeting of ARS was held in Cincinnati March 29 at which time Mr. Rosenblatt was retained. Present were Messrs. Crosley and Rosenblatt; John Shepard 3d, Yankee Network; Glenn Snyder, WLS, Chicago; John L. Clark, WLW, general manager and secretary of ARS, and D. E. Kendrick, WIRE, Indianapolis. Under the plan of procedure, selected stations deemed to have a "common interest" will be invited to membership in ARS numbering perhaps 150.

Hope for Harmony

NOMINALLY the invitations are to be extended by the executive committee, comprising Mr. Crosley, chairman; Mr. Shepard; Edwin Craig, WSM, Nashville; James C. Hanrahan, Continental Radio Co. (Scripps-Howard), and Walter J. Damm, WTMJ, Milwaukee. Edward A. Allen, WLVA, Lynchburg, vice president of the NAB and president of National Independent Broadcasters Inc., has been invited to membership and to serve on the executive committee as representative of independent local stations. Mr. Clark is actively in charge of this work, and as secretary is sending out the invitations.

Mr. Shepard, following the second meeting, declared that "no one will resign from the NAB because of this, so far as the people who are organizing it are concerned." He reiterated the previously expressed view that it was not created to bring about any division within the industry.

It is hoped by ARS that "harmony" will result from the threatened chaos over copyright in the industry by virtue of the banding together of the group of leading independents. Originally planned as "Independent Radio Stations" which was to have been incorporated, the group of charter organizers has decided to call it "Associated Radio Stations", and for the present at least to abandon the idea of setting up a permanent incorporated organization.

Presumably, the legislation idea is founded on the theory that little chance exists for favorable action on the industry-supported Duffy Bill at the current session of Congress. Even if the measure should pass, then the plan is to press for inclusion of the amendments possibly at the next session.

Differences between certain independent stations and the nationwide networks also fall within the purview of the ARS. At the coming Chicago convention of the NAB any efforts of the networks to "dominate", it was asserted, will be stoutly resisted.

While copyright again is expected to be the burning issue at the NAB session, time has had something of a healing effect. The open antagonism of network spokesmen against James W. Baldwin, NAB managing director, has diminished somewhat. Whereas there was free conversation about the networks "walking out" on the NAB if Mr. Baldwin were retained as executive head, these statements no longer are being made. Mr. Baldwin's position therefore is considerably stronger.

When ARS will get together again is undetermined. Presumably, the group will await the report of Mr. Rosenblatt, who once was in the law office of Nathan Burkan, ASCAP general counsel on copyright legislation.

Ford Begins Disc Drive Using Over 300 Stations

THIRTY-FOUR Ford branches are launching 13-week spot campaigns on more than 325 stations beginning the week of April 13. N. W. Ayer & Son Inc. is handling the campaigns for seven branches, with McCann-Erickson Inc. servicing the remainder. Transcriptions are being recorded by WBS featuring Ray Heatherton, Do Re Mi Trio and Victor Arden orchestra.

Commercials will promote both used Fords and current models. Ford dealers, it is understood, will carry part of the cost. Schedules call for quarter-hour programs, the number of weekly performances depending on directions of each branch. Evening hours will be used where available.

New York Union Musicians Boycotting Against Musical Published by the MPPA

NEW TROUBLES for Tin Pan Alley, striking mainly at music publishers who are bound together in the Music Publishers Protective Association, have developed during the last fortnight by virtue of the boycott of music of MPPA members by Local 802 of the American Federation of Musicians, which embraces some 130,000 musicians in New York. Several hundred locals throughout the country also are said to be cooperating with the New York union.

Shorter working hours and increases in pay for musicians, and arrangers and copyists of music were demanded of the publishing houses. The union demands were met by the three networks with headquarters in New York—NBC, CBS and MBS—in a two-year agreement which is retroactive to March 4, when existing contracts expired. Under the network arrangement, musicians on commercial and sustaining programs get $140 for a 30-hour, six-day week with no more than five working hours within eight per day. Under the old contract the men worked 33 hours, five hours within ten hours per day.

For men working a 24-hour, six-day week, four hours within eight per day, the networks agree to pay $105 per week, as against the old contract provision for $100 for a 24-hour week, five hours within ten. Men employed only on sustaining programs receive $100 for a 30-hour, six day week, five hours within eight per day, as against 33 hours, and five hours within ten. House musicians employed on the seventh day of the week will receive $30 for the one day, and outside men hired for the seventh day will receive $25 for the one day.

House orchestra conductors will receive one and three-fourth times the wage scale. The agreement also specifies that musicians employed four or more consecutive weeks by any of the networks shall not be discharged without eight weeks severance notice. The agreement governing arrangers and copyists of music is entirely new and affects about 800 such workers in New York. Weekly salaries of $115 and $100 are specified for arrangers and $65 for copyists, for a 35-hour week.

Network Agreement

THE AGREEMENT with the networks, according to Jacob Rosenberg, secretary of the Union, developed from three weeks of negotiation which culminated March 26. Participating for NBC, he announced, were Mark C. Woods and John Royal; for CBS, Edward Klauber and Lawrence Lowman; for MBS, Alfred J. McCosker and Jules Seebach, program director of WOR, and for the musicians union, William Feinberg, vice president; Samuel Tabak, Robert Sterne, George Koukly and William Laender, executive board members, Arthur Gutman, business representative and Mr. Rosenberg.

The strike against the MPPA publishing houses was called March 30 by the local. The Union had been negotiating with John G. Paine, chairman of MPPA, and failing to get results, the Union ordered that its members refuse to play any sheet music unless it has the union stamp. Large publishing houses said to be involved in the strike include Irving Berlin Inc., Leo Feist, Crawford Music Corp.; M. Witmark & Sons; Harms Inc.; Remick Music Corp.; Robbins Music Corp.; Shapiro-Bernstein & Co., and Ager, Yellen & Bornstein Inc.

(*Continued on page 67*)

KVOS Ruling Goes To Supreme Court

Review of Adverse Decision on News Broadcasts Is Asked

A SUPREME COURT review of the right of broadcasting stations to broadcast press association news picked up from newspapers, once the newspapers are published and sold in regular fashion, is being sought by KVOS, Bellingham, Wash., in a petition for a writ of certiorari filed April 7 with the nation's highest tribunal.

The request for review is from the decision of the Circuit Court of Appeals in San Francisco, enjoining the station from "pilfering" news, in a suit brought against KVOS by the Associated Press and newspapers in Seattle and Bellingham. The Circuit Court had reversed the decision of the Federal District Court in Seattle, which, had held that broadcasting stations were free to broadcast news dispatches of the Associated Press or other press associations or newspapers after those newspapers had been published and were for sale.

Up to Supreme Court

REVIEWS on certiorari are optional with the Supreme Court. It probably will decide within a few weeks whether it will accept the writ and render a final opinion in this controversial case. If it refuses certiorari, then the opinion of the Court of Appeals will stand against so-called "pilfering" of news for radio. Should the review be granted, the case will come up for argument at the October term of the court.

Former Senator C. C. Dill, of Washington, handled the KVOS defense in the Circuit Court of Appeals, and is of KVOS counsel.

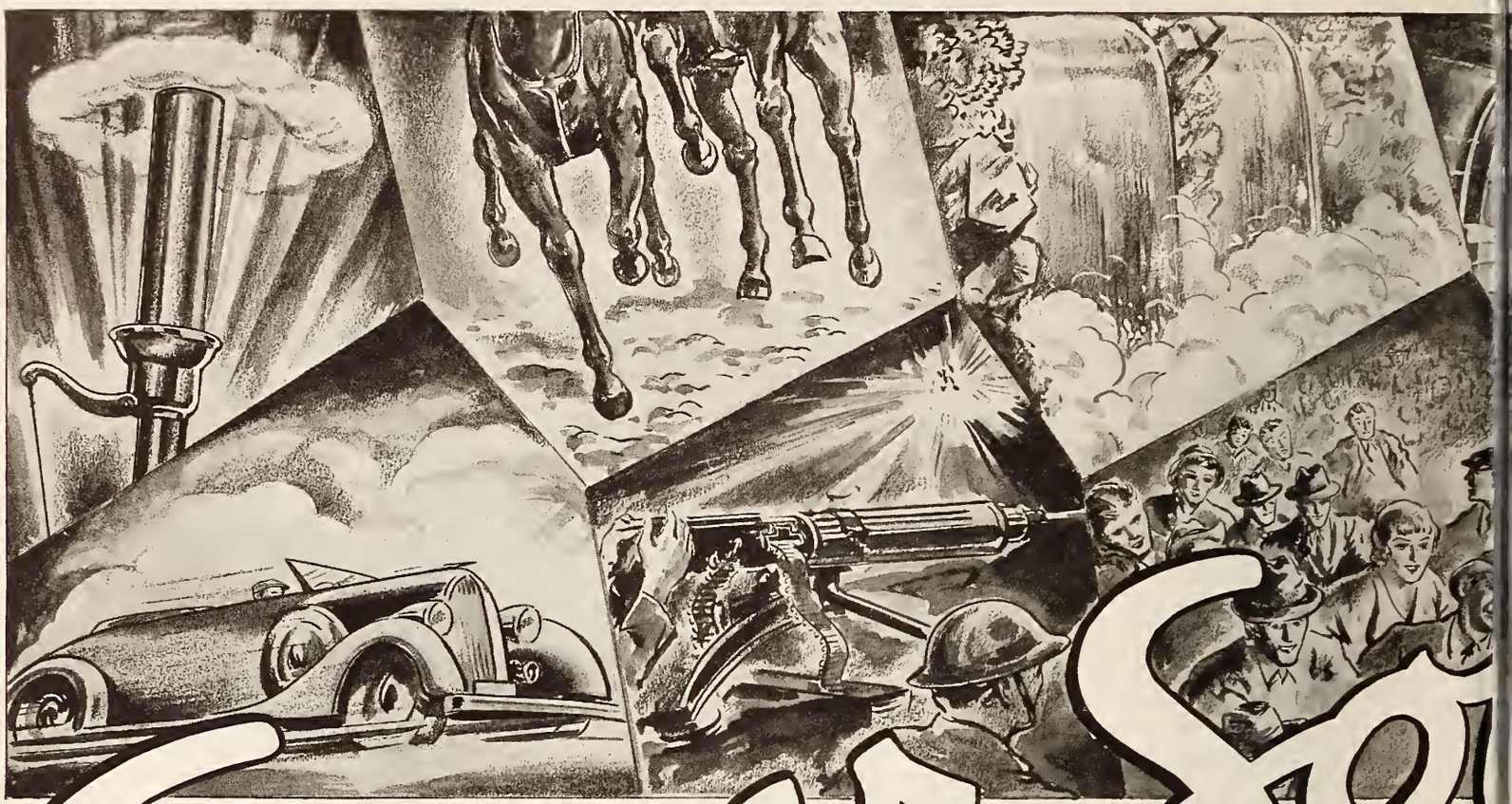
In the petition for review, KVOS contended that newspapers "are entitled to protection up to the time of publication, but no longer. They are entitled to protection as long as news events remain confidential and within their own circle, as against competitive news gathering agencies and others, but never past the point of publication, and in no case, after distribution and sale."

MBS Billings in March Biggest Month in History

MBS billings for March totaled $173,117, an all-time high for any month since the network's inception. This figure exceeds by 2.5% the $168,795 total of the next highest month, March, 1935, and is 13.2% higher than February. Total billings for the first quarter this year are $482,901. March revenues from supplementary outlets of MBS amounted to $18,365. For March, BROADCASTING has been reliably informed, CBS will report its largest monthly billings in the history of the network, exceeding the record of October, 1935, which was $1,930,512. The March figure, not yet available, officially, is expected to exceed $2,000,000.

WEBSTER-EISENLOHR Inc., New York (Girard cigar) will add WNAC, Boston, to its spot campaign. N. W. Ayer & Son, Inc., New York, placed the account.

STANDARD RADIO CREATES A



Super So

THE FIRST GROUP INCLUDES:

CRASHES—Plane, Automobile, Locomotive EXPLOSIONS WILD ANIMALS
PLANES—Exterior and Interior, Take-Offs, General Airport Sound, Interiors
BUGLE CALLS—Army, Navy and Assorted DOMESTIC ANIMALS FACTORY SOUNDS
BELL EFFECTS—Various DOGS—Barking, Begging, Lapping Milk, Fighting
CLOCKS—Various TRAFFIC AND STREET NOISES APPLAUSE LAUGHTER
TRAIN—Exterior, Interior, Freight CROWDS—Small, Large, Medium
GUN SHOTS PITCHED BATTLE FOOTBALL BACKGROUND
FIRE AND POLICE EQUIPMENT TRACTORS AND FARM MACHINERY
RAIN THUNDER EARTHQUAKE MISCELLANEOUS

[ALL EFFECTS GUARANTEED SUPERIOR TO ANY ON MARKET!]

EW STANDARD OF REALISM IN SOUND!



FOR months Standard has been building and perfecting a library of natural and authentic sound effects. Now completed, this library offers startling innovations never before achieved in this field:

1. **Modern higher fidelity recording, from life, by Hollywood's finest motion picture sound men.**
2. **Victrolac pressings by RCA; lower-surface, longer-wear, unbreakable.**
3. **Selected subjects; none which can be produced better in the studio.**
4. **Acoustic perspective and a variety of perspectives to cover various production requirements.**
5. **Background effects of sufficient length to go behind an entire dramatic scene.**
6. **Complete card index of every effect for easy reference.**

The price for the twenty records, forty sides of unexcelled sound listed herein, is $50.00; orders now accepted on money-back guarantee basis.

Guarantee: Every Standard sound effect is guaranteed better than any disc effect on the market or your money refunded.

... SEND YOUR ORDER TODAY!

STANDARD RADIO INC.

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

Shaw Starts Newspaper



Mr. Shaw

HARRY SHAW, former president of the NAB and former operator of WMT, Waterloo, Ia., which he sold several years ago to the *Des Moines Register & Tribune* interests, on May 4 will reenter the newspaper publishing business. The Shaw Publishing Co., of which he is president, on that date will start publication of the *Cedar Falls* (Ia.) *Daily News*, organized with employes as shareholders and with full leased UP service. Mr. Shaw formerly published the *Waterloo Tribune*, which he sold some years ago to devote all his time to his radio station until its sale. He also was the original backer of BROADCASTING Magazine, later selling his interests to its present owners.

UNIVERSITY of Kentucky has installed one of the most complete studio layouts of an institution of learning in the land, making it possible to originate three programs simultaneously. The university has been highly successful in its broadcasts, particularly over WHAS.

Spring Painting

By Station Break

RECENTLY we rambled through the farming districts of Maryland and Eastern Pennsylvania. We saw something it hadn't been our pleasure to witness in a number of years. Every second or third farm had blossomed forth . . . and sometimes how . . . in a bright, shining coat of fresh paint!

* * *

IN PENNSYLVANIA even the houses had been painted . . . for the barns come first with the thrifty Dutch. Bright red mingled with the green of shutters and the gleaming white of fresh whitewash on the farm houses.

* * *

PAINT on farms reminded us of the fact that a great deal of building and renovation was being carried on . . . with a promise of further increases in volume.

* * *

WE RECALLED that home building had doubled last year . . . that the FHA had poured approximately one and three-quarter billions of dollars into the building market. We examined the F. W. Dodge reports for February and found that the dollar value of building construction in that month was nearly double that of the corresponding period of 1935 . . . that this was true for both residential and non-residential construction.

* * *

SHORTLY afterwards we came across Albert Haase's articles on increased housing advertising in the March 12th and 19th issues of *Printers' Ink Weekly*. We like to give a fellow magazine a boost and we suggest you read it . . . "More Advertising for 1936!"

* * *

WE WERE perplexed by the second article . . . in that it failed to include radio in its estimate of 1935 and future advertising of the building and allied fields. NAB data showed an expenditure of $3,416,000 by household equipment advertisers during 1935 . . . an increase of 47.7% over the preceding year. Not so bad!

* * *

WE'VE always believed that radio was the ideal medium for the household equipment and building fields . . . . especially when you include allied products such as paint, furniture, rugs, radios, pianos, refrigerators, garden equipment and the like.

* * *

RADIO reaches more than 22,000,000 out of about 31,000,000 families . . . practically every family that counts . . . 100% coverage of the household market.

* * *

RADIO broadcasting enables the advertiser to build the proper emotional background for his message . . . a homelike atmosphere . . . Witness GE's lighting period on Sunday night at 11.

* * *

RADIO is a family medium . . . it reaches husband, wife and the entire family circle.

* * *

IN SPITE OF general coverage, radio also can reach the specialized audiences sometimes desired by the building equipment and house furnishings industries. Women listeners in the morning periods . . . the farm audience for paint, solder, fencing, furniture and what not . . . even gardeners.

* * *

IN THE LATTER respect we recall a program broadcast over NBC several years ago. A garden seed distributor . . . we forget who . . . sponsored two or three programs devoted to talks on flowers. He presented it in the morning and directed it to suburbanites . . . than whom there are no more rabid horticulturalists! . . . Result . . . more than 12,000 requests for a booklet offered by the advertiser . . . Rather good response for a specialized audience!

RADIO is ideally adapted to an educational job . . . especially when the topic in question is of mutual interest to the advertiser and the listener . . . which housing and home furnishings most assuredly are. Talks such as those on "What Home Means to Me" on the GE-FHA program are an example of the educational job which can be done.

* * *

RADIO is dramatic. Much of the material regarding housing lends itself to dramatization . . . in the program and in the announcement.

* * *

FRANKLY we've never been able to understand the household equipment manufacturers . . . especially the national ones . . . who last year only accounted for about one dollar of every six spent by their field in radio advertising. They seem incapable of getting beyond the idea of a picture of their product and the mention of a number of competitive details.

* * *

SELLING housing is infinitely more fundamental and dramatic . . . for it deals with a basic human urge . . . the love of a home, its comfort, attractiveness and *one's bride in it.*

* * *

AFTER spring comes summer . . . and probably by reason of some strange superstition . . . advertising declines about 20% from the average month's level. Again we're stupid . . . for we can't see why this should occur. Payrolls remain at 97% normal. Only a small proportion of the population goes away at any one time. People still eat, play games, read magazines and newspapers, buy summer clothes . . . *and listen to the radio. Three million automobile radios should more than offset decreased home listening . . . Three million second sets in homes* . . . mostly portable sets able to be carried to the country . . . *should further add to the summer radio circulation.*

* * *

IT'S about time we chucked the summer fetish overboard. Don't tell me the ladies use less powder, cosmetics, sunburn lotion and the like . . . that more ice cream isn't eaten, pictures taken, soft drinks consumed, gasoline bought . . . you fill in the rest . . . in the summer as against the winter.

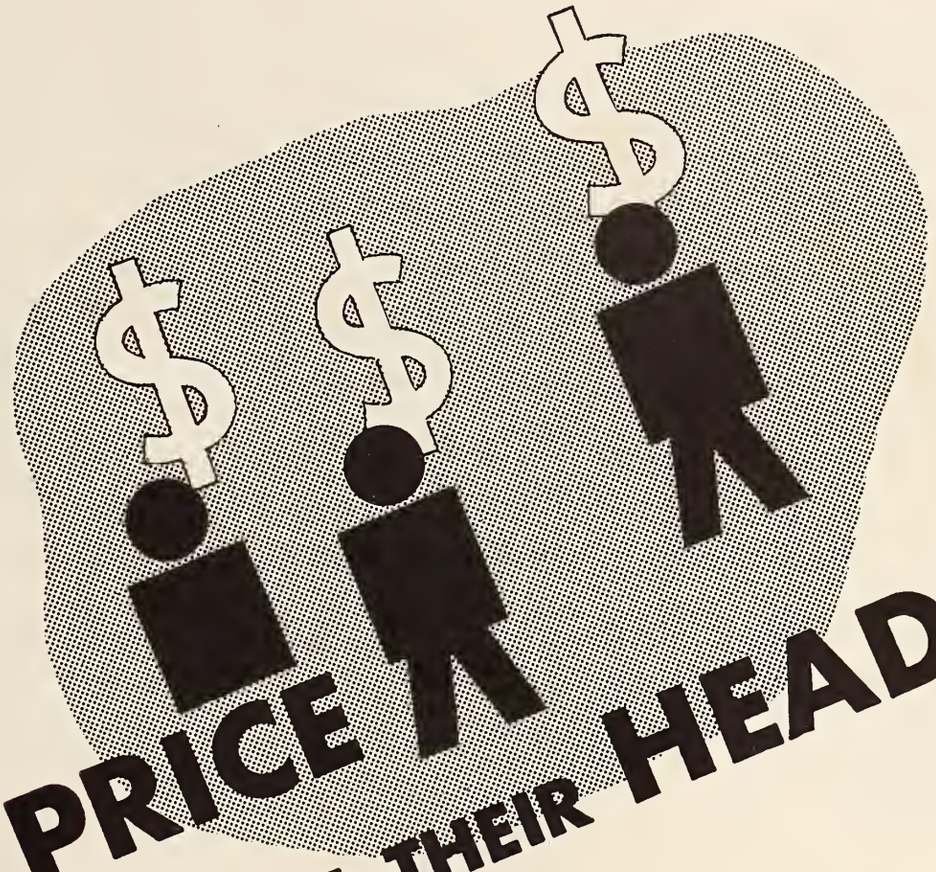
RCA Seeks Ideas

THROUGH its house organ, the *RCA Family Circle*, Radio Corporation of America has invited employes to submit ideas for its *Magic Key* program on an NBC-WJZ network, Sundays, 2-3 p. m. For the three best program ideas or suggestions, the *Family Circle*, cooperating with Tom Joyce, of Camden, will award three prizes consisting of an auto radio, a phonograph attachment for a radio set and a dozen red seal Victor records. Entries must be mailed by midnight April 22. Judges will be a representative of Lord & Thomas, the RCA agency; Miss Bertha Brainard, NBC commercial program manager, and the editor of the *RCA Family Circle.*



★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

KMBC of KANSAS CITY



A PRICE ON THEIR HEADS

In the area of KGO, the population spends more money per capita than in any other section of the country. That's why this station, now on the Blue Network, is such an attractive buy for advertisers. It delivers listeners in a really rich market.

KGO **7,500 WATTS**
NBC Pacific Coast Blue Network
SAN FRANCISCO

One of NBC's Managed and Operated Stations

Norman T. Baker Seeks Seat in U. S. Senate

NORMAN T. BAKER, one time operator of KTNT, Muscatine, Ia., ordered off the air by the old Radio Commission largely because of its medical broadcasts, has entered the lists as a candidate for the Republican nomination for U. S. Senator from Iowa, opposing Senator Dickinson, incumbent, in the June primaries. Mr. Baker, who has frequently tried to get reinstated on the American wave lengths, is backer of XENT, powerful Mexican-licensed border station at Nueva Laredo. Among other opponents of Senator Dickinson for the Republican nomination is former Senator Brookhart, who was defeated in the 1932 primaries by Henry Field, operator of KFNF, Shenandoah, who in turn was defeated in the elections by Senator Murphy, Democrat.

CALL letters of KWKC, Kansas City local, have been changed to KCMO by authority of the FCC.

SHIFTS IN REENACTED NEWS

Wrigley Sponsors "March of Time" in Swift Transfer; Remington-Rand Goes to "Five Star Final"

"TIME Marches On" as usual, at 10:30 p. m. five nights a week on CBS, with Wm. Wrigley Jr. Co., Chicago, as the new sponsor, but the hectic hours that followed the end of the 150th program of the five-a-week series on March 27 and the usual trumpet flare three days later offered a thrilling behind-the-scenes drama.

Remington Rand Inc., which has been sponsoring the *March of Time*, presented by the editors of *Time* through Batten, Barton, Durstine & Osborn Inc., now is sponsoring Inter-City Group's *Five Star Final*, a feature described by Philip Barrison, WMCA dramatic director, as the oldest daily news dramatization in radio. The *Five Star Final* is a quarter-hour broadcast Mondays through Fridays, with a half-hour at 9 p. m. Sundays. The contract is for one year, including WMCA, WIP, WOL, WDEL, WCBM, WPRO, WMEX, WLNH, W1XBS.

The *March of Time* cast, disbanded after the March 27 program, was hastily called together early March 30 when word was received that William Wrigley Jr. Co. was interested in continuing the program as a public service. Roy S. Durstine, vice president of BBDO, and Roy E. Larsen, vice president of *Time* and one of the creators of the program, flew to Chicago for a conference with Wrigley and CBS officials.

No Time to Lose

AT 7 p. m. word was received in the CBS New York studios that Wrigley Co. would sponsor the program. A little over three hours later the program took the air with this announcement: "The makers of Wrigley's Spearmint Gum believe that the *March of Time* has become an institution to millions of radio listeners and that it is in the public service—and in the public interest—to continue it on the air without interruption. So tonight, and for an indefinite period, Wrigley's take pleasure in turning this program over to the editors of *Time*."

Only two regular members of the cast were missing, Westbrook Van Voorhis, the *Voice of Time*, and Jack Smart, veteran man-of-all-voices, who had left together for a Miami-Nassau-Bermuda vacation. They were traced to North Carolina, Miami and Nassau by the staff of Arthur Pryor, BBDO vice president in charge of radio and production manager of the program, but were not caught. Miami police checked all hotels and transportation agencies but the search was complicated by the fact that it was not known if Van Voorhis was using his own name or Hugh Conrad, his radio alias.

Meanwhile Wrigley continues to sponsor *Myrt & Marge* on CBS but is understood to be planning to wind up the program in April when details of a trial episode can be straightened out gracefully.

Commercials on the *March of Time* consist of a bare announcement of sponsorship at the beginning of the program and a brief announcement for the sponsor's products at the end.

Remington-Rand, which has been placing all advertising through BBDO, is understood to have entered the Inter-City contract without agency connection, although retaining BBDO as its advertising counsel.

The *Five Star Final* program seeks out-of-the-ordinary news stories rather than outstanding public events for reenactment. Many members of its cast have been appearing on the program for more than three years. Mr. Barrison is director and Carl Fenton's orchestra supplies musical background. The program was started originally by WMCA and is broadcast from its studios.

JOSEPH A. CHAMBERS

FORMERLY TECHNICAL SUPERVISOR OF WLW-WSAI-W8XAL

AND

JAMES C. McNARY

CONSULTING ENGINEER

ANNOUNCE THE ESTABLISHMENT OF THE RADIO ENGINEERING FIRM OF

McNARY AND CHAMBERS

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

APRIL 1, 1936 TELEPHONE NATIONAL 4048

Golden State Expands

GOLDEN STATE Co. Ltd., San Francisco (dairy products), a consistent user of Pacific Coast radio for many years, on March 23 renewed for 40 weeks it's twice weekly NBC-KRO *Golden State Menu Flashes*. The program, which features Joan Andrews, domestic science authority, will continue to be heard Mondays and Fridays, 10-10:15 a. m. (PST). On April 10, the Golden State Co. augmented this schedule for eight weeks, by adding a five-minute participation. Wednesdays and Fridays, 11-11:30 a. m. (PST), in the NBC-KGO woman's program, *Confidentially Speaking with Helen Webster*. N. W. Ayer & Son Inc., San Francisco, has the account.

Station Sale Approved

SALE of KFYO, Lubbock, Tex., to the Plains Radio Broadcasting Co., subsidiary of the *Amarillo Globe & News*, was approved by the FCC Broadcast Division April 3. The sale price was understood to be $12,500. The same newspaper also operates KGNC, Amarillo.


WJR
50,000
WATTS
750 KILOCYCLES
CLEARED-CHANNEL
C. B. S.
First in Power + Results
WJR
THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM
DETROIT
G. A. RICHARDS
PRESIDENT
LEO FITZPATRICK
VICE-PRES. & GEN. MGR.
REPRESENTATIVES

Now Available for Sponsorship

"THE SPORTS DESK"

ON **WTCN**

MINNEAPOLIS ST. PAUL

New! Different! . . . A 3-Way Hook-up and Broadcast of the Day's Sports News Direct From the Sports Desks of Two Big Northwest Newspapers.

An informal chat on the day's developments in the sports world between George Higgins of WTCN, leading Northwest sports announcer; Perry Dotson and Gordon Gilmore, Dispatch-Pioneer Press sports writers, and Bob Beebe and Louis Greene, Minneapolis Tribune sports writers, THE SPORTS DESK offers sports news in a novel and more entertaining way. Microphones on the desks of the sports writers and the sports announcer's microphone are connected. The writers pause in their regular work to talk with Higgins about what has been coming over their desks during the day . . . and the listeners hear all voices. WTCN is noted for its coverage of sports and has a tremendous audience. THE SPORTS DESK is a big hit innovation on a famous sports station in the rich Twin Cities market. 15-minute periods, 7 days a week, it is a sure-fire sales stimulator for its sponsor.

For Rates and Further Particulars, Write

C. T. HAGMAN—WTCN, Wesley Temple Bldg., Minneapolis, or

FREE & SLEININGER, INC.

WTCN NATIONAL REPRESENTATIVES

Stations In Mexico Causing Confusion

Higher Power Sought to Meet Renewal of Interference

RENEWED complaints to the FCC over ruinous interference caused by Mexican "border" stations, for the most part backed by Americans, have come from a number of broadcasting stations. Accompanying them in no few instances have been requests for increased power to offset the interference.

Revival of this problem, which has caused intermittent confusion for several years, evidently grows out of stepping up of power and shifting of frequencies of several stations spotted along the international border to serve American rather than Mexican listeners. Most notorious of the Mexican-border stations is XERA, Villa Acuna, across from Del Rio, Tex., operating with an estimated 150,000 watts on 840 kc. It is operated by Dr. John R. Brinkley, former Kansas medico broadcaster whose station was deleted several years ago because his broadcasts were construed "inimical to public health".

Smuggling of Discs

ANOTHER alleged serious offender is Norman Baker, of Muscatine, Ia., who operates XENT, at Nuevo Laredo, opposite Laredo, with rated power of 50,000 watts on 910 kc., but whose station is said to "wobble" over a 50 kilocycle band, causing interference up and down the line. Like Brinkley, Baker's former station was deleted for objectionable "cancer cure" advertising and both since have been carrying on radio operations along the border to serve their old audiences.

Another station reported to be creating tumult on American channel is XEPN, Piedras Negras, opposite Eagle Pass, Tex., rated at 50,000 watts on or about 910 kc., and said to be operated by a Mexican in conjunction with an American radio engineer named Branch. XEAW, at Reynosa, with a rated power of 10,000 watts on 960 kc., or thereabouts, also is contributing to interference in this country.

The United States has never entered into a frequency-sharing arrangement with Mexico as it has with Canada. There have been several efforts to this end with no satisfactory results and Mexican stations have operated indiscriminately on any channel. The border situation has provoked several international conversations through the State Department and another may ensue from the current complications.

So far as known, no new overtures have been made in recent months to Mexican authorities either direct or through the State Department. The FCC, as a punitive measure, now is invoking a law prohibiting transmission across the border of programs originating in the United States for broadcast over the "renegade" border stations. This rule also applies to carrying of transcriptions or records across the borders without prior permission from the FCC, but it is believed that many such records are being "smuggled" across.

★ ★ ★ ★

WNOX

Knoxville, Tennessee

COMPLETE COVERAGE of the RICHER **TVA** MARKET

No Action Taken by FCC On KGIR Controversy in Refusal of Political Time

BECAUSE no complaint has been filed with it, the FCC on April 4 informed KGIR, Butte, Mont., that it will take no action in connection with the controversy between the station and Rep. Monoghan (D-Mont.) over reservation of time for a political broadcast. E. B. Craney, owner of the station, had requested Chairman Prall March 26, to advise him whether, after reviewing all of the correspondence between the station and the Congressman, KGIR had violated any provision of law.

Chairman Prall informed Mr. Craney April 4 that "no complaint has been filed against KGIR with regard to this transaction. Your statement concerning the matter, however, will be given appropriate consideration should any complaint be received."

In his letter, Mr. Craney stated it was not KGIR's policy to discriminate against anyone and that, in his opinion, the station had in no way discriminated against Mr. Monoghan. He brought out that Mr. Monoghan had sought through another individual to reserve time in January for a speech to be broadcast on July 29, the night before the Montana senatorial elections. Mr. Craney had informed the Congressman he could not reserve the specific time that far in advance, but would give him time just as near the requested 7 p. m. period as his broadcasting schedule would permit on that day.

Texas Changes Spots

TEXAS Co., New York (Texaco) will add three stations to its current spot campaign during the week of April 15. The campaign includes three weekly quarter-hour discs. The new stations are WSM, Nashville; WMC, Memphis; WSB, Atlanta. Three stations have been deleted from the original list. Hanff-Metzger Inc., New York, is the agency.

PHILLIP MORRIS, PLEASE!

—there are lots more "Calls for Phillip Morris" in the Carolinas since your famous slogan has been carried regularly into more than 150,000 WPTF homes!

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

Gain in Auto Time Is Noted for Month

Regional Network and National Non-Network Sales Rise

INCREASED automotive volume constituted the most important development of radio advertising in February, particularly in the national non-network field. Gross time sales in this field rose 349% as compared with February of the preceding year. Local automotive radio advertising experienced an increase of 75.5% while national network volume rose 10.7%.

Regional network and national non-network advertising continued to show the most pronounced gains. Regional network volume was 59.3% greater than during last February. National non-network advertising showed an increase of 45.6% over the same month of the preceding year. National network advertising in February was 7% greater than last year.

Local broadcast advertising declined from the preceding year's level for the first time for more than a year. Gross revenues in this field were 1.7% less than in February 1935. The regular seasonal trend was evident during the month. Local volume decreased 16.3% as compared to January. Total broadcast advertising during the month amounted to $8,141,836. This constituted a gain of 1.3% over January and was 13% greater as compared to the corresponding month of 1935.

Radio advertising volume during February was as follows:

	January	*February*	*Cumulative Jan.-Feb.*
National networks	$4,740,560	$4,785,804	$9,526,364
Regional networks	95,340	92,432	187,772
National non-net...	1,626,500	1,946,650	3,573,150
Local....	1,572,760	1,316,950	2,889,710
Total....	$8,035,160	$8,141,836	$16,176,996

Non-Network Advertising

TOTAL non-network advertising experienced a gain of 2% as compared to January and of 21.8% as against February of last year. Regional stations were the only ones to experience a decline in non-network volume as compared to the preceding month, 2.9%. Regional and local stations continued to show the greatest gains in non-network volume as compared with the corresponding month of 1935. The gain in the case of regional transmitters was 28.8% while the rise in local station volume was 42.9%. Clear channel station non-network business rose 12.3 as against last year.

Transcriptions gained 3.1% as against January and experienced a rise of 54.5% as compared to February of last year. National non-network transcription volume rose 65.4% and local volume 13.3%. National non-network live talent volume continued to increase showing a gain of 61% over the same month of 1935. Local volume remained unchanged from the preceding year.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

THE CAPITAL STATION IN THE CAPITAL MARKET

KFBK

SACRAMENTO, CALIFORNIA

DO YOU BELIEVE IN WHITE SPOTS?

If you do, then KFBK will place your message in one of the whitest of white spots.

Today records are being broken. Payrolls, bank debits, savings and business activities are reaching new heights.

There's high-per-capita-income in the Sacramento Valley. The people are spending it. You can have your share for the asking.

Any one of our representatives will gladly give you SACRAMENTO VALLEY FACTS and show how effectively KFBK dominates this responsive market.

KFBK • Now 5000 Watts

Affiliated with the Columbia-Don Lee Broadcasting System

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

1038 Exchange Bldg.
Seattle

WSB School of the Air Has 300,000 Members

A MEMBERSHIP of 300,000 grammar and high school students in 400 schools was achieved this year by the *WSB-Atlanta Journal School of the Air* under direction of Louis T. Rigdon and Edythe Miller. Twenty Georgia colleges as well as WTOC, Savannah, WMAZ, Macon and WRDW, Augusta, cooperate with WSB and the *Journal* in the series, which began with the opening of school last September and closes May 7.

Only classical numbers are used on the programs, now completing the fifth year on the air. High school and grammar school students compete over their nearest station in declamation, recitation, piano, voice and violin after the elimination contests in each school. State-wide finals will begin at WSB June 8, lasting three weeks. Winners will be announced June 25 and on July 1 scholarships will be awarded as well as free trips to New York as guests of the *Journal*.

EXECUTIVES and personnel of WGN, Chicago, are planning to form a WGN Yacht Club, with Quin Ryan, Blair Walliser, Frank Dahm, George Harvey, Wally Phillips and Reggie Byleth, all enthusiastic boat owners.

free!

See Page 2

WHY BANK STAYS ON THE AIR

President of Macon Institution Tells How and Why Broadcasting Is an Effective Medium

By MARION H. LILES
President, First National Bank & Trust Co., Macon, Ga.

WE TRIED RADIO advertising over WMAZ for two months and saw results; we contracted for a continuation for 12 months and results continued; we have just agreed to carry on for another period of 12 months.

Briefly, that is the story of our experience with radio advertising and, incidentally, during that time we have never felt it necessary to change the type of program we present each Tuesday and Saturday at 1:30 p. m. We started out with a quarter-hour of salon music and the response and appreciation of listeners has justified our selection of melodies between the "popular" and "heavy" classifications.

Greatest recognizable results have come to us through advertising of a specific department of our bank: The small loan, personal, or industrial section. We could check specific results here by asking each applicant for a loan whether newspaper, radio, or personal contact brought him to us.

Are They Satisfied?

WHILE I do not care to reveal the exact result of our tabulations, I believe the fact that we have decided to carry on our radio advertising is proof that we are satisfied.

In my opinion our program has done two real services for both the bank and the public: It has broken down the idea that bankers are austere individuals who have no time for the "little" man, and has helped in building good will in the community.

We are helping these people, and we are making friends for our bank in a way that will bring us in the future the accounts of those who become successful. Our programs are simple expressions of sincerity, framed with music everyone likes, and presented at the lunch hour. The text is prepared by the radio station, and follows the advertisement we carry each Sunday in a local newspaper. Here's the program we are using one day this week:

Theme—*La Golondrina* (fade for opening).

Again we present *Silver Strains*, the transcribed program which invites your affiliation with the First National Bank & Trust Co., of Macon. . . . Not only business houses, but individuals, are urged to consult any officer of the First National for assistance in financial difficulties. . . . Small, personal loans may now be had at the First National with only the bank's regular interest rate charged.

(Fade music into *My Old Kentucky Home* followed by *I Love You Truly.*)

The First National Bank & Trust Co. gives a service that is especially helpful to those wishing small loans that may be repaid monthly. And for which only the bank's regular interest rate is charged.

An automobile may be used as security at the First National, or you may wish to refinance the payments on your car, or may wish to trade it for another. Best trades are made for cash, and good credit is maintained only by paying bills promptly, so see any official at the First National about the funds you need; they're never "too busy" to discuss your financial problems — no matter how large, nor how small. . . .

(Fade into *Pagan Love Song* and *Estrellita.*) (Fade last number to background in time for closing.)

Silver Strains will again be heard over the air (Tuesday) (Saturday) at 1:30 in another salon musicale of the First National Bank & Trust Co. . . . Turn to the First National for any financial assistance you may need, from a small personal loan to an obliging and helpful trust service. Any official will be glad to discuss these matters with you. . . . The First National Bank & Trust Co. of Macon wishes you a pleasant afternoon.

This transcribed program came to you through WMAZ, Macon.

Lipton Tea Expands

THOMAS J. LIPTON Inc., Hoboken (tea) is using daily one-minute spot announcements six days a week, on WBRE, Wilkes-Barre, and WNBF, Binghamton, N. Y., as well as a ten-minute period, twice weekly, on the Don Lee-CBS network during the *Feminine Fancies* participation program, and a thrice-weekly 15-minute musical program with Ralph Kirberry on WJZ, New York. During the height of the flood in Wilkes-Barre and Binghamton the schedule was suspended, but it has since been resumed. Frank Presbrey Co., New York, placed the account.

THE BOOT-STRAP ACT WORKS OUT HERE!



Yep, by crackey!—national figures may have slumped, but WDAY thus far is 38% above last year! Which proves that our advertisers are getting the business. Else they wouldn't spend the jack. How about giving us a holt on your boot-straps?

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

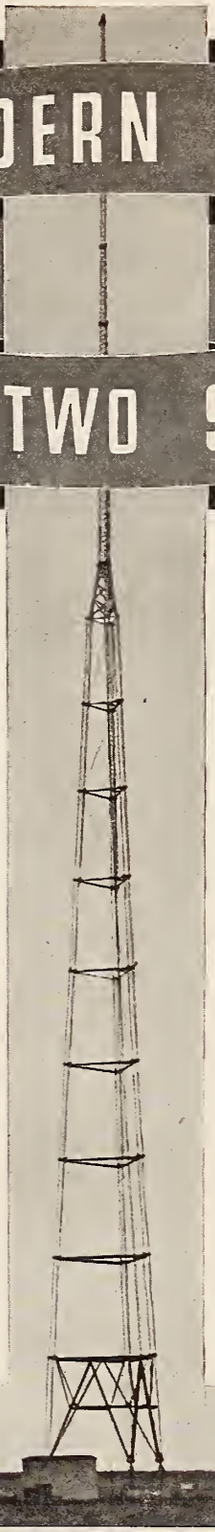
WDAY, INC.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHTS

N. B. C.

FARGO, N. D.

THIS MODERN RADIATOR SERVES TWO STATIONS



WITH 75% TO 100% INCREASED PRIMARY SERVICE AREA FOR BOTH

Houston, Texas - hurricane country - and a glistening tower of steel looms up 375 feet in the air, built to resist the high wind pressures encountered in the Gulf regions. This Truscon Vertical Radiator sends forth simultaneous programs from two stations.

Although sharing the same building and radiator, KTRH (1290 Kilocycles) and KPRC (920 Kilocycles) are self-contained radio stations, each having its own 5000-watt transmitter.

Since its erection early this year, the Truscon Vertical Radiator has helped to increase the primary service area of both stations up to 100%, according to conservative estimates furnished by enthusiastic operators.

The structural, mechanical and commercial advantages of these ultra-modern, self-supporting Vertical Radiators obsolete all conventional types of radio antenna towers. Already, over two score commercial stations and an increasing number of state police stations have installed Truscon Vertical Radiators with gratifying success.

Truscon Vertical Radiators enlarge the primary service area of a station without increasing power input. The advantages from a purely commercial standpoint are obvious ... better broadcasting ... better reception ... more effective results for everyone.

Stations equipped with Truscon Vertical Radiators are recognized by advertisers as progressive and striving to perfect their service.

From a purely technical viewpoint, station operators, radio consultants and engineers can look to Truscon for expert cooperation in working out the most efficient design to meet each station's requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

If you are unfamiliar with the location of the Truscon sales office in your vicinity, write direct to Truscon Steel Company, Youngstown, Ohio.

Networks Assign Convention Crews

NETWORKS laying their plans to provide complete coverage of the Republican and Democratic national conventions in June (see April 1 BROADCASTING) are mustering an imposing list of special commentators to supplement the work of their regular announcers. Both conventions, the Republicans at Cleveland starting June 9 and the Democratic at Philadelphia starting June 23, will be broadcast in every detail by three networks —NBC, CBS and MBS, each with its own corps of engineers, announcers and commentators.

Although opening keynote speeches are scheduled for night sessions, the conventions will require daytime clearances on network stations primarily, with each network making every effort to secure a minimum of interference with its commercial schedules. Each network will have its own control and announcing booth, with lapel and parabolic mikes and a special speakers stand radio equipped for other pickups.

Graham McNamee will head the NBC announcing staff, and Robert Trout will be chief CBS announcer, with Quin Ryan and Gabriel Heatter expected to lead the list of MBS speakers. Other NBC announcers to be assigned to the convention will be George Hicks, Ben Grauer and Tom Manning. CBS has not indicated its other announcing assignments.

For NBC the special commentators will be Lowell Thomas, Edwin C. Hill, William Hard, David Lawrence and Dorothy Thompson. CBS has invited Paul Mallon, Turner Catledge, Mark Sullivan, Frederic William Wile, Raymond G. Swing, Raymond Clapper and Frank Kent, Washington correspondents, and Walter Lippman, Henry L. Mencken, Joseph V. Connolly and H. V. Kaltenborn.

Lawrence W. Lowman, CBS operations vice president, and Paul White, CBS director of special events, are handling the details for that network, and Alfred H. Morton, manager of the NBC program department, will head the NBC crew. Henry Grossman will be in charge of CBS engineers, and George McElrath will handle the NBC engineers.

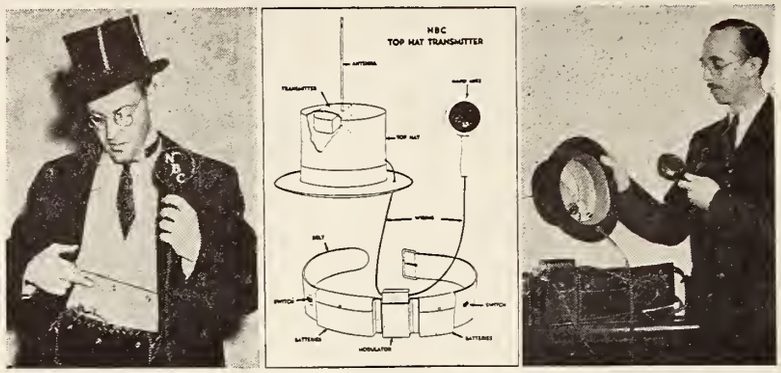
Olympic Assignment

THOROUGH coverage of the Olympic Games in Berlin this summer is planned by the national networks, with NBC announcing already that it is sending William Slater, ace sports announcer, to handle the international relays in cooperation with the Reich radio authorities, who will provide technical equipment. Mr. and Mrs. Slater will sail for Germany on the *S. S. Manhattan* July 15, accompanying the American Olympic Committee and athletes. His Saturday morning *Junior Journal* on the NBC-Blue network will be suspended during his absence.

NEWTON JENKINS, veteran political campaigner, has engaged a quarter hour on WLS, Chicago, each Sunday at 11:30 a. m., for a year, speaking in the interest of a third party movement.

NBC'S SILK HAT TRANSMITTER

Tiny Set Hooked to Network as George Hicks Joins The Easter Parade in New York



HEARD BUT NOT SEEN — Except for a hollow tube from his hat, George Hicks (left) looked like any other promenader as he wore this tiny transmitter. Center photo gives a schematic idea of how it works. At right is O. B. Hanson, NBC chief engineer, who developed it.

IN THE year's Easter Parade on Park Ave., New York, was a silk hat concealing a complete radio transmitter linked with NBC as an actual working test of the new micro-wave portable units recently announced. The silk-hatted radio announcer, George Hicks, wore conventional Easter costume for the fashion promenade, with formal cutaway hiding a wide leather belt to hold the power plant for the tiny broadcasting station in his hat.

A pocket-size microphone completes the apparatus used for the first time by NBC. Hicks happened to fit the size 7⅜ top hat into which NBC engineers have built the miniature transmitter.

The new "silk-hat transmitter" operates on a frequency of 270,000,000 cycles, with a power of two-tenths of a watt, and a working range of one-quarter mile. For the Easter morning broadcast, Announcer Hicks was followed on his Park Avenue promenade by NBC's mobile unit, an automobile equipped with receiving and sending apparatus, to relay Hicks' voice on more powerful waves to Radio City and thence to the networks.

Recent announcement of micro-wave developments by NBC engineers led to inquiries concerning the device from hospitals, the government departments, mining companies, horse show officials, other broadcasting companies and a railroad. The new "silk-hat" unit is a later development even smaller in size, with a weight of only 11 ounces for the transmitter assembly in the crown of the hat.

A new "cartridge-belt" power supply will be tested for the first time in operating the silk-hat transmitter. The "B" battery unit is constructed in the form of a hunter's cartridge belt, with each of the 30 cells resembling an elongated 14-gauge shotgun shell. These deliver 180 volts for the plate circuit of the set.

The other side of the belt carries a 4-cell "A" battery of 6 volts for the filament circuit, and a standard type small-size flashlight battery of 1½ volts to energize the hand microphone. The microphone is of convenient pocket size, and is the carbon type with high-level output.

The belt is further equipped with two switches to control the battery currents, and convenient terminals for the microphone cord. A single inconspicuous cable then connects all circuits with the transmitter and antenna in the hat.

The hat-and-belt assembly constitutes a complete miniature broadcasting station, employing three "acorn" tubes developed by RCA, resembling an acorn in both shape and size. The micro-waves emitted at a frequency of 270 megacycles have a wave-length of slightly more than one meter (1.1 m.), as transmitted from a specially designed antenna. This is a hollow aluminum rod in the hat, 6½ inches in height.

Widened Shortwave Band Urged at Paris Meeting

WIDENING of the shortwave broadcasting bands, with the particular purpose of expanding relay broadcasting into other countries, was urged at the special international conference of the International Broadcasting Union which ended in Paris last month and to which American delegates were sent for the first time. It was indicated that more channels would be sought by expanding the 6000-6150 kc. and the 17780 kc. bands, now crowded with stations, when the next international convention is considered at Cairo in February, 1938.

Besides the European representatives of NBC and CBS, the United States was represented at the conference by Dr. C. B. Jolliffe, engineer in charge of the RCA frequency bureau who formerly was chief engineer of the FCC; C. W. Horn, NBC director of research, and E. K. Cohan, technical director of CBS. Dr. Jolliffe was a vice president of the full conferences and Mr. Horn and Mr. Cohan were vice presidents of the technical committee. Attending also were Fred Bate and Max Jordan for NBC and Cesar Saerchinger for CBS.

ALLYN McINTYRE, president of the Boston Advertising Club and former ANA president, addressed the Advertising Association of Great Britain April 6, in London, on behalf of the AFA, the program being broadcast by CBS.

FCC Prescribes Basis For Field Measurements Of Broadcast Stations

THE FCC Broadcast Division on April 3 made public regulations covering field intensity measures of broadcasting stations, prescribing the precise way in which they should be made. The announcement follows in full text:

Rule 131 provides that certain minimum field intensities are acceptable in lieu of the required minimum physical vertical heights of the antennas proper. The following requirements shall govern the taking and submission of data on the field intensity produced:

Beginning as near to the antenna as possible without including the induction field, measurements should be made on eight or more radials, at intervals of one-quarter mile or less up to two miles, at intervals of one-half mile or less from two miles to six miles, and a few additional measurements at greater distances from the antenna. Where the antenna is rurally located and unobstructed measurements can be made, there should be as many as eighteen or twenty measurements on each radial. However, where the antenna is located in a city or where unobstructed measurements are difficult to make, measurements should be made on each radial at much closer intervals, particularly within two miles of the antenna.

A curve for each radial is plotted from these data on semi-logarithmic coordinate paper with the field intensity times distance as ordinate, and distance as abscissa. From the curve so plotted, the unattenuated fiield intensity at one mile on each radial is determined.

When all radials have been analyzed in this manner, a curve is plotted on polar coordinate paper from the unattenuated values obtained, which gives the unattenuated field pattern at one mile. The radius of a circle, the area of which is equal to the area bounded by his pattern, is the effective unattenuated field intensity at one mile.

While making the field intensity survey, the output power of the sttaion must be maintained at the licensed power as determined by the direct method. To do this it is necessary to determine accurately the total antenna resistance (the resistance variation method or the substitution method is acceptable) and to measure the antenna current by means of an ammeter of acceptable accuracy.

An accurate value of the antenna resistance can be determined only by making a series of measurements, each for a different frequency. From ten to twelve resistance measurements covering a band 50 to 60 kilocycles wide with the operating frequency near the middle of the band, must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency gives the value of the antenna resistance.

The following data shoud be submitted to the Commission in affidavit form:

1. Complete data taken for fied intensity measurement, including a map showing each point of measurement numbered to agree with the tabulated data and for the antenna resistance measurement.
2. The graphs drawn for each radial, the unattenuated field pattern and the antenna resistance curve.
3. Description of methods used to tke readings for field intensity and antenna resistance measurements.
4. Manufacturer's name of each calibrated instrument used, and manufacturer's rated accuracy.
5. Accuracy, date and by whom each instrument was last calibrated.
6. Name and qualifications of engineer making measrements.

HERBERT L. PETTEY,
Secretary.

Tide Water Adds WOR

TIDE WATER OIL Co., New York (Tydol, Veedol) on April 2 added WOR, Newark to its current spot campaign covering its Northeastern territory, using three Transradio news reports a week with Arthur Hale as announcer. Lennen & Mitchell Inc., New York, is the agency. This is the fifth station to be added to the original list since the campaign started.

FCC Hearings on Allocations To Point Way for New Spectrum

All Users of Radio Are Invited to June Sessions; Future Assignments of Bands Will Be at Issue

THE ENTIRE radio spectrum, from 10 kilocycles to infinity, will be thrown open to discussion before the FCC beginning June 15 to learn what frequencies are best suited for particular types of services and to plan allocations which later will take care of ultra-high frequency broadcasting, television, facsimile and other services.

Approving a recommendation of Chief Engineer T. A. M. Craven, the FCC April 3 designated the date for the "informal hearings". It is expected they will consume a week or ten days. All licensees and users of radio facilities and all other parties in interest will be invited to present their views. Taken into account also will be the requirements and needs of governmental services, including the Army and Navy, with particular regard to the bands lying above 30,000 kc., now in the experimental portion of the spectrum.

The hearings, under present plans, will be "informal", in that there will be nothing before the FCC, sitting en banc, in the way of rules or regulations which it may propose. Participants, including broadcasters, television experimenters, experimental broadcasters using the utra-high bands which give such promise in the future, shortwave communications licensees, governmental departments, and in fact all users of radio facilities, present and potential, will be asked to give their views as to their own needs and requirements in the way of allocations.

Elbow Room Needed

OVERCROWDING of existing bands from 10 kc. to 30,000 kc., and the potential development of new services on using the ultra-high frequencies, prompted Commander Craven in recommending the hearings.

Fundamentally, the FCC will seek information governing allocation of bands for particular classes of service. Presumably, upon the basis of this and other information and data it will eventually plan allocations in keeping with modern engineering technique. Moreover experimentation in the ultra-high frequencies will be thrown into particular categories and along more definite lines. At present licenses are issued for "general" experimentation in these bands.

Insofar as broadcasting is concerned, there probably will be much technical information advanced. No changes can be made, however, in the assignment of bands for broadcasting since the Madrid Telecommunications Convention of 1932 fixed allocations until 1939.

It long has been known by engineers, however, that the lowest frequencies, ranging from 100 kc. to perhaps 1,000 kc., are best suited for broadcasting purposes. There is a minimum of sky wave on these frequencies and for that reason concentrated coverage is far superior to that on the higher frequencies. The present regular band ranges from 550 to 1,500 kc., with the band from 1,500 to 1,600 used for experimental "high-fidelity" broadcasting.

The advantages of these lower frequencies for broadcasting unquestionably will be stressed at the hearings. But whether these will warrant an upheaval of services to make them available for broadcasting at some future time is questionable. Existing services on these bands, such as government, ship-to-shore, aviation, internal distress frequencies and transoceanic, would have to be displaced and the equipment replacement problem, both for broadcasting and for the commercial services, would run into stupendous figures.

Channel Alignment

IT IS APPARENT, however, that holding of the hearings will retard for an indefinite period any consideration of the reallocation proposals in the present band. These were the proposals advanced last year by Andrew D. Ring, assistant chief engineer in charge of broadcasting, which would have included establishment of perhaps two-dozen super-powered stations, reduction in the number of clear channels, horizontal increases in power on certain regional channels, and setting up of new local bands.

The FCC already had decided to hold in abeyance consideration of the regional channel realignment advanced by Mr. Ring until new rules and regulations were approved. These have been in the making for more than a year and it now appears evident that they will not be finally approved until fall at the earliest.

In any such regulations and reallocation, the FCC, of course, will be disposed to await the results of the June 15 hearings. Thus, 1937 may be well along before it gets around to consideration of practical allocation problems.

The hearings are of importance because of the future bearing they may have upon broadcasting and

(*Continued on page 46*)

Craven Report Outlines Technical Radio Needs . . .

A SUMMARY of factors involved in the future allocations of radio facilities for all modes of service was set forth by Chief Engineer T. A. M. Craven in his report to the FCC urging a general hearing on these matters. The FCC set the hearing for June 15. The report is herewith excerpted, except for certain matters affecting requests of government services for facilities which were construed as confidential:

The Engineering Department states that in its opinion the foremost important technical radio problems requiring the attention of the Commission are as follows:

"1. Providing new radio frequency channels for public services in classes of communication other than broadcasting, as well as providing for all classes of radio service in the interest of safety of life and property.

"2. Frequency allocation improvements to the existing broadcast structure—550 to 1600 kc.

"3. Visual broadcasting, (television and facsimile).

"4. Aural broadcasting on frequencies above 1600 kc.

"Peculiarly, the solution of these four broad problems is so intrinsically interrelated that not one of them should be decided upon without consideration of the other three."

The Chief Engineer stated that of the problems confronting the Commission, visual broadcasting perhaps most complicates the situation by reason of two factors, namely:

"1. The technical requirement for an extremely large portion of the limited ether spectrum, thus restricting the amount which would be available for services other than broadcasting.

"2. The economics of visual broadcasting, including the possible economic effect it may have upon existing aural broadcasting and the existing receiver manufacturing industry, as well as the newspaper and motion picture industries.

"If more data were available with respect to these two factors of visual broadcasting, the Federal Communications Commission might have sufficient detailed information to warrant its proceeding immediately with confidence in the solution of the other three radio problems on a more permanent basis; but visual broadcasting is still deep in the experimental status from both technical and economic standpoints.

"The other three problems are not quite so complex as visual broadcasting, and while there is still insufficient data regarding wave propagation in large portions of the spectrum, there is enough information relative to propagation in certain portions of the spectrum to permit more definite progress along specific lines, and in this connection at present there appears to be a need for opening new portions of the spectrum in the service of the public. Furthermore, the possible intrenchment of various developed services, particularly those of the Government, by vast expenditures of money, is a factor of compelling importance."

The Engineering Department stated that of the various courses of action available to the Commission, it believed that the most sound course for the Commission to pursue in its solution of the pressing radio problems was "to proceed upon the doctrine of 'evolution and experimentation' by encouraging development and use of frequencies along definite lines as may be indicated from time to time from accumulated data, and by holding informal hearings as necessary to facilitate progress in detail."

The more important specific recommendations of the Engineering Department were as follows:

"1. In new allocations or in reallocations of radio frequencies to services or to stations within services, proceed on the basis of 'evolution, experimentation and voluntary action' rather than by radical and enforced costly changes. Modifications which do not involve large expenditures or are necessary requirements to keep abreast of the technical art should be accomplished.

"2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and from evidence secured from such informal engineering meetings as may be necessary to facilitate progress in detail.

"3. At a date in 1936, preferably in May or June, to be determined later, hold an informal engineering hearing before the Commission en banc for the purpose of:

"(1) Determining in a preliminary manner the most probable future needs of the various services for frequencies above 30,000 kc.

"(2) Securing for the public and the Commission a keener insight of the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the services of the public.

"(3) Guiding experimentation along more definite lines as may be justified from the evidence presented at the hearing.

"(4) Reviewing frequency allocations to services in the radio spectrum below 30,000 kc.

"(5) Assisting the Government in its preparation for the International Telecommunications Conference at Cairo in 1938.

"The Interdepartment Radio Advisory Committee should be invited to attend this hearing.

"4. Delay permanent allocation of frequencies above 30,000 kc. to various classes of service until after the hearing mentioned in 3. above, and also until after an executive order on the allocation of these frequencies to Government services has been decided upon.

"5. In the meantime the Engineering and other interested Departments should prepare minor modifications of existing regulations for experimental operation above 30,000 kc., to be effective immediately, and so designed as to encourage progress and at the same time avoid illogical 'intrenchment' pending final determination of the allocation of these frequencies to various commercial services.

"6. Encourage standardization of visual broadcast transmission performance by authorizing the Engineering Department to cooperate with the Radio Manufacturers Association and licensees of experimental television stations in forming a committee of the industry to endeavor to arrive at a recommendation with respect to ultimate standardization.

"7. Encourage the development of coaxial cables for the purpose of transmitting visual broadcast programs between television broadcast stations which will be ultimately licensed by the Commission.

"8. Continue the policy of granting visual broadcast station licenses on an experimental basis only and making more stringent requirements as to active work on the part of licensees.

"9. At the proper time in the future, if there is sufficient accumulated data with respect to visual broadcasting, and after it has been decided what the allocation of frequencies above 30,000 kc. should be, promulgate visual broadcast transmission performance standards, provided the Radio Manufacturers Association's recommendations are satisfactory. If they are not satisfactory, hold a public hearing to determine what standards should be adopted.

"10. After standards have been adopted, continue the policy of keeping visual broadcasting on an experimental basis until sufficient data has been accumulated with respect to the economic factors of visual broadcasting, as well as the possible economic effect on other broadcast services and upon other industries such as newspaper and motion picture.

"11. Continue to encourage aural broadcasting on an experimental basis on frequencies above 30,000 kc. until such time when sufficient data is accumulated with respect to this particular service, as well as television and other services. When data as to the technique of this type of broadcasting is understood, and when the needs of other services, including television and facsimile, are known to a sufficient extent, the Commission should consider the desirability of commercial aural broadcasting on frequencies above 30,000 kc."

Chevrolet Dealers

With WORLD T

65 Weeks on 65 Pe

Next week, in 300 cities from Bangor to San Diego, from Seattle to Miami, on 375 stations, World transcriptions will present the music of Rubinoff and his violin, the voices of Jan Peerce and Virginia Rea, the advertising message of a great car.

65 weeks for radio's greatest campaign, on 65 per cent of all commercial U. S. radio outlets. A year of those 65 weeks has run its course—yet Chevrolet Dealers order "Musical Moments" to continue, bigger and better than ever. Why?

Besides absolute freedom of choice in stations, broadcast times; besides the economy, dealer cooperation and local merchandising possible with Selective Broadcasting; besides the fact that World, an organization unique in radio, is set up to serve any size campaign with utmost efficiency—there are other reasons why.

Chevrolet Dealers approved four renewals because listeners have responded to their message; 375 radio stations have been proud to broadcast the series, glad to give every assistance—because "Musical Moments" is a swell show.

Years of Experience

Make All the Difference in the World! A campaign such as Chevrolet's **does** require extra and unusual service—that is a truth about "spot" broadcasting we won't deny. But bear this in mind.

WORLD BROADCA

711 FIFTH AVENU

Other offices and recording studios at: 400 West Madison St., Chicago;
Guarantee

"Sound Recording for S

egin Another Year

TRANSCRIPTIONS!

Cent — Reasons Why

In 1930-31, World handled a similar job for Chevrolet—a transcription campaign on 167 stations, at that time a record which only Chevrolet's present program exceeds in size. Also, since March, 1934, when World Program Service was originated, that first transcription library has involved an identical task of supplying 148 stations with all the necessary aids to fine transcription broadcasting.

The gigantic Chevrolet series is merely another World Program Service job, multiplied by two. Because of its years of experience with the first transcription library, with the largest users of Selective Broadcasting, World is ready at all times to handle your campaign with care and efficiency.

To Advertising Agencies

If you are hesitating on a "spot" campaign because of the many details, the extra effort connected with such a job, remember that a great service organization is ready and willing to take those details off your hands. Over a period of six years, for hundreds of advertisers, large and small, we've proved that we know our business—the business of transcription broadcasting. Bring your radio problem to World—if it can be solved, we've got the answer.

One all-compelling "reason why" for all the facts about this unprecedented campaign is the uniform high quality of World Transcriptions. There is nothing finer heard on the air. Hearing's believing.

Arrange for An Audition at Any of Our Offices.

ATING SYSTEM, INC.

NEW YORK, N. Y.

Flower St., Los Angeles; 1050 Howard St., San Francisco; 320 Mortgage
nta, Georgia.

JND Radio Advertising"

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

A Few Suggestions

AT THE MOMENT NBC is in the throes of what appears to be a reorganization. Its new president, Lenox R. Lohr, came to his post with a brilliant record as a scholar, as a military engineer and as director of the Chicago Century of Progress Exposition. But he faces a superman's job in his appointed task of bringing about a new order of things in his company, which is the largest single unit in broadcasting and the one that represents the biggest dollar volume.

Mr. Lohr's first avowed purpose, that of promoting from within the organization rather than going outside as a regular matter for new blood, is sensible and praiseworthy. It should infuse new spirit into NBC, for today entirely too much uncertainty and fear seems to prevail among the rank and file. Up to now we recall only one vice president among NBC's peak quota of 12 who came up from the ranks, though there were and are men in that company who merit promotions.

While the purely internal affairs of any organization are no concern of ours except as they affect broadcasting and broadcast advertising at large, we hope Mr. Lohr will bear in mind first and foremost that NBC, though it owns and manages 14 stations and owns and leases out three others in the Northwest, exists largely by virtue of its affiliations with some 70 or more independently and diversely owned stations. Their interests are NBC's interests, whether in matters of compensation, copyright, industry problems, or what not. Their strength is NBC's strength, and they must be treated with every consideration if the network structure is to be maintained. The same holds, of course, for CBS and its affiliated stations. And the affiliated stations, in their zeal to make the best possible network arrangements financially, should not lose sight of the fact that without network programs and facilities their stature might not be so imposing.

Another foundation stone of network organization is the advertiser and his agency, although the approach may be somewhat different. Our observation has been that too many agencies find it too difficult to get quick and definite decisions from NBC, either because they have to deal with too many supernumeraries or because there is a prevailing fear among NBC executives to assume responsibility. At least, so several important agencies have told us.

With every intention of being constructive and helpful from our vantage point of viewing the broadcasting industry as a whole and knowing its key men personally, we suggest to Mr. Lohr that he establish the friendliest sort of liaison with every element in broadcasting toward the goal of common development. Competition with CBS and with the growingly important MBS is a healthy thing. But the competition should be confined to business activity and not reach into matters that might undermine the future of the industry or any branch of it. Both NBC and CBS must approach the larger problems of radio with kindred spirit and intention—an approach and an attitude that will inevitably be reflected to the advantage of their internal operations and external relationships.

Tax Tyranny

ANOTHER page in radio jurisprudence has been written by the Supreme Court in favor of radio. Again holding that radio broadcasting is interstate commerce and therefore not subject to taxation by the states, the court voided the Washington state statute levying a 1% occupation tax upon gross receipts of stations. The issue was raised on the appeal of KOMO and KJR, Seattle, from the decision of the state Supreme Court.

The opinion, however, is not all-inclusive. It does not settle finally that states cannot tax any character of radio stations on any basis. It simply concludes that under the Washington state statute, the revenue of stations like KOMO and KJR cannot be taxed. The Court sidestepped the question whether the state can tax other incomes of stations aside from "gross income". The question is raised now as to whether stations whose programs might not be heard outside a given state, might be construed to be in intrastate commerce, and therefore subject to state regulation.

It is unfortunate that the court did not go beyond the one issue raised in the KOMO-KJR case. Many states, looking for ways to enrich depleted coffers drained during recent depression years, have been eyeing radio revenues. There will be other state laws levying occupation, or gross or net income taxes. It seems apparent that additional "test" cases will find their way to the Supreme Court for final adjudication.

The industry collaborated commendably in the Washington state case. NBC, CBS and the NAB joined forces with KOMO and KJR in prosecuting the appeal through lower courts to the highest tribunal. That sort of teamwork is not only desirable but necessary to safeguard radio from the onslaughts of those who would squeeze from it the last drop of revenue.

More Power to You!

THE LOWLY LOCAL is slowly but surely coming into its own. When a sponsor like Remington Rand takes over *Five Star Final* and when Macfadden Publications take over *Court of Human Relations* on network combinations that embrace a number of 100 watters; when the agencies start buying "station-tested" programs on small as well as large stations, according to the areas they want to cover, as they are now doing on a bigger scale than ever before; when CBS adds a local in Binghamton as its 100th outlet at the urging of big advertisers; when small regional networks comprising for the main part the little locals spring into being and prove they can do a good selling job—when movements and trends like these are seen, then it is apparent that the small station is at last getting its long due recognition from the national and regional advertiser.

We have long felt that the advertisers are often missing good bets by scorning everything but "more watts and less kilocycles," for it is a well-known fact that some locals are not only dominant in their territories but are doing selling and merchandising jobs comparable to those of some big stations. It looks now like the era of the local is dawning, though it had to wait until the regionals and high powers had more or less full schedules. On our part, we doff our hats to the enterprising little locals (we know some of them that are better managed and better earners than certain big stations) and wish them every success in their new turn of fortune.

Eye to the Future

NOT EVEN a Jules Verne, in the wildest flight of imagination, can predict the future of radio. It appears now that both television and facsimile are certainties. But it is almost anybody's guess as to when and how. The economic problems are even more baffling than the technical.

The FCC on June 15 begins planning for the future with technical hearings on needs—present and prospective—of all types of radio service. Anticipating the visual services, it wants orderly allocations and experimentation.

Broadcasters of today are logically the "telecasters" of tomorrow. And they should be the "apex" broadcasters, too, operating on those ultra-high frequencies so long considered the "no man's land" of radio. Similarly those advertisers and their agents who pay the broadcasting bill may be looked upon as the potential clients in that new world of visual, combined with aural radio.

These FCC hearings will be labeled technical. But they are of tremendous future importance. Adequate facilities should be set aside from these impending developments, lest they be strangled at the very beginning by parceling out of the available channels to other kinds of services. Foresight is essential in this swiftly moving radio age, and we think there are enough signs about to warrant broadcasters in waging a vigorous fight at the June 15 hearings that adequate facilities may be set aside for the future services that rightfully belong to the broadcasting realm, whether sight or sound.

We Pay Our Respects To —



JOSEPH ALEXANDER CHAMBERS

THE FIRST man in the world to wrap up 500,000 watts of radio energy into a transmitter, saddle it to a day's program schedule, and then catapult the bundle into space for reception by listeners over practically the length and breadth of the land is Joseph Alexander Chambers. He did it as chief engineer of WLW, Cincinnati, which for exactly two years May 1 will have been on the air as the world's most powerful station—and which has been doing a grand job of it.

Today Joe Chambers, radio engineering consultant, is sitting behind a shiny new desk at the National Press Building, Washington, D. C. He resigned his post with the Crosley Radio Corp. April 1 to enter private practice — having accomplished his goal of harnessing super-power for broadcasting.

Mr. Chambers has become the engineering partner of J. C. McNary, former NAB technical director, and before that with the Bell Engineering Laboratories. The shingle reads: "McNary & Chambers, Consulting Radio Engineers." Mr. McNary last December took over the radio practice of Comdr. T. A. M. Craven, when the latter was called to the FCC as its chief engineer.

Joe Chamber's fame as an engineer with a practical turn of mind rose over the broadcasting horizon almost from the day he left college. For the last five years he has been chairman of the NAB Engineering Committee. And as the chief engineer of the nation's biggest station, he has figured prominently in almost every broadcasting technical problem since 1927, when he took over the job.

High power has been Mr. Chamber's goal ever since he broke into radio. He joined WLW in 1927. The following year the station went to 50,000 watts—the first in the country, and perhaps in the world, to broadcast with that power. Other 50,000-watters, then construed as "super-power," were licensed thereafter so that today there are some two dozen of them. It wasn't long afterward that he started drawing curves and charts on a half-million watts energy. He had every one aghast, but he soon proved his theory was correct. Today there are a half dozen stations flirting around with the idea of 500,000 watts, awaiting only the day for the FCC to lift present restrictions.

Joseph Alexander Chambers is a son of the South who was transplanted in the Midwest. He was born in Union, S. C., Aug. 21, 1903, the son of J. B. Chambers, then business manager of the *Union Progress*, who is now in Clemson, S. C., operating his own printing establishment.

Between his grammar schooling in Union and at Rock Hill, S. C., young Joe was printer's devil in his father's plant. He also took to "ham" radio while in short trousers as well as during his college course at Clemson, where he majored in electrical engineering. Graduating in 1924, he landed in Schenectady on the following day as a junior engineer with General Electric Co. He was assigned to WGY as development engineer.

For three years, this slight auburn-haired youth experimented with tubes and antennas and other gadgets. He worked under W. R. G. Baker, now vice president in charge of radio engineering at G. E. He also worked alongside A. D. Ring, now assistant chief engineer of the FCC in charge of broadcasting.

Young Chambers' broadcasting experience, however, began during his college days and while he was tinkering away with his "ham" activity. His amateur station was dismantled during the war. As soon as the ban was lifted, following the war, he was on the air again. Then, in 1921, he assisted in the construction of one of the first 500-watt stations in the country, at Clemson College.

It was in 1931, after many 50,000-watt stations were clipping along in full swing that Chambers began to mull over charts and diagrams and what-not on "super-power". He sold Powel Crosley, WLW president, the idea of pioneering this field. In 1933 the contract for building it was entered into with RCA Victor, according to plans and designs laid out by Chambers. On May 1, 1934, the first half-million watter took the air. Mr. Crosley, all things considered, was about $500,000 poorer for the building of the transmitter, antenna and other incidental expense ran about one dollar per watt—but today his station's commercial success compensates well for his foresight.

Perhaps the largest single station technical staff of any station worked under Joe Chambers. There were 56 in his department. But there was more than WLW to take care of, because the Crosley Corp. also operates WSAI, Cincinnati, an NBC Red network outlet, along with W8XO, which is the experimental call for the 500,000-watt WLW transmitter, W8XAL, the 10,000-watt relay broadcasting station on 6060 kc., and about a dozen general experimental stations.

Succeeding Mr. Chambers as technical supervisor of the Crosley stations is R. James Rockwell, who was elevated from the ranks. He was in the receiver development department of the set manufacturing end of the Crosley corporation. He also had been with GE at Schenectady.

In 1932, Mr. Chambers married Cecelia Byron, of Cincinnati. They have one daughter — Charlotte— who, according to Joe, is his "main hobby". Mrs. Chambers is the sister of Edward Byron, formerly WLW production manager, and more recently radio director of William Esty & Co., advertising agency. The Chambers now are in process of moving to Washington.

Aside from his family, and radio, of course, Joe Chambers is an ardent aviation enthusiast and totes a camera with funny lenses wherever he goes. He has owned several planes, and soon plans to get another. He is a member of the Institute of Radio Engineers, American Society of Acoustical Engineers, and the American Radio Relay League, never having lost his identity as an "amateur". His clubs include the Lions Club of Cincinnati, and the Clovernook Country Club. His church is Methodist.

PERSONAL NOTES

G. A. RICHARDS, president of WJR, Detroit, has returned to his winter home in Beverly Hills, Cal., after three weeks in the East. Leo J. Fitzpatrick, manager of WJR and NAB president, returned April 6 from a month's vacation in Florida.

THEODORE C. STREIBERT, since 1933 assistant to President Alfred J. McCosker, head of the Bamberger Broadcasting Service, operating WOR, Newark, has been promoted to vice president by the board of directors. He came to WOR from Harvard Business School where he was assistant dean. He is also on the board of MBS.

GEORGE SCHMIDT, of the sales staff of WOR, Newark, was discharged from New York Polyclinic Hospital March 28 after an appendicitis operation.

JAMES M. SEWARD, assistant CBS treasurer, married Miss Ina Storey Gwyn of Scarsdale, N. Y., March 21. They spent their honeymoon at Warm Springs, Va.

CHICK ALLISON, of the Skelly Oil Co., has been named promotion manager of KMBC, Kansas City, according to an announcement by Arthur B. Church, president. During his three years with Skelly, Mr. Allison handled promotion for *The Air Adventures of Jimmy Allen*, transcription sponsored by the oil company.

DAN J. DONNELLY, formerly with the *San Diego Union & Tribune* and the *St. Paul Dispatch & Pioneer Press*, has been named sales manager of KGB, San Diego, filling the post vacated by Roger K. Huston, promoted to manager.

ALBERT S. FOSTER, of the WWL, New Orleans, sales staff, on Feb. 15 began an extended motor trip with Mrs. Foster, which carried him through the Northern border of Mexico, where he visited border stations and through Chicago, New York, Detroit and Eastern cities on business calls.

HARRY ANDERSON, NBC western division sales manager in San Francisco, staged his annual spring picnic for members of his department on April 4, entertaining them at his country home in Woodside, Cal.

L. SCOTT PERKINS, formerly radio director for the Country Church of Hollywood, and prior to that production manager of KHJ, Los Angeles, has joined the Northern California Broadcasting System, San Francisco, as manager of commercial program production.

THEODORE F. ALLEN, of the radio staff of the Republican National Committee, has been transferred temporarily from New York to Washington to act as assistant to Thomas Sabin, director of the radio department. William R. P. Neel has resigned from the NBC press department in New York to join Stanley High in Washington as a member of the Democratic National Committee. Mr. Neel has been with NBC for the last nine months after serving as night sports editor of the *New York Evening Post*.

F. W. THRING, of 3XY, Melbourne, Australia, is in Hollywood, planning to return April 29. Stuart F. Doyle, of 2UW, Sydney, is to arrive in Hollywood late this month enroute to New York and London.

S. D. GREGORY, assistant manager of broadcasting for Westinghouse, and Mrs. Gregory became the parents of a daughter, Betty Louise, their first child, born Friday, March 13, in Springfield, Mass. The weight was 6 lbs. 4 oz.

E. P. H. JAMES, NBC sales promotion manager, as the guest of WOOD-WASH, addressed the combined membership of the Lions, Advertising and Graphic Arts Clubs of Grand Rapids at a luncheon meeting April 7, discussing the connection between radio and printed advertising.

WILLIAM QUEALE, chairman of the board of 5DN, Adelaide, Australia, arrived in Los Angeles late in March. He left later for a month's stay in Detroit, after which he will travel to New York, London and then return to Australia.

DAVID J. McGRAW, formerly associated with the J. F. Carson Display Co., Chicago, has been added to the sales staff of KJBS, San Francisco.

EDWARD WOOD Jr., sales manager of WGN, Chicago, is recovering in a hospital from an automobile accident.

JOHN F. PATT, vice president and manager of WGAR, Cleveland, has been elected president of the University of Kansas Alumni Association in Northern Ohio.

FRED HORWITZ, of the sales staff of KDYL, Salt Lake City, is the father of a boy born March 26.

CLARENCE WHEELER, manager of WHEC, Rochester, has returned from a month at Miami.

DAVIS KIRBY, formerly of Boston, has joined the sales staff of WICC, Bridgeport.

WILLIAM C. WESTER, formerly sales and advertising executive of the Silver Tonsberg Printing Co., Superior, Wis., has joined the sales staff of WTAQ, Green Bay, Wis.

BEHIND THE MICROPHONE

KENNETH CARPENTER, chief announcer of KFI, Los Angeles, who has handled Bing Crosby's *Kraft Musical Hall*, Jimmie Fidler's *Hollywood Gossip* and the Grace Moore programs, on April 1 joined the announcing staff of the NBC studios in Hollywood, and will also be in charge of special events broadcasts there.

TOM HANLON has beeu promoted to the chief announcer of KFI, Los Angeles. Forrest Barnes, KFI-KECA continuity editor, will do a series of Technicolor historical shorts for Warner Bros.

ANITA GILMORE after a three-month leave of absence, on April 15 returned to the NBC western division press relations department in San Francisco.

JOHN HARRINGTON premiered as a sports announcer for CBS, Chicago, on April 2, and will share baseball broadcasting on WBBM, Chicago, with the veteran Pat Flannagan in both National and American League games from Chicago. Mr. Harrington was formerly with WGN, Chicago, and more recently with WLW, Cincinnati.

HARRIET MENKEN, formerly a Hearst radio columnist, has been named publicity director of WINS, New York.

DON E. KELLEY, formerly production manager of WMT, Waterloo, Ia., has joined the announcing staff of the Central States Broadcasting Co. in Omaha. The Central States comprises KOIL, KFAB and KFOR. Layman W. Cameron, announcer in Omaha, has been transferred to the Lincoln branch office (KFAB and KFOR) where he will assist Lyle DeMoss as production manager.

AL TRIGGS, announcer of WRC-WMAL, Washington, has resigned to join the staff of WIBX, Utica, according to an announcement April 6 by Dale Robertson, WIBX general manager. Mr. Triggs was formerly with KSO, Des Moines, and WATL, Atlanta.

ROBERT MURPHY recently of KGFK, Moorhead, Minn., has returned to the announcing staff of WDAY, Fargo N. D.

EARL RODELL, a one-time motion picture photographer and stage manager, and more recently affiliated with a number of Oklahoma and Texas radio stations, has been added to the announcing staff of KMOX, St. Louis.

ALBERT GILBERT, formerly of the announcing and production staff of WHA, Madison, Wis., and the public address announcing staff at the Chicago World's Fair, has become staff announcer at WIBA, Madison.

The Actual Notes

CFAC, Calgary, has a new station identification accompanying the station call. It is the corresponding notes of the scale—CFAC. This Calgary station is the only one, as far as known, in Canada with musical chimes to match the call letters. In fact a quick glance through the list of North American stations indicates there are only two or three whose letters are within the musical scale.

FREDDIE RICH, CBS musical director, and Miss Eula Mitchell, of Chicago, whom he met while on a European trip last summer, were married at Armonk, N. Y., March 28.

EDGAR A. GUEST Jr. has replaced Billy Repaid as news reporter on the *Household Musical Clock* of WJR, Detroit.

DON HEYWORTH, formerly of WBZ, Boston, has joined the announcing staff of WNEW, New York.

FRANK COOLEY, formerly of WLW, Cincinnati, and Robert Keefe, formerly of WGY, Schenectady, have joined the announcing staff of WOR, Newark.

KENNETH E. WHITE, formerly assistant manager of WMFJ, Daytona Beach, Fla., has joined the announcing staff of KALB, Alexandria.

GLEN HARDY, announcer of KNX, Hollywood, has resigned to free lance.

HUGH BRUNDAGE, formerly of KRKD, Los Angeles, has joined the announcing staff of KEHE, that city.

HAROLD HODGE, formerly of KFWB, Hollywood, on April 1 became director of special events and radio at the San Diego Exposition.

SAM HAYNES, NBC *Richfield Reporter* on the West Coast, will have a part in the new R-K-O picture "The Ex Mrs. Bradford".

WELBOURN KELLEY, formerly of Transradio Press, has joined the NBC press department in New York.

HARRY WEBER, musical director of WGN, Chicago, and Mrs. Weber, (Marion Claire) will vacation in Bermuda late in April where Miss Claire finishes her engagement in *The Great Waltz* in which she is starring at the Auditorium Theater, Chicago.

RAY T. HOWELL has been named program director of KIRO, Seattle.

"SPEED" RILEY, well known Pacific Coast sports writer, has been added to the announcing staff of KSFO, San Francisco, as commentator on that station's *Sport Page of the Air*.

SARAH SCHERMERHORN, known to radio listeners as "Sally Singer", was married March 27 to Edgar Ellinger Jr., of New York, at the groom's home in New York on March 27.

HILMAR BAUKHAGE, *United States News* commentator on the NBC-WJZ *Farm & Home Hour* and "The Master Builder" in the Federal Housing Administration's NBC-WJZ series, suffered a fractured collarbone March 29 in an automobile accident. He was taken to Emergency Hospital, Washington.

KENT JOSEF, formerly chief announcer of WKBZ, Muskegon, Mich., has joined WJIM, Lansing.

CHARLES STARK, formerly of WIP, WCAU and KYW, Philadelphia, has joined the announcing staff of WMCA, New York.

AL KINGSTON-WALTER MEYERS Inc., Hollywood talent agency at 9120 Sunset Blvd., is the new name for the former Al Kingston Inc. & Walter Meyers.

WALTER BUNKER Jr., formerly of KFRC, San Francisco, and late with the Anson Weeks' Orchestra, has joined the NBC Hollywood studios with temporary assignment to the production department.

GEORGE APPLEGATE, formerly of WGR, Buffalo, has joined WHN New York as announcer and Dan Goldenpaul has been appointed director of special events.

MEL VENTER, announcer of KFRC San Francisco, has announced his engagement to Betty Lou Davis, of Honolulu.

MEREDITH WILLSON, NBC western division musical director, will be the guest conductor with the San Francisco Symphony Orchestra at an afternoon concert in the War Memorial Opera House in that city, April 19. He will present for the first time, his newest composition "Symphony No. 1 in F Minor", just completed. This will be Wilson's first appearance before a concert audience as conductor of a full symphony.

J. E. (Dinty) DOYLE, for the last year manager of Tom Coakley's orchestra, and prior to that radio editor of the *Oakland Post-Enquirer* has been made radio editor of the *San Francisco Chronicle*, succeeding Howard Needham, who has been transferred to staff as feature writer.

KIMBALL SANT, assistant production manager of MacGregor & Sollie Inc., San Francisco transcription concern, fractured his right foot when he fell from a street car March 26.

San Francisco Shifts

HARRY BECHTEL, for the last six years chief announcer at KYA, San Francisco, resigned effective April 15 to join the artist staff of MacGregor & Sollie Inc., transcription producers, which moves on that date from San Francisco to Hollywood. Bechtel's successor at KYA is Linn Church, who has been on the announcing staff of the station for several years. Roderick Mays, for more than two years a KYA announcer, has taken a six months leave to regain his health, and Kenneth Higgins, has been brought in to fill the vacancy. Dudley Manlove, on the announcing staff of KROW, Oakland, for the last six months, has also joined KYA in a similar capacity.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

Spring - Summer . . .
Our Business Peak!

Tourists from all over the United States are now starting their trek to cool Asheville and Western Carolina. Just ahead is our peak business season . . . and your big opportunity for test campaigns and sales promotion over WWNC, sole blanket Radio coverage available!

KSD Daytime Coverage

The Distinguished Broadcasting Station in St. Louis

An estimate of population and radio homes in counties receiving one-half millivolt service or better from KSD during daytime hours based on measurements made by Jansky and Bailey Engineers, Washington, D. C., follows:

Population - - - 5,906,905
Families - - - - 1,484,063
Radio Homes - 1,142,977

This service coverage area of KSD is far greater than that of any other St. Louis Broadcasting Station.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

KGEZ
Kalispell, Montana
Northwestern
Montana's
Station for
RESULTS

IN EASTERN INDIANA
Newspaper cost per 1000 ad readers $17.22
Radio cost per 1000 listeners $2.94
WLBC - Muncie

IN THE CONTROL ROOM

PLANS are practically completed for the 11th annual convention of the Institute of Radio Engineers to be held in the Hotel Statler, Cleveland, May 11, 12 and 13, the arrangements being handled through IRE headquarters at 330 W. 42nd St., New York. IRE on May 1 will also hold a joint meeting with the American Section of the International Scientific Radio Union in Washington.

LOUIS McC. YOUNG, assistant chief engineer of WBBM, Chicago, has devised a new clock design adopted by Western Union. The clocks provide improved visibility. Frank B. Falknor, CBS western division chief engineer, last year invented a sickle-shaped minute hand for standard clocks.

WILLIAM G. H. FINCH, former assistant FCC chief engineer in charge of telephone matters, on March 1 was issued Patent No. 2,036,128 on an image or facsimile broadcasting system. Several months ago the U. S. Patent Office also issued him a patent on a radio ticker tape system.

JOHN REILLY, formerly of WICC, Bridgeport, has joined WELI, New Haven. Floyd Jones has replaced Frank Ferris as the WICC control operator in New Haven and Angus Blow, formerly of Springfield, Mass., has joined the WICC staff. Garo W. Ray, WICC chief engineer, is supervising installation of a new Western Electric transmitter.

DAN WINN, formerly of KFRO, Longview, Tex., has joined the engineering and announcing staff of KELD, El Dorado, Ark.

CHARLES DINKEL, engineer of KOIL, Omaha, has gone to KFNF, Shenandoah Ia. as chief transmitter engineer exchanging places with Bill Olsheimer, who goes to Omaha from KFNF. They are cousins and they started their radio work at the Shenandoah station.

VINTON WIGHT, engineer of Central States Broadcasting Co., operating KOIL, Omaha, and KFAB and KFOR Lincoln, has returned to work after a three weeks illness due to an infected hand.

WILLARD J. PURCELL, chief engineer of WGY, Schenectady, will return to his desk in a few weeks following a three-month absence due to illness. Bernard Cruger has been acting in his place. George Maxwell, of Poughkeepsie, has joined the control staff.

L. M. HETLAND chief engineer of WDAY, Fargo, N. D., has built a portable booth for remotes. It is made of six pieces and can be erected or dismantled in a hurry.

Roving Assignment

DEPARTING last month for a six months' tour of Europe, Lee Cooley of the editorial staff of the *KNX Newspaper of the Air* will send back regular reports for broadcasts over the Hollywood station. KNX claims to be the first station to send its own reporter abroad on such a roving assignment. Cooley's place in the KNX news division has been taken by William Lawrence, for six years a producer and announcer with CBS and until recently a partner in the advertising agency of Newkirk & Lawrence.

COLLEGE of the City of New York believes its amateur radio station, W2HJ, which on March 30 celebrated its 22nd birthday, is the oldest "ham" station in the country.

WEEI, KNX Staffs Intact

NO RADICAL staff shakeups at either WEEI, Boston, or KNX, Hollywood, are contemplated by CBS when it takes over the management of the former and ownership of the latter under agreements signed during the last month. This assurance came officially from Herbert V. Akerberg, CBS station relations manager, who left April 11 for Hollywood to survey the KNX situation. Although Joseph Groce, supervisor of WEEI, will probably remain with the Edison Electric Illuminating Co. rather than with the station, the remainder of the executive and operating staff will be kept intact with few or no changes after CBS takes over, said Mr. Akerberg. The staff of KNX will also be retained, although it is expected that Guy C. Earl Jr. and Naylor Rogers, who own practically all of the station's stock, will turn to other interests, and a new general manager will be appointed, possibly assigned from New York. Mr. Earl has indicated that he may purchase several stations, including KOH, Reno, Nev., now owned by the McClatchy newspaper interests.

M'NARY - CHAMBERS FORM PARTNERSHIP

FORMATION of the consulting engineering firm of McNary & Chambers, with headquarters in Washington, was announced April 2 with J. C. McNary, former technical director of the NAB, and Joseph A. Chambers, until last month chief engineer of WLW, Cincinnati, as the principals.

Mr. Chambers' resignation as WLW chief engineer became effective April 1, at which time he announced he would engage in a consulting engineering practice in Washington. Shortly afterward the partnership arrangement was made with Mr. McNary. Mr. McNary had assumed the consulting practice of T. A. M. Craven on Dec. 1 when the latter accepted appointment as chief engineer of the FCC.

The new firm will engage in a general radio consulting practice, including broadcasting, ultra-high frequency, antenna design and construction, field and coverage surveys, synchronizing and rebroadcasting systems and transoceanic communications. Mr. Chambers is the builder of the 500,000-watt WLW, biggest station in the world, and is chairman of the NAB engineering committee.

Mr. McNary formerly was with Bell Telephone Laboratories and until last year was NAB technical director. He is regarded as an authority on directive antennas.

free!

See Page 2



Jim Reed, President
Jim Reed Chevrolet Company
The largest automobile dealer operation in the South

"WSM Invaluable Aid"

Says Motor Executive

When a radio campaign develops leads that result in actual sales of both new and used cars, that is convincing proof of the station's effectiveness. And this is what Jim Reed, President of the Jim Reed Chevrolet Company, the south's largest automobile dealer, has to say about the current Chevrolet campaign over WSM.

"Though the actual sale of an automobile is highly personalized, the Chevrolet campaign currently running over WSM has proved an invaluable aid to our sales force in developing sales on both New and Used Cars. This is without doubt one of the most effective advertising supports the Dealers in this section have ever had."

Ask your jobbers and dealers what they think about WSM's Sales Influence in the South. They Know!

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

EQUIPMENT

WNYC, New York, is utilizing the transmitter of Brooklyn Technical High School for auxiliary purposes pending removal of the municipal station's plant and construction of a new transmitter house at the foot of Greenpoint Ave., Brooklyn. The high school equipment is a duplicate of the present WNYC plant but the Municipal Bldg. transmitter site is surrounded by skyscrapers which cause large shadow areas. A one-story brick and stucco building of modernistic design is being constructed. New studios will be equipped in the Municipal Bldg. WNYC was granted additional evening time April 1.

SHURE BROS., Chicago, announced a new catalog of its complete line of microphones and accessories. Data sheets have been prepared to amplify information on specific items described in the catalog.

WOR, Newark, has installed a talk-back microphone system which calls attention to artists by a bell and provides facilities for announcers to speak from studio to control room. Another new idea developed by WOR engineers is a stop-clock which provides accurate timing for programs. It can be moved over a radius of 45 degrees for either production man or engineer. Both individual timing and total time of all numbers is possible. Chief Engineer J. R. Poppele has labeled it "timometer".

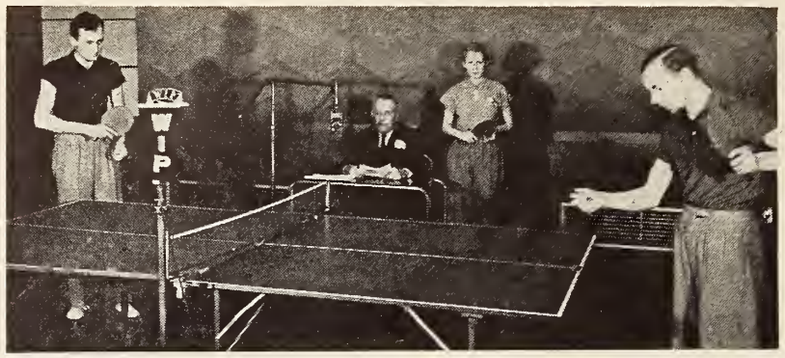
Join the Parade of National Successes Now on —

WSOC

R.C.A. Magic Key
Album of Familiar Music
General Motors Symphony
Strange As It Seems
Contented Program
Chevrolet Musical Moments
Phillip Morris Program
Sherwin-Williams Paint Co.

Wire or write for rates to—

WSOC
Charlotte, N. C.



PING PONG ON THE AIR — Stone McLinn (at microphone) sports director of WIP, Philadelphia, is breathlessly describing the relentless wallops of Sandor Glancz (left), Hungarian champ, and Arthur Hayden, English impressario. Ruth Aarons, world's woman champion, is watching.

MAJOR equipment changes at WISN, Milwaukee, are being made between midnight and 7 a. m. under direction of Don Weller, chief engineer, with installations including a new master control desk and studio operating positions. Weller and his staff designed the entire equipment. The desk consists of three sections, the center having a small rack on which are mounted the line control keys, remote control switching positions and lines, and jack circuits for emergency patching. A sloping panel is used for the high-speed volume indicator, which is extremely rapid in action.

PRESTO RECORDING Corp., New York, has released new catalogues on its instantaneous recording discs and cutting needles as well as its latest and complete line of instantaneous recording equipment. Besides descriptions of equipment, the catalogues give comprehensive material on the art of instantaneous recording.

WIOD, Miami, has installed a new RCA Victor 1 kw. high-fidelity transmitter, dedicated last month. Frank Malone, conductor of the dedicatory program, made the announcement of the new equipment and following a 30-second pause, the new transmitter went on the air.

THE Federal Trade Commission has ordered Lur-Eye Products Inc., New York, to revise claims for its eye lotion. Thomas Leeming & Co. Inc., New York, is charged with exaggerated claims for its Baume Bengue. Sunlife Chlorophyllian Laboratories Ltd., Los Angeles, is charged with unfair representations for its chlorophyllian oil.

Martha Deane Anniversary

MARTHA DEANE'S highly popular participating program, carried on WOR, Newark, Mondays to Fridays at 2:15 p. m. and Saturdays at 11:45 a. m., on April 15 celebrates its second anniversary with a waiting list for prospective sponsors. With the addition of the New York Telephone Co. and Sonotone Co. at the end of March, the limit of 12 sponsors was reached. The others are John Morrell Co.'s products, Red Heart Dog Food, Prido; B. Fischer Astor Coffee; La Choy Chop Suey; D'Arrigo Brothers; Vahlsing Co.'s Bonita Carrots; New Jersey Laundry Companies; Philadelphia Dairy Products; Manhattan Storage Co., Atlantic Sales Corp.

Dr. Damrosch Honored

DR. WALTER DAMROSCH, NBC music counsel who conducts the NBC *Music Appreciation Hour* Friday mornings over combined networks during the school year, was honored April 3 with the award of the 1936 medal for outstanding service to children, presented by *Parents' Magazine*. The 1935 winner was Miss Grace Abott, former director of the U. S. Children's Bureau, and in 1934 Walt Disney won it. It is estimated that 6,000,000 children in 60,000 American schools regularly hear the Dr. Damrosch weekly musical lectures over NBC.

Allocation Hearings

(*Continued from page 39*)

related services. If channels above 30,000 kc. are assigned to other services it may mean retarding the growth of broadcasting.

The hearing will be the first of this nature held since 1928. Then the old Radio Commission called a hearing preparatory to assignment of bands for domestic point-to-point communications. It was not, however, of the same magnitude or scope of the June 15 hearings.

Governmental Demands

OBVIOUSLY, one of the principal reasons for calling the hearing has been the demands of governmental agencies — notably the Army and the Navy, — for large chunks of the ultra-high frequencies for regular, rather than experimental use. At present it is considered that the ultra - high range from 30,000 to 100,000 kc is sufficiently advanced from the technical standpoint to be used for various modes of service, such as broadcasting, television and other impending commercial uses. The government services, however, feel that they should get a large proportion of these facilities for military purposes.

While precise information is not procurable, it is believed that the Army and Navy, between them will seek perhaps half of the channels available in the 30,000-100,000 kc. range. Government services now are assigned from 30,000 to 56,000 on an experimental basis. They want them permanently.

Naturally, should these demands be met and should other services such as aviation, police and other contemplated departmental activities be awarded large blocks of these waves, there will be little left for the future development of so-called broadcasting services in these bands, including television. Theoretically, this spectrum extends to 400,000 kc., but the channels above 100,000 have not yet been readily adaptable for communications uses, mainly due to lack of development of adequate tubes and transmitters.

If any substantial portion of the 30,000 to 100,000 kc. band is committed to other services, television development will suffer. Commander Craven, in his report brought out that in his opinion television is still "deep in the experimental status from both technical and economic standpoints". Additional information, procurable at the forthcoming hearings, he indicated, should prove invaluable in charting its future course.

THE $5,000 peace scholarship offered by Eddie Cantor was awarded during the April 5 Pebeco program to Lloyd Lewis, Plattsburg, Mo., high school student, from a list of 212,000 entries.

PHILLIPS PACKING Co., Cambridge, Md. (canned food) will use eight one-minute WBS disc announcements over an unannounced list of stations. Blackman Ad Inc., New York, has the account.

HELLO! FRED ALLEN

—your always enjoyable programs bring a world of pleasure to the folks in more than 150,000 Carolina homes served by WPTF.

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

Accent on the Commercial

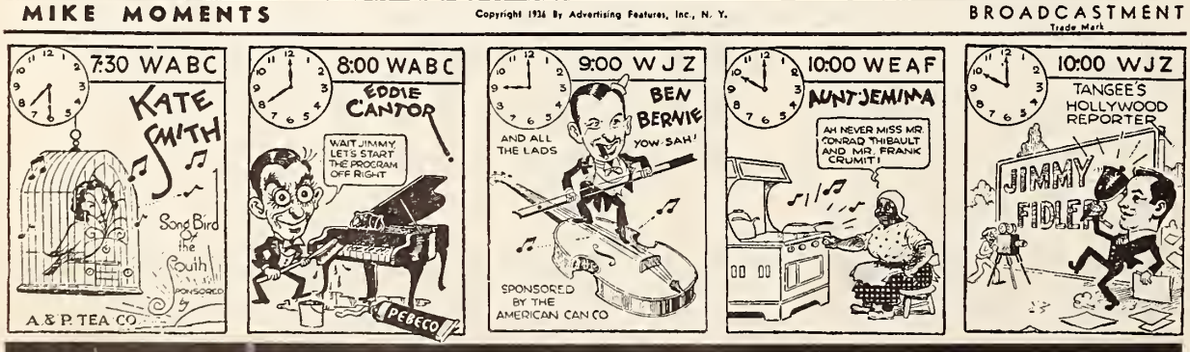


The new Radio tie-in on Radio pages of the Nation's Leading Dailies under the heading MIKE MOMENTS, a 40 line unit at card rates featuring the Sponsor, Product, Talent, Local Station and Time; in cartoon strip technique for Network, Regional and Spot programs.

BROADCASTMENTS cover all markets, the entire list, a group, or single papers may be used. Art and production are supplied at cost.
BROADCASTMENTS, Radio Appropriation Insurance, is an entertaining display for entertainment advertising. Wire or write for full particulars and list of newspapers. (Contents copyright 1936 by A. F. Inc.)

Advertising Features, Inc., Chrysler Building., N. Y. C. Murray Hill 6-4047

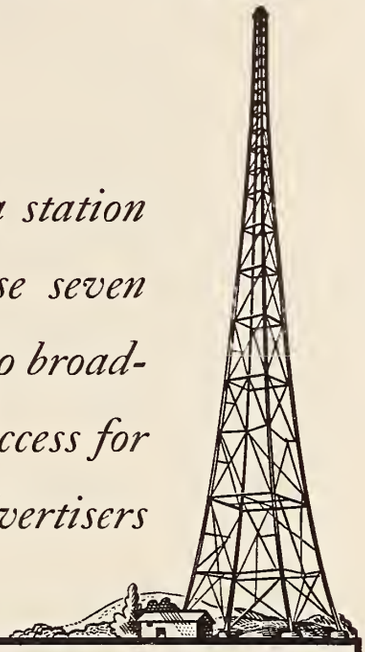
MIKE MOMENTS — Copyright 1936 By Advertising Features, Inc., N. Y. — BROADCASTMENT Trade Mark



MAKES OUR MILLIONS OF READERS YOUR MILLIONS OF LISTENERS

"One of NBC's managed *and* operated stations"

More than a station identification, these seven words are a guide to broadcast advertising success for spot and local advertisers



These Are the Nine Markets We Serve:

New York . . .	**WEAF**	50,000 watts
	WJZ	50,000 watts
The Great Northeast	**WGY**	50,000 watts
New England . .	**WBZ-WBZA**	51,000 watts
District of Columbia	**WRC**	500 watts
	WMAL	500-250 watts
Pittsburgh and the Tri-State Market	**KDKA**	50,000 watts
Northern Ohio . .	**WTAM**	50,000 watts
Chicago	**WMAQ**	50,000 watts
	WENR	50,000 watts
Denver	**KOA**	50,000 watts
San Francisco . .	**KGO**	7,500 watts
	KPO	50,000 watts

IN EACH of the nine important markets listed below there are one or more NBC stations whose services to the community are vital parts of the daily lives of the people. These stations are not "just local radio stations." They are the very backbone of the NBC networks and, as such, enjoy the high prestige among listeners and sponsors which has been created and maintained by NBC's national leadership in all phases of broadcasting.

An advertiser on any one of the stations has at his beck and call the finest broadcasting facilities in the world—all of the physical and personal equipment of the entire National Broadcasting Company. For these are NBC Operated Stations, staffed by NBC program and advertising experts and governed by the same successful broadcasting formulae which have been so notably effective for advertisers the country over.

The nine markets are of such outstanding importance that advertisers need these high powered, popular stations. The fact that spot advertisers' expenditures on these stations in January 1936 were 97% above those in January 1935 is strong testimony to the sales influence you can expect from any one of them. Get in touch with the NBC office nearest you for information about one or all of the stations.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

Women's Group Awards To Be Made on April 22

FIVE program awards will be made April 22 by the Women's National Radio Committee, the second year awards have been made by the organization. Proceedings will be held at the Hotel Astor, New York, with both NBC and CBS broadcasting the event.

Mme. Yolanda Mero-Irion, advisory chairman of the committee, said April 4 that ballots already received "indicate a greatly improved standard of radio taste. The public is obviously ready to accept radio offerings of the highest type. Many comparatively new programs are crowding highly popular programs which have been a long time on the air."

Mail From

73 TOWNS

in
Northern Illinois
and
Southern Wisconsin
for
ONE SPONSOR
in
less than one month!
We can do the same for you!

WROK

ROCKFORD, ILL.

Half of Listeners Like Political Fare On Radio, "Fortune" Learns in Survey

What folks think about politics on the air proved a matter of concern to the magazine "Fortune", which has tapped a cross-section of public opinion on the subject in connection with its quarterly surveys. Here is what "Fortune" learned, according to its April issue:

"JUST as *Fortune's* interviewers were preparing to set forth to ask Mrs. O'Malley and her neighbor what they thought about a number of things, a great to-do broke out in the newspapers about political use of the radio. President Roosevelt, facing Congress assembled, had sent his campaign challenge to big business into as many of the nation's radios as may have been tuned in on the networks at that hour.

"Charging that this was political use of the air, Republican Chairman Fletcher demanded equivalent network time and, refused, sought to buy time for radio playlets in which were to be starred the voices of John Smith, Mary Jones, Doom and the G. O. P. Presidents Paley and Lohr, CBS and NBC, again refused, asserting their right to edit their radio programs as a newspaper is edited, and declaring that the radio drama was not an appropriate medium for political education.

"Now Fletcher's dramatic script (later locally broadcast in Chicago) may or may not have been entertaining fare for the radio audience. But the broadcasting industry has no great fondness for political harangues as such and looks forward to the rainy season of campaign oratory about as enthusiastically as Marshal Badoglio scans the Ethiopian almanac.

Raising Their Rates

"SOME local stations translate their dislike of politics on the air into a premium charge above the customary commercial rates on the grounds that politics are not entertaining. A question of present importance is: Which would be shrewd editing—to increase, to decrease, or to discontinue politics on the air.

"It is important especially now because the two old parties, plus the schismatic Al Smith-Talmadge Democrats, plus the Townsendites and Coughlinites and other upstart groups, threaten a record deluge of broadcast words. Accordingly *Fortune* set out to discover how well the radio listener likes his political fare. People having radios answered the question above [Would you like to hear more, less, or no political speeches on the air?] as follows:

	More	*Same*	*Less*	*None*
Men	20.3%	34.3%	29.4%	16.0%
Women	11.2	41.6	26.8	20.4
Total	15.8	38.0	27.9	18.3

"So now, before political broadcasts reach their convention crescendo, a little more than half of the radio listeners are willing, after fairly rigorous exposure, to go on listening to their politicos unhushed or even to hear more of them. That not only shows a wholesome interest in the problems of state, but it even indicates that what Mr. Fletcher has to say might have a hearing without sugar-coating by his Republican dramatists.

Too Much Mud-Slinging

"EVEN the 46.2% who want less or no political speeches are not wholly indifferent to the responsibilities of their franchise, because interviewers reported that among the principal reasons given for the answer 'less' were 'too much mud-slinging without facts and figures' and 'too much talk by small-fry local politicians'. Many people said they would like their broadcast politics confined to top-notch figures like Roosevelt, Smith, Coughlin and Hoover. Interesting also is the fact that while fewer women than men want to hear more politics, as many women as men are willing to continue hearing the same amount of politics on their radios.

"Just what the unprotesting radio audience may be letting itself in for may be judged on the basis of these precedents: Over the NBC network alone 100 federal officials spoke 171 times in 1932 prior to the conventions. During the conventions 57 hours of talk bumbled through receivers tuned to NBC, and the campaign set a record of 160 broadcasts consuming 89 hours. These were all national, and the figures take no account of several thousand gentlemen who at the same time may have been talking over local stations on the proposition that they should be elected to congressional or local office.

"The geographical distribution of politics' radio popularity suggests some interesting speculations: Most in favor of more politics on the air were the Mountain States, 23.6%; but likewise were the Mountain States most in favor of no politics at all, 25%. Thus they contrast with their neighbors to the East, the states of the Northwest Plains, where only 12.9% want no politics, and their neighbors on the Pacific Coast, where only 10.6% are in favor of more.

"Whether these differences reflect peculiarities in the habits of the people or whether they result from regional broadcasting practices it is hard to say. But this much is certain: Unless Chairman Fletcher succeeds in putting politics into buskin and sock, many fewer people will be clamoring to hear more politics by the post-election dawn of Nov. 4."

St. Paul Appeal

AN APPEAL from the FCC decision authorizing a new local station in St. Paul, to be operated on 1370 kc. with 100 watts full time by Edward Hoffman, local merchant, was filed April 7 in the U. S. Court of Appeals for the District of Columbia by the *St. Paul Daily News*. The court was asked to have the FCC vacate its grant during the pendency of the appeal. The newspaper, affiliated through ownership with the *St. Paul Pioneer-Press*, which has half interest in WTCN, St. Paul, had filed an application for the same facilities after the original hearing had been held and following the submission of an examiner's report favoring the Hoffman grant.

Taplinger on Coast

ROBERT S. TAPLINGER, publicity and radio relations, New York, went to Hollywood April 10 to open a West Coast branch office. Among the Taplinger accounts are Eddie Cantor, Kate Smith, Burns & Allen, Ripley, Phil Spitalny, Walter O'Keefe, Red Nichols, Lennie Hayton, Guy Lombardo and the Republican National Committee radio campaign.

"Twigger Speaking . . ."
Pittsburgh Listening!

When Norman Twigger went on the networks with the WCAE News Parade (INS) broadcasts of the flood, America listened, editors copied, and the networks asked for more and more.

The flood waters have receded . . . but not so Twigger's popularity.

News Parade, with its great loyal audience of Pittsburghers, now is available to a sponsor. Ask for details.

WCAE

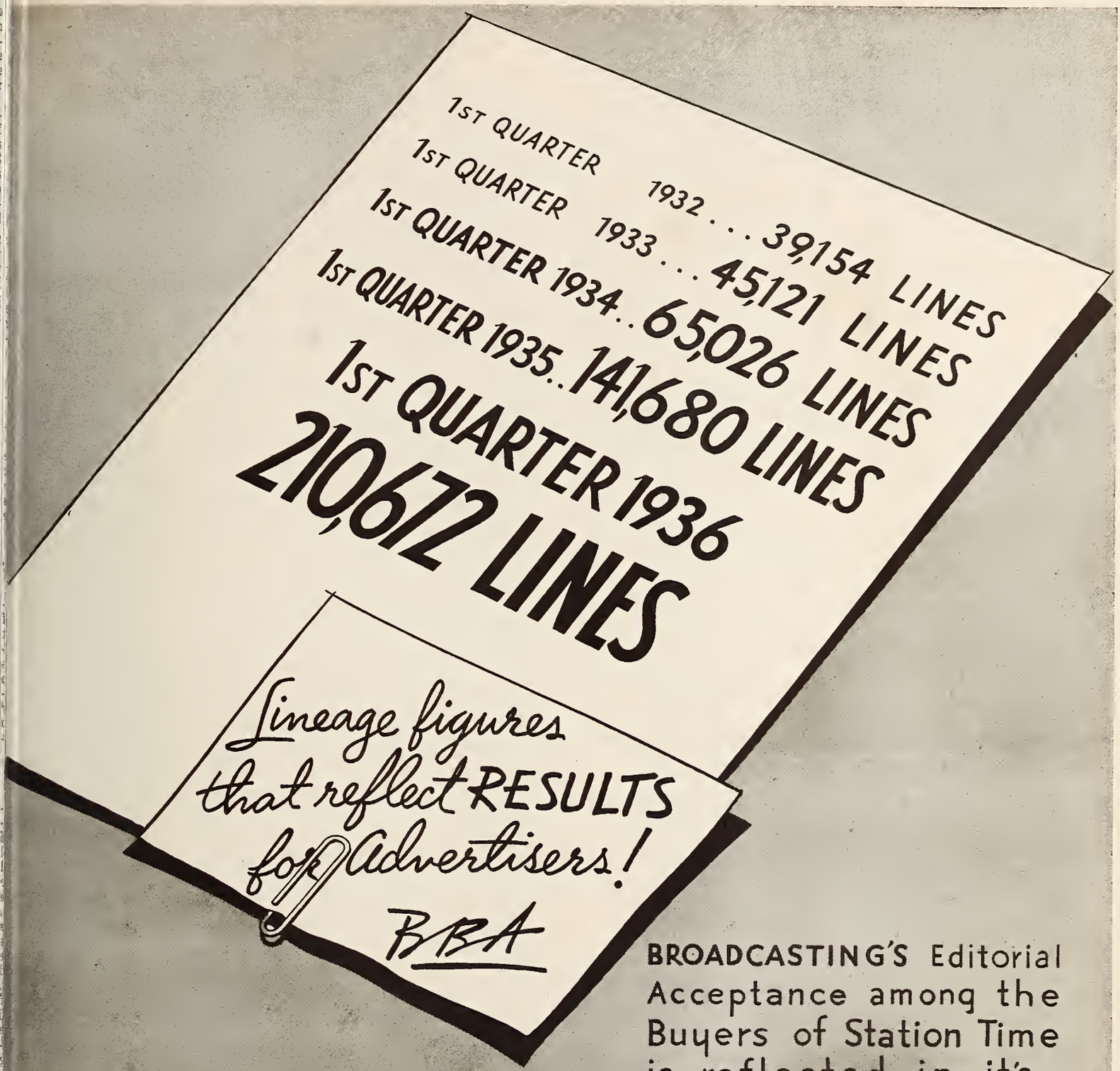
PITTSBURGH • BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

OVER
26,000
quarter-hour
radio periods
produced the
last 12 months
by
LANGLOIS and WENTWORTH
INCORPORATED
Advertisers' Radio Service
420 MADISON AVENUE
NEW YORK

PRINCESS - WJBY
Kiddie Klub available for sponsorship. Broadcast from stage of Princess Theater Saturday mornings. Average attendence 400.
WJBY
Gadsden, Alabama



BROADCASTING'S Editorial Acceptance among the Buyers of Station Time is reflected in it's ADVERTISING GROWTH

FOLLOW THE LEADERS FOR RESULTS!

BROADCASTING
combined with
Broadcast Advertising

NATIONAL PRESS BLDG. ★ WASHINGTON, D. C.

Fate of Duffy Bill to Be Decided

(*Continued from page 26*)

their business operation that they give to the public? Well, I will tell you:

"You can tune in any night—that is not a question of my personal observation, but it is the observation, I am sure, of every single member of this committee—and you will be able to hear in your own parlor ways and means of keeping yourself from smelling bad, ways and means of regulating your bowels and the bowels of your family, ways and means of keeping your scalp from becoming scurvy, and recommendations that you eat fungus of some kind to keep yourself from having a pimply skin.

"I admit that you think I am crude and coarse and crass and vulgar because I have said that, but that is radio.

"Radio does not have in its own business operation, in that which it has created itself, one feature which will make it acceptable in your home or my home, one feature that lends a single degree of respectability except what is created by the men and women that you have heard down here opposing the bill. That is what makes radio acceptable and that alone."

Then Mr. Paine charged that NAB witnesses had dodged the issue of whether broadcasters paid too much for music. "Why?" he asked. "Because they know that they are not paying one single, solitary cent for the use of music. They know that. They are paying for a service."

Mr. Paine, however, had some of his remarks boomerang on him the following day. After concluding his prepared statement, James Francis Cook, president, Theodore Presser Co., Philadelphia music publishers, and editor of *Etude*, musical trade publication, appeared in opposition to the Duffy Bill. On penalties, he said that years of experience had shown that unless the copyright law has "adequate teeth we would be in a hopeless state." He was followed by Francis Gilbert, attorney for MPPA, who analyzed the pending legislation.

Why "Racket" Enters

REP. KARL STEFAN (R-Neb.), former news commentator of WJAG, Norfolk, Neb., appeared before the Committee March 27 to tell of the plight of the small independent station over music copyright. Declaring he had received many letters from owners and officials of independent stations, he said stations have received demands for payments of fees from a great number of organizations.

"It is my opinion," he declared, "that no station would object to a fair payment to the owners of copyrighted music, but what they do object to is the forcible methods used by these associations in forcing the payment of inequitable fees. That is why the word 'racket' has entered this hearing." He mentioned ASCAP and Warner Bros. as being the chief offenders. He told also of the American Society of Recording Artists and its demands for royalties for phonograph record performances.

"Some of the owners of these local stations whose operations can be stopped by one word from the FCC are beginning to feel that the ASCAP is almost as powerful as the FCC. Public opinion and favorable publicity are the golden eggs of those who rule highest in the ASCAP. They should fear for the life of the geese laying these golden eggs."

Harry P. Somerville, chairman of the legislative committee of the American Hotel Association, testified to the whole-hearted support of the Duffy Bill by his organization. He said there is conclusive evidence that the Duffy Bill was drafted by an unbiased interdepartmental committee. "There appears to be no evidence which would indicate who drafted the Daly and Sirovich bills. It would probably be of interest to the committee if the source of these two bills could be determined."

Mr. Somerville recounted how ASCAP had exacted from hotels royalties for performance of music by staff orchestras and picked up over radios. He said that today ASCAP is charging rates that are far in excess of a 100% increase over previous rates, "wherever they can get it." He broke down ASCAP testimony that the highest rate it received was $1,400 from the Waldorf-Astoria, producing a telegram showing it is paying $1,800, and that the Pennsylvania in New York pays $2,360, while the New Yorker pays $2,360.

The testimony of Mr. Somerville effectively refuted many the statements made by ASCA witnesses about the meagre charg collected from hotels. Committ reaction was favorable. In co nection with his repeated refe ences to statements of Chairma Sirovich, Mr. Somerville said conclusion that he did not questi the Congressman's sincerity in d fending ASCAP, but that he d feel the source of his informati "has been very unreliable."

With the resumption of hea ings on March 31, phonogra record manufacturers had the inning, relying mainly upon t ASCAP attack upon the statuto 2-cent per side recording fee f records, in which ASCAP soug fee bargaining, and the propos copyright protection of recor contained in the Daly Bill. Fir witness was H. A. Huebner, re resenting both the Brunswick Re ord Corp. and the Columbia Ph nograph Co. He asked for rete tion of the statutory license a explained at great length why thought this should be.

Use of Records

ON COPYRIGHT protection of t phonograph record, Mr. Huebn said the primary reason for ur ing it is that at this time phon graph records are "suffering abus from small stations.

He said a limited or restrict amount of broadcasting, und proper conditions, might be ben ficial for record manufacture "but when a station, day aft day, 24 hours a day, some of the playing nothing but phonogra records, and not only neglecti to give credit to the manufactur of the records, which is a very u fair form of competition, but, al by innuendo suggest that the arti himself is in the studio, 'Come up, Hal Kemp; let us hear h you played so and so'—those pra tices are not only detrimental, b they are extremely injurious our business. And unless we c obtain some form of protecti against that, the phonograph re ord industry will be no more."

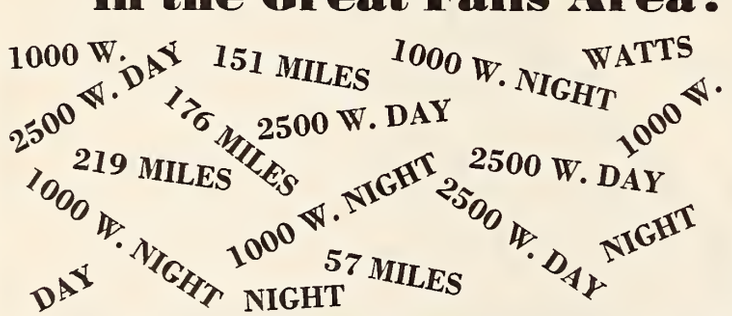
R. W. Utlshuler, presiden American Record Corp., support Mr. Huebner's testimony on bo scores, as did Isabell Marks, re resenting Decca Records Inc., w asked that the statutory licen be retained and that manufactu ers be granted copyright in re ords. She also asserted that wit out granting to the record indust the right to copyright recor the electrical transcription bu ness, from which the record co panies at present obtain substa tial revenue, would decrease. S explained that in the actual ma ufacturing process, transcripti records cost from five to ten tim as much as the average comme cial record.

"If the legislators will perm broadcasting of records indiscri inately," she said, "the electric transcription business will doubt have to fall down. It w be found that advertisers and r dio stations will have no use f electrical transcriptions if th

"Murder of Music?"

RADIO kills music, notably sheet music sales, says ASCAP and its cohort organizations. The American Rolling Mill Co., of Middletown, O., has information to disprove that. It announced April 8 that a New York publishing house had an average annual sale of only 30 copies of Fucik's *Entry of the Gladiators*. The Armco band took up the march as a theme melody for its Ironmaster program over the NBC-Blue network. Result: In 1935, sales jumped to the highest point on record when 6,000 copies were sold, mostly to high school bands.

Watts Really Go Places in the Great Falls Area!



FAN mail proves that KFBB *watts* carried news, amusement and educational programs to 323 towns IN THE STATE OF MONTANA, during October, November and December, 1935.

Along with these programs, went the sales messages of local and national advertisers who are establishing their products and their services in this able-to-buy territory.

What we are doing for others — we will do for you.

2500 Watts Day **KFBB** 1000 Watts Night

GREAT FALLS • MONTANA

National Representatives:

JOSEPH HERSHY McGILLVRA
485 Madison Ave., New York; Palmolive Bldg., Chicago.
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles; 1358 Russ Bldg., San Francisco; 3326 Stuart Bldg., Seattle.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

can use commercial phonograph records, or else these phonograph records themselves would be placed in direct competition with the electrical transcriptions, so that the record industry would lose substantial benefits."

Another Parade

SOMETHING reminiscent of ASCAP's opening parade of top-notchers in the performing world developed April 1 when Fred Waring, Frank Crumit, Louis James, tenor, Arthur Bryant, composer, George Meyers, composer, Guy Lombardo, Morris J. Speiser, general counsel of the National Association of Recording Artists, appeared in support of the Daly Bill. They made particular reference to the phonograph record protection, particularly of protection of the artistic rendition of the performer, along the lines of the suit of Waring against WDAS, Philadelphia, won by the former in the lower courts, and now pending on appeal.

The remarks of most of these performers, who owe their present prosperity and popularity to radio, were surprising. They paralleled the statements of Rudy Vallee during the ASCAP appearances before the committee. The attack was against "unauthorized use" of phonograph records by stations, and in public amusement places, over wired radio, such as Muzak and Teleflash. They raised a rumpus over the decline in the sale of phonograph record sales. The testimony was all cumulative, and thus far, without any real legal basis. All of them opposed elimination of the $250 minimum infringement, and supported the Daly Bill.

Among other witnesses were John O'Connor, assistant to the president of National Association of Performing Artists; Samuel Tabak, representing local 802, New York City, American Federation of Musicians, and General Samuel T. Ansell, general counsel of the musicians federation. They likewise criticized "canned music" as threatening the security and livelihood of "live" musicians and music.

Exploitation of Talent

ALSO introduced in the record was a letter from Fritz Reiner, musical conductor, favoring the Daly Bill. Like many of the witnesses appearing under leadership of Fred Waring, he contended that the talents of performing artists "are being widely exploited for commercial purposes without authority." He mentioned particularly playing of phonograph records made for home entertainment over stations, in cafes, dance halls and restaurants.

The design provisions of the bill, totally foreign to music performing rights and the like, were covered by witnesses who appeared April 2. The State Department, through Dr. Wallace McClure, had recommended that these provisions be eliminated from the bill entirely and handled in separate legislation.

Thorvald Solberg, former register of copyrights, and recognized as the "grand old man" among copyright groups, advocated entry into the copyright union. He quoted Messrs. Buck and Mills as having both been strongly in favor of the treaty only two years ago. "These friends," he said, "are now in opposition. It is their privilege to change their mind; but I deprecate greatly their doing so. I very much regret the loss of their support." Moreover, he said the Authors' League for 15 years advocated entry into the union and now has withdrawn its support. He advocated enactment of the Duffy Bill, "amended, perfected, if you so determine, but submitted to the House of Representatives for its consideration and possible enactment."

Finally, Mr. Solberg said emphatically that if this session comes to an end without securing adherence to the copyright treaty "it will bring about a copyright catastrophe of such magnitude that it will require half a century of effort to overcome the evil resulting."

During the final days of the hearing there were scheduled to appear the American Federation of Labor, represented by M. J. Flynn, legislative representative, in opposition to labor provisions of the Duffy Bill covering printing of works abroad, and entry into the copyright union; the National Association of Book Publishers, on similar provisions: Rand-McNally Map Co., Motion Picture producers and exhibitors, and on the final day, Elisha Hanson, general counsel of the American Newspaper Publishers Association, along with ASCAP rebuttal witnesses.

Chevrolet Souvenirs

CHEVROLET MOTOR Co., on its Saturday night NBC-WEAF broadcasts, has been giving mimeograph copies of the program's continuity to studio guests as souvenirs. "Chevrolet is happy to have had you present in the studio to see as well as to hear, tonight's program" the opening lines on page 1 read. A list of the 61 stations is included. All musical and solo cues as well as commercial announcements are shown.

Sponsorship in Brazil

BRAZIL'S seven broadcast stations, most of which are privately operated, are steadily increasing their advertising revenues which now run around $83,000 a month, 70% of which is accounted for by stations in Rio de Janeiro and Sao Paulo, reports American Trade Commissioner Ives from Rio de Janeiro. The chief deterrent to more widespread use of radio time for advertising, he states in a report to the Department of Commerce, is the lack of anything approaching a national network and the restricted powers of most stations. Brazil's most powerful stations are the 10,000-watt PRF4 of the *Jornal de Brazil* and the 5,000-watt TRHS, Radio Ipanema, at Rio de Janeiro, and the 5 kw. PRA6 and PRG, *Radio Excelsior*, at Sao Paulo.

DOMINATING EAST TEXAS!

As an effective dealer aid in this lucrative market, KFRO gives you a widely distributed circulation with a potential audience of 226,000 listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

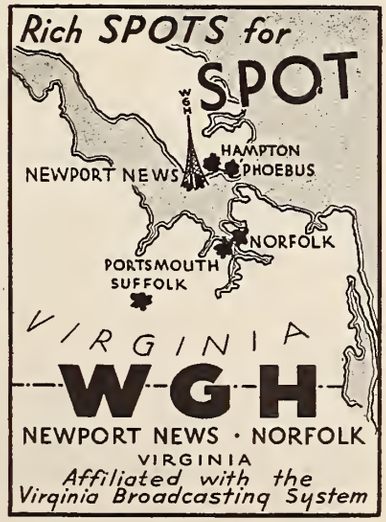
NEW OVERALLS, EH?— JUST A DURNED DUDE!

Pause, friend, and consider: Jefferson County (Louisville) alone accounts for 27.6% of all the retail trade in Kentucky! Less than 1% of the State in area, Jefferson County is the *key market* in this here Commonwealth. With Station WAVE you can absolutely *cover* this rich area, plus a lot more—and still not have to pay for covering great hunks of backwoods where the village dandy is the guy with new overalls! . . . Write for the facts about what WAVE can do—and for how little. N. B. C., of course.

National Representatives:
FREE & SLEININGER, INC.

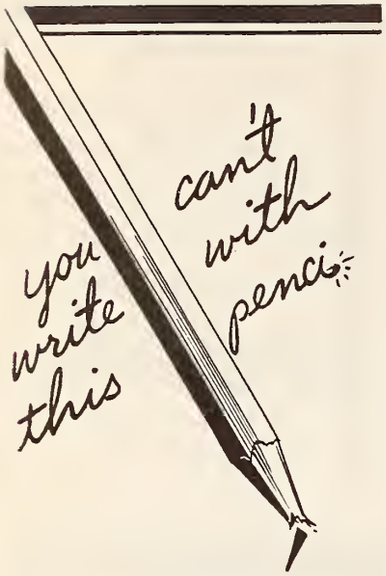
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Rich SPOTS for SPOT



WGH
NEWPORT NEWS · NORFOLK
VIRGINIA
Affiliated with the Virginia Broadcasting System

free!
See Page 2



... NOR CAN YOU TELL YOUR STORY IN WESTERN MONTANA UNLESS YOU USE

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA • WALTER BIDDICK CO.
NEW YORK-CHICAGO • PACIFIC COAST

AGENCIES AND REPRESENTATIVES

LORD & THOMAS, Los Angeles, has enlarged its radio staff under Jack Runyon to handle the California Chain Stores Association program, California's Hour, which started April 13 for 26 weeks on the CBS-Don Lee network, keyed from KHJ, Los Angeles. New personnel includes Don Bernard, formerly of KHJ; James Fonda, on loan from the KHJ sales department; Morley Drury, former football star; Carl Suizbacker, Los Angeles businessman; Lionel K. Bridge, formerly of the San Francisco office of John Blair & Co., who is handling publicity.

MORRIS-SCHENKER-ROTH is the new name of the former Morris, Windmuller & Enzinger Inc., Chicago agency. Phillip Morris is president and treasury; Ben W. Schenker and Sidney M. Ruth are vice presidents.

ALFRED E. SHEBEL, formerly with Carroll Dean Murphy Inc., Chicago agency, has been appointed to succeed Richard Morenus as radio executive of Morenus Adv. Agency Inc., Chicago. Mr. Shebel has had 14 years experience in the radio advertising field.

YOUNG & RUBICAM Inc., has moved its Chicago office to 333 N. Michigan Ave., the third time it has been necessary to enlarge space since the branch was established in 1931.

LOUIS A. WITTEN, vice president in charge of radio for Hanff-Metzger Inc., New York, was married March 19 to Miss Evelyn Denney of Cambridge, O.

PHILLIPS, LENNON & Co., New York agency, has changed its name to Edwin M. Phillips & Co.

MISS PEGGY HAANEL, of the continuity department of Blackett-Sample-Hummert Inc., has resigned to go into station work.

Wylie Leaves Don Lee To Open His Own Agency



Mr. Wylie

C. ELLSWORTH (Dick) WYLIE, who resigned March 1 as general manager and sales manager of the Don Lee Broadcasting System, on April 1 opened his own advertising agency under the firm name of C. Ellsworth Wylie Co., with offices in the Beaux Arts Bldg., Los Angeles. Associated with him will be Ben Sweetland, who formerly operated an agency under his name in the East. Before joining Don Lee, Mr. Wylie was vice president of Emil Brisacher & Staff, a leading Pacific Coast agency handling many radio accounts. He also was formerly in the magazine publishing business.

ROBERT L. NOURSE Jr., who resigned as Los Angeles manager of Ruthrauff & Ryan Inc., has formed his own agency, Robert L. Nourse Co., at 1031 South Broadway, Los Angeles. William E. Betts succeeds him as Ruthrauff & Ryan manager in Los Angeles.

VAN C. NEWKIRK Co. is the new name of the former Newkirk & Lawrence Adv. Agency, Hollywood. Offices are now located at 5225 Wilshire Blvd., Los Angeles. William Lawrence has left the firm to join KNX, Hollywood, as announcer and commentator.

PAUL O. DeFUR, formerly of Texas stations and active in Hollywood theatrical and agency circles, has been named assistant manager of the radio department of Steele Adv. Agency Inc., Houston.

HELEN ENNIS, copywriter for the San Francisco office of N. W. Ayer & Son Inc., who assists on the Golden State Co. (dairy products) account, left that city April 3 for a month's vacation which will take her to Chicago, New York and other eastern cities.

DON C. ROBBINS, San Francisco manager for the Walter Biddick Co., and Free & Sleininger Inc., station representatives, will be married in that city April 25 to Miss Freda Jean Graves of Los Angeles. Allan S. Johnson, advertising manager of Pauson & Co., San Francisco, is to be best man.

LUCIUS A. CROWELL, executive vice-president of Blackett-Sample-Hummert Inc., sailed from San Francisco April 4 on the *Santa Paula* for New York, en route to his home at Evanston, Ill., after a combined pleasure and business trip.

CARL EASTMAN, Pacific Coast manager of N. W. Ayer & Son Inc., has returned to his desk in San Francisco after making a 30-day Eastern survey. While East he conferred with Ayer executives in New York and Chicago on various national accounts.

LORD & THOMAS, New York, is opening a new branch at 300 Taylor St., Dayton, O.

JACK YOUNG, former vice president of Roy Alden & Associates Inc., Los Angeles, has become president and owner of the agency and not C. L. Young as incorrectly in BROADCASTING April 1.

Five Concerns Sponsor Pacific Woman's Series Now in Its Fifth Year

FIVE ADVERTISERS are now sponsoring the *Woman's Magazine of the Air* novel household program broadcast five afternoons weekly over the basic NBC-KPO Pacific Coast Red network of five stations. The feature, which has been on the air since May 23, 1928, has proven highly effective from the standpoint of return, both to the sponsors and to the network.

The broadcasts, originating in the NBC-KPO studio at Hale Bros. San Francisco department store, at 3 p. m. (PST), for one hour, include a variety of entertainment and feature Bennie Walker as editor of the magazine; Ann Holden, authority on domestic science and home economics; Marjorie Gray, fashion and beauty authority; Josef Hornik's orchestra, and guest vocalists.

During the broadcasts from a model kitchen Miss Holden actually prepares the dishes as she announces the recipes and explains how the ingredients are to be mixed. Realistic effects are obtained by using the various mixing and kitchen appliances with which the kitchen is equipped. The kitchen auditorium has a seating capacity of several hundred. Merchandising promotion includes the use of window streamers, recipe books and newspaper tie-in advertising.

Magazine of the Air is sponsored by the following: George W. Caswell & Co. (coffee & tea); Pet Milk Sales Corp. (condensed milk); Gebhardt Chili Powder Co. (chili); Tillamook County Creamery Association (dairy products); and Haas Bros. (Trupak, canned food products).

Petry Group Meets

A GROUP of executives of Southern stations represented by Edward Petry & Co., station representatives, met with officials of the latter organization in New York March 30 for discussion of sales and representation matters. Participating were Martin Campbell WFAA-WBAP; Harry Stone WSM; Hugh A. L. Halff, WOAI; W. Lee Coulson, WHAS, and John M. Outler Jr., WSB. Present for the Petry organization were Mr. Petry, Henry I. Christal, New York manager, and Edward E. Voynow Chicago manager.

CBS Limits Booking

UPON expiration of present contracts Columbia Artists Bureau Inc., CBS subsidiary, will discontinue booking and managing dance bands and orchestras to concentrate upon management of individual artists. The orchestral business was taken over April 2 by Music Corp. of America.

WADC, Akron, was authorized by the FCC April 7 to increase its daytime power to 5,000 watts.

"Folks From Neighborville"

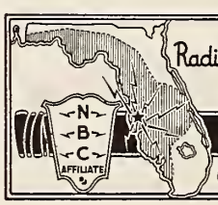
New popular Sunday afternoon *mail-pulling* program on KFAB, Omaha-Lincoln.

Available for sponsorship in fifteen-minute periods.

FREE AND SLEININGER, *National Representatives*

KFAB

Omaha-Lincoln



Radio Station WFLA-WSUN

STUDIOS TAMPA • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

RADIO ADVERTISERS

DONALD D. KENYON has purchased the business of the Kondon Mfg. Co., Minneapolis. (Kondon's Nasal Jelly), founded almost half a century ago by the late T. N. Kenyon, the present owner's father.

ARCTURUS RADIO TUBE Co., Newark, has placed its account with Samuel C. Croot Co. Inc., New York.

CROFT BREWING Co., Boston, has placed its advertising with C. Brewer Smith Adv. Agency, Boston.

GOV. CLINTON HOTEL, New York, has named Kelly, Nason & Roosevelt Inc., New York, as its agency.

KRAFT-PHENIX CHEESE Corp., Chicago, has appointed Needham, Louis & Brorby Inc., Chicago, to handle advertising of its Magic Test eggs.

VADSCO SALES Inc., New York (cosmetics) has placed its Melba account with Benson & Dall Inc., Chicago.

C. F. BLANKE COFFEE & TEA Co., St. Louis, has placed its advertising with Ross-Gould Adv. Agency, St. Louis.

BUCKEYE BREWING Co., Toledo, is advertising through United States Adv. Corp., Toledo.

COMMERCIAL BREWING Co., Charleston, Mass., has placed its account with L. B. Hawes Adv. Agency, Boston.

FRITO Co., Dallas, has named Grant Adv. Agency, Dallas, to service its account.

INDEPENDENT GROCERS' ALLIANCE of America, South Bend, Ind., has named Midwest Adv. Agency, Rockford, Ill., to handle advertising.

KING MIDAS MILL Co., Minneapolis, has named Editorial Service Co. Inc. Milwaukee, to direct advertising.

SIREN MILLS Corp., Chicago, is advertising through C. Wendell Muench & Co. Chicago.

STICKNEY & POOR SPICE Co., Boston, has named Chas. W. Hoyt Co., New York, as its agency.

MARTIN W. TANNER has been appointed advertising manager of Sunny Service Oil Co., Detroit (gasoline stations), marketers of "Zip" gas throughout the metropolitan area. Mr. Tanner was formerly of the copy staff of Evans-Winter-Hebb, Detroit.

C. T. ELECTRIC Co., Jackson, Mich., has appointed C. E. Rickerd Adv. Agency, Detroit, to handle advertising for its Multiglo Room Heaters.

NATHAN (Dan) DANZIGER, advertising manager, Golden State Co. Ltd., San Francisco (dairy products), and vice-president of the San Francisco Advertising Club, has returned to his desk after an appendicitis operation.

Glame Adds WFIL

GLAME Co., Hoboken, N. J., (nail polish) on April 5 added WFIL, Philadelphia, to its program on WOR, Newark, making a two-station network. The program has been on WOR for some time, Sundays, 1-1:15 p. m., with Jack Berch as the talent. It continues on the same schedule and is signed for 50 weeks. Donahue & Co. Inc., New York, has the account.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

DO WOMEN KNIT? ASK MISS MARTIN!



Miss Martin

ONE MONTH of radio experience, although only two stations (WWVA, Wheeling and KRNT, Des Moines) were used, has been so satisfactory for Eleanor Martin (knitting equipment), Chicago, that she has now expanded to a list of 18 stations, distributed in 12 states. The contract is placed through Morenus Adv. Agency, Chicago.

On 15 of the stations daily announcements will be spotted, while on the original two stations the Martin broadcasts will be in 15-minute programs of hill billy music, and over KNX, Los Angeles and WLS, Chicago, the broadcasts will be made in connection with a weekly barn dance program.

Besides those named, stations to be used are WDAY, Portsmouth, O.; WBNS, Columbus; WJAY, Cleveland; KMMJ, Clay Center, Neb.; WOWO, Omaha, Neb.; KTSA, San Antonio; WSM, Nashville; KFRU, Columbia, Mo.; KFEQ, St. Joseph, Mo.; WHO, Des Moines; KMA, Shenandoah, Ia.; WIBW, Topeka, Kan.; KFBB, Great Falls, Mont.; and WNAX, Yankton, S. D.

Western Electric Claims Unprecedented Efficiency For Amplifying Circuit

EFFICIENCY as high as 60 to 65% now is a reality in the new high-efficiency circuit for radio frequency amplification, according to Western Electric Co., which claims the device, particularly suited to broadcast transmitters, greatly excells any previous achievement. The maximum efficiency in the past was 30 to 35%, it was stated, and the new circuit also is superior to those employing high-level modulation.

"This accomplishment is the result of applying to radio transmitters the Doherty high-efficiency circuit, which effects a large reduction in the power consumed", according to Western Electric. "The new form of amplifier operates at constant high efficiency, which does not vary with the percentage of modulation. Previous designs approached this performance only during momentary rises of the audio input, caused by extra loud portions of the program such as musical climaxes, but during the greater part of the time on the air while the program was carried along at normal volume, the efficiency was considerably below this maximum level.

"Other outstanding advantages of the Doherty high-efficiency circuit are simplification of circuits with the consequent use of smaller and fewer circuit elements, greater ease of adjustment and increased stability of adjustment; also reduction in plate dissipation, which minimizes the tube cooling requirements. The overall results of these improvements are savings in space for equipment, reduced initial outlaw for auxiliary equipment, economics in operation and maintenance and above all, a marked saving in power purchased."

Department Stores In New York Push Boy Items by Radio

Macy's and Hearns Get Lively Responses From Broadcasts

MACY'S and Hearns, big New York department stores, are using radio to promote the sale of boys items, Macy's now sponsoring the former *Red Star Clue Club* on WOR once weekly and Hearns using an hour Saturday mornings on WHN.

The *Red Star Clue Club* was formed last August as a sustainer, the store using other programs on WOR for the last five years. Boys are eligible to membership upon sending in the correct solution to one of the mystery episodes broadcast at the end of each program. As each child becomes a member of the club he is sent a membership certificate. Advancement in the club is based on submitting more correct solutions to the broadcasts. Five solutions qualify boys as detective sergeants, five more as lieutenants, five more as captains, ten more as deputy assistant commissioners, and in a full year they may become commissioners. The first 25 captains will visit New York police headquarters. Upon becoming a detective sergeant they receive a metal shield.

The program, a quarter-hour late Friday afternoons, after its initial broadcast as a sustainer, drew 39 letters from the juvenile audience, but after a long climb the same program is receiving letters at the rate of 5,000 a broadcast. Up to recently the program had been on a sustaining basis, but the staggering amount of fan mail the program was drawing prompted Macy's to sponsor the program for 13 weeks for a test period. At the present time the store is only promoting detective merchandise in the toy department with the program. Placards are displayed in the department. If the program continues to grow the store is expected to take more time and advertise all children's merchandise.

Hearns Plans Auditorium

FOR THE last three years Hearns has been broadcasting direct from the store's auditorium a children's amateur hour. Boys and girls up to the age of 16, take part in the broadcast and auditions are held at the store every Friday and Saturday afternoon. A total of 7,700 children applied for auditions last year. Interest has become so great that the store has discontinued using a display advertisement as a part of the tie-up with radio. Now only a three-line mention is placed at the end of Friday's advertisements.

Plans are under way to build a 1,200 seat auditorium in the store. The present one with a seating capacity of 500 has proven too small.

With the two auditions and the actual broadcast drawing thousands of children into the store the sale of boys' and girls' department store items is a natural result. The store also features merchandise mentioned in Saturday morning broadcasts.

Hearns is declared to be well satisfied with the returns from the program, not to mention good will, and has signed a contract running until October, 1937.

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.



CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.



CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.



CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Broadcast Station

WMEX

Announces

The opening of

New Studios and

General Offices

in

WMEX Building

70 Brookline Ave.

Boston, Mass.

Telephone

COMmonwealth 3900

◈

WMEX

The Spot for Spots

BOSTON

Searle Family Acquires KMMJ, Clay Center, Neb.



Mr. Searle

FAMILY interests headed by Don Searle, manager of the Capper station WIBW, Topeka, Kan., have purchased control of franchises in the Old Trusty chain store system in Nebraska, embracing 160 retail stores, in a deal involving also the acquisition of KMMJ, Clay Center, Neb., owned and operated by M. M. Johnson. Application for the transfer of ownership of KMMJ, a daytime station with 1,000 watts on 740 kc., for which 2,500 watts will be sought, has been filed with the FCC. The price paid for the station was said to be in excess of $50,000.

KMMJ until a few months ago was under purchase option to the *Omaha World-Herald* interests, which hold options of WAAW, Omaha, and KGBZ, York, Neb., but which dropped their options on KMMJ and WJAG, Norfolk. Mr. Searle stated he intends to remain with WIBW, but will retain Randy Ryan, formerly on the WIBW staff, as manager of KMMJ.

CARDINET CANDY Co., Oakland, Cal., through Tomaschke-Elliott Inc., Oakland agency, has placed its *Night Editor* transcription series on KSTP, WEBC and WTIC.

SERVICE???

1. **We do all your thinking and planning.**
2. **Every one of our electrically transcribed programs has a distinct merchandising plan.**
3. **We have made arrangements for you to purchase on a wholesale basis all giveaways used in connection with any of our programs.**
4. **Every program that you purchase from us is completely built and ready for delivery.**
5. **Our representatives are near you to help to properly service your account.**
6. **Our representatives will assist any advertising agency or radio station to plan a radio campaign and to secure the most results for the least expenditure.**

Wire or write if you want our representative to call.

IS THIS SERVICE???

R. U. McINTOSH AND ASSOCIATES, INC.

2614 W. 7TH ST. ● LOS ANGELES, CALIF.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Reo Motor Co., Lansing, Mich.
S. C. Johnson & Son Inc., Racine, Wis. (auto wax)
Cardinet Candy Co. Inc., Oakland, Cal. (candy)
Bathasweet Corp., New York
Bauer & Black, Chicago (Velure hand lotion)
Ovelmo Co., Fort Wayne, Ind. (Ovelmo cream)
Mennen Co., Newark (shaving cream)
Foley & Co., Chicago (Foley's honey & tar syrup)
Kastor Cold Tablets Co., Chicago
Murine Co., Chicago (eye wash)
Pinex Co., Fort Wayne, Ind. (cough remedy)
Equitable Life Assurance Society, New York
Campbell Cereal Co., Northfield, Minn. (Sunfed flour)
Japan Crabmeat Assn., Tokyo, Japan
John P. Squire Co., E. Cambridge, Mass. (pork products)
National Tea Co., Chicago (chain grocers)
D. & M. Finance Co., Chicago (silverware)
Freedom Oil Works, Freedom, Pa. (gasoline & motor oil)
Tide Water Oil Corp., New York
Minneapolis-Honeywell Reg. Co., Minneapolis (regulators)
Devoe & Reynolds Co., New York (paints & varnish)
Midwest Radio Corp., Cincinnati
Musebeck Shoe Co., Danville, Ill.
Roberts, Johnson & Rand Co., St. Louis (women's shoes)
Eagle-Lewis Lye Co., Chicago
C. M. Kimball Co., Inc., Everett, Mass. (polishes)
American Airlines, Inc., Chicago
Braniff Airways, Inc., Oklahoma City
Theo. Hamm Brewing Co., St. Paul (beer)
Miller Brewing Co., Milwaukee (Miller's Hi-Life beer)

MARK L. GERSTLE, president of Associated Cinema Studios, Hollywood transcription laboratory, left for New York early this month. Tom Campbell, a director, left for Paris with two technicians, planning to demonstrate American methods on the continent and study European developments. Arthur Smith, formerly of Columbia Pictures, has joined Associated as a technician.

JACK KAPP, president of Decca Record Co., New York, was in Hollywood recently in connection with recording of coast radio and screen stars.

THE *Unsolved Mysteries* series of Texas Co. (Texaco), being placed on Southern stations, is being produced and recorded by American Radio Features, Los Angeles, and not Conquest Alliance Co. Inc., as announced in the April 1 issue of BROADCASTING. Conquest Alliance Co. is acting as representative, distributor and sales agent of American Radio Features, selling the series to Hanff-Metzger Inc., New York for its client, Texas Co.



UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

C. F. WILLIAM BAMBERG, for three years radio director of Campbell-Sanford Adv. Agency, Cleveland, has resigned to become vice president of General Broadcasting Co., Cleveland transcription firm. Polly Deal, formerly publicity director of WHK, Cleveland, is production manager of the firm.

TED TURNER, formerly assistant general manager of the Freeman Lang Sound Studios, Hollywood, but recently representing several transcription studios, on April 1 joined the Walter Biddick Co., Los Angeles, in charge of transcription program sales.

TITAN PRODUCTIONS Inc., San Francisco, is cutting 52 more quarter-hour episodes of the *Sego Milky Way* (Bennie Walker and Edith M. Abbott in talks and recipes,) for Sego Milk Products Co. (condensed milk) to be placed through Botsford, Constantine & Gardner Inc., San Francisco. A new 52-episode quarter-hour serial of dramatized famous sport events, *Miracles of Sports*, written by Robert C. Edgren Jr., and featuring the author, is being recorded by Titan for the Max Graf Productions, San Francisco.

MAX GRAF, sales manager of Titan Productions Inc., San Francisco transcription concern, left that city April 15 on a tour of the Eastern states in the interest of his organization. He will be gone about six weeks and will make his headquarters in Chicago.

RCA Planning Magazine Showing Radio Progress

A NEW publication, *RCA Review A Quarterly Journal of Radio Progress*, will be published starting July 1 by Radio Corporation of America. It will be a 120-page magazine, with a board of editors consisting of chief engineers and executives of RCA companies. The purpose is to bring together articles on radio, acoustical and allied subjects which show advances being made by RCA, the articles to be written by employes. Also, a new department, RCA Institutes Technical Press, has been organized to handle it. The department also will publish books and pamphlets on radio and kindred subjects. Subscription price for the new quarterly is $1.50 a year.

Chairman of the Board of editors is Charles J. Pannill, president of RCA Institutes and Radiomarine Corp. of America. Others on the board are Ralph R. Beal, RCA research supervisor; H. H. Beverage, RCAC chief research engineer; I. F. Byrnes, RCAM chief engineer; L. M. Clement, RCAM vice president in charge of research and engineering, Victor division; Dr. Alfred N. Goldsmith, chairman of the IRE board of editors; Harry G. Grover, RCA general patent attorney; C. B. Hanson, NBC chief engineer; Dr. Charles B. Jolliffe, engineer-in-charge RCA frequency bureau; Frank E. Mullen, manager, RCA department of information; Dr. C. H. Taylor, RCAC vice president in charge of engineering; Arthur Van Dyck, engineer, RCA license laboratories; J. C. Warner, RCAI vice president, radiotron division; W. S. Fitzpatrick, RCA Institutes is secretary.

AN EMPIRE OF OUR OWN
50,000 people
CAN HEAR NO OTHER
RADIO STATION DAYTIMES
BUT
MISSOULA 1000 Watts **KGVO** MONTANA 1260 Kc.

STUDIO NOTES

IEM, Eureka, Cal., on 1450 kc. with udios and executive offices in the ance Hotel, that city, formally dedi- ted its new 500-watt Western Elec- ic transmitter and new Blaw-Knox rtical radiator together with kin- ed high fidelity equipment on March , with a gala program, which start- at 7:30 p. m. and continued through 2 a. m. Outstanding civic, state and dio personalities participated. Sta- on is operated by the Redwood roadcasting Co., with H. H. Han- th, president; Clifton Johnsen, vice resident and W. B. Smullin, secre- ry-treasurer.

NEW program at WFBL, Syra- se, originated by Robert Soule, nsists of a Sunday quarter-hour of *eneral Knowledge Tests.* High chools are invited to participate, each chool sending a team of five mem- ers to the studio for the broadcast. nswers are written down and then ecked; listening audience is invited do the same. A prize is to be warded the winner during the period six programs. Each week one ques- on is given and listeners are asked send in answer. The correct one read the following week.

ESIDES using two voices for its ide Water Oil Co. news programs, HEC, Rochester, ends the programs ith a two-minute comment on the ews by an average citizen, who inci- entally gets a remembrance from ydol.

ARRY W. FLANNERY, news com- entator on KMOX, St. Louis, for merican Packing Co., and the St. ouis Medical Society, are cooperating a movement to abate the smoke uisance in St. Louis. Armed with acts showing that St. Louis has 20 mes as much smoke as New York ity, much more than Chicago and en more than Pittsburgh, and backed ith the data St. Louis physicians ave obtained on the effect of smoke n health, Flannery asked listeners write to him on the subject of moke. Already, coal associations, ho- els, engineers, business concerns, and any others have written to say ey're in harmony with the campaign nd it appears that the movement is ecoming sufficiently concentrated for he introduction and passage of a city rdinance to set a low limit on the moke emitted by factory and other himneys.

VOOD-WASH, Grand Rapids, broad- asts a shortwave traffic bulletin to ll squad cars and police stations, giv- ng the number of traffic arrests dur- g the day, the number of accidents, nd warnings to prevent accidents. mpression is created that listeners re hearing a broadcast directed at he police force by the police chief, ut the purpose is to dramatize traffic onditions.

VHEN fire broke out in a local store, he staff of WBAL, Baltimore, beat he firemen to the scene. Under the irection of Jerry Cooke, chief engi- eer, a two-way line was dropped rom atop the Lexington building to he control room 14 floors beneath ith John Wilbourn giving a descrip- ion as firemen placed the first ladder.

VHIO, Dayton, is broadcasting daily rom offices in the Montgomery County ourthouse. Prosecutor's office, county ommissioners, jail, trial chambers nd other departments serve as studios or the series of remotes.

Hawaiian Island Radio Coverage does not cost— IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

Supreme Court Opinion

(*Continued from page 22*)

lan F. Stone, who delivered the opinion "it is unnecessary to de- cide".

"It is enough," he concluded, "that the present is not such a tax, but is levied on gross receipts from appellant's entire operations, which include interstate commerce. As it does not appear that any of the taxed income is allocable to intrastate commerce, the tax as a whole must fall * * * and the judg- ment of the state court must be reversed and the case remanded for further proceedings not incon- sistent with this opinion."

The question arises, because of this language, as to what would happen in the case of small sta- tions in large states, the audible signals of which are not capable of reception outside the state. This point, in the opinion of legal ob- servers, remains for adjudication. There is directly involved in such cases the question whether the station operates in interstate com- merce insofar as its revenues are concerned, although it is well-rec- ognized that the interference range of the station or its carrier waves carry over state boundaries irre- spective of the size of the state.

The highest court broke down completely the argument of Wash- ington state that stations simply "leased" their facilities to adver- tisers. "We see no more basis," said the court "for saying that the appellant's customers do the broad- casting than for saying that a patron of a railroad or a telephone company alone conducts the com- merce involved in his railroad journey or telephone conversation."

By its very nature, the court continued, "broadcasting tran- scends state lines and is national in its scope and importance—char- acteristics which bring it within the purpose and protection, and subject it to the control, of the commerce clause."

State Radio Taxes

A CURSORY study of state laws discloses that 28 states have sales or gross income tax statutes. Many of them, however, are so general that it is difficult to determine whether they apply to broadcast- ing stations. The states are Ari- zona, Arkansas, California, Colo- rado, Connecticut, Delaware, Idaho, Illinois, Indiana, Iowa, Louisiana, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsyl- vania, South Dakota, Utah, Vir- ginia, Washington, West Virginia and Wyoming.

Arizona has a tax on receipts from advertising. In Florida there are license taxes on broadcasting stations and radio dealers. In Mas- sachusetts radio is exempt from taxation. In Mississippi there is a radio dealer's privilege tax. In New Mexico there is a 2% tax on gross receipts from amusements specifically including broadcasting stations. In Oklahoma there is a sales tax on "radiocasting". In Tennessee there is a privilege tax on broadcasting stations graduated on a power basis. In West Vir- ginia there is a 2% sales tax on broadcasting revenues.

POST-HOLE SPOTS

Los Angeles Ad Club Learns Of Sponsors' Reactions

"A PROGRAM that could never be broadcast" was the entertainment for the Los Angeles Advertising Club on its last meeting in March. Naylor Rogers, KNX manager, act- ed as chairman, Carl Nissen, com- mercial manager, as official host, Leonard Cox, program director, produced the program and Gary Breckner, of the announcing staff was master of ceremonies.

In hilarious manner the hour program dramatized the familiar story of the sponsor, his critical wife, the anxious salesman and others in the audition chamber as they heard the sample programs concocted for Mr. Dingelfuss and his post-hole digger company.

At the conclusion of the fast- moving array of talent, Mr. Din- glefuss sadly shook his head, averred that none of it would do, reached into his portfolio and closed the audition by saying he would take a transcription and two spot announcements a day.

Weibert Trial in May

BAYARD E. WEIBERT, pro- moter of the International Tran- sigram and Transcontinental Broadcasting Corp., Los Angeles, defunct transcription companies, pleaded not guilty late in March to 18 counts of grand theft and viola- tion of the California Corporate Securities Act. Trial was set for May 4 before Superior Judge Joseph Vickers.

WJAY
CLEVELAND
610 Kilocycles

JOIN THE PARADE!

What parade? Well, Station WJAY and its staff, escorted by its 70-odd devoted advertis- ers, will soon move to slick brand-new quarters in Carnegie Hall, music and art center for the town. Twice as much space as we've had, but honestly, we need it, because for well nigh a year we've felt like Oliver Hardy in Stan Laurel's pants.

Yessir, we're getting set, but lend us your shell-like ear while we tell you that we couldn't im- prove the product so we're doll- ing up the package — in this case, the studios.

WJAY *gets you more in- quiries at lower cost* than any other stations in Ohio. Oh, well, northern Ohio, then! Proofs if you want them. Just write, wire or phone.

Edythe Fern Melrose
Manager

Nat. Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

Be Sure to Place
NEBRASKA
at the TOP of your
Spot Radio Schedules

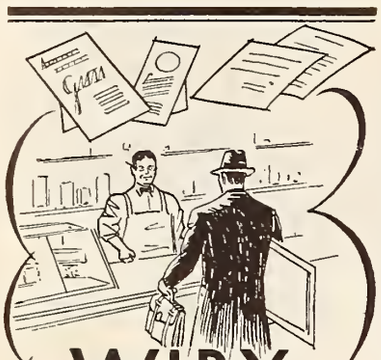
NEBRASKA RADIO STATIONS OFFER:

1. Huge radio-minded audience
   - Nation's biggest-income farm homes
   - Prosperous town-and-city homes
2. Phenomenally good results
   - Mail-order returns
   - Opening up new dealer distribution
3. Partial or complete state coverage
4. Unusually LOW COST

WRITE for complete market data and rates. We shall be glad to supply ample proof of remarkably heavy pulling power of these stations. Send your inquiry to the associa- tion office, or to any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr., and Co. Bluffs, Ia.	KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.	KGBZ York, Nebr.	KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.	KMMJ Clay Center, Nebr.	KGNF North Platte, Nebr.



WIBX
MERCHANDISING
SERVICE

A PLUS to Advertisers is—
The WIBX merchandising department cooperation in arranging window and counter displays . . . letters to the trade . . . checking sales . . . letters to jobbers . . . contact merchants and jobbers . . . and other advertising helps.

There is no charge for this service, except for materials used.

108,000 ★ Radio Families

WIBX
The Voice of the Mohawk Valley

•

CBS AFFILIATE
UTICA, N. Y.

Uncle Sam on the Air

(*Continued from page 9*)

April 9 on WNEW, New York, which is offering a weekly WPA Federal Theatre program. Highlights of Federal Theatre activities and dramatizations of current productions are broadcast.

Department of Agriculture

EASILY the No. 2 government broadcaster after President Roosevelt (who as President commands time on the air practically whenever he speaks, politically or otherwise) is Morse Salisbury, Chief of Radio Service, Department of Agriculture. His perpetual-motion, you-and-me delivery six times a week is heard by millions who would rather go without lunch than miss the varied attractions of the remarkable pioneering NBC *Farm and Home Hour*, on a 50-station WJZ network.

The Department has been in the radio business ever since October 1928, when Frank Mullen, then NBC farm director, conceived and started the program. It supplements the network series by scripts sent to stations in all 48 states.

On the *Farm and Home Hour* the Department regards itself as a sort of contributor of talent. The program consists of music and variety keyed from Chicago, shifts to Washington for news comments delivered by Hilmar Baukhage of the *United States News*, and then is taken over for 15 minutes to a half-hour, as a rule, by the Department. Special events are included in the routine, such as the forest-ranger dramas on Fridays, the Post Office talks on Thursdays and farm organization programs on Saturdays.

A similar program, although only a half-hour in length, is the *Western Farm and Home Hour* broadcast on NBC Pacific and Intermountain blue stations. On Fridays the Western segment of stations joins the main *Farm and Home* group for a half-hour of conservation programming staged by the Bureau of Biological Survey, a branch of the Department of Agriculture.

Mr. Salisbury acts as master-of-ceremonies, weather diagnostician and introducer of speakers on the program. He ad libs all his material in an easy-going style that has won him a wide following. Specialists on cows, blueberries, spinach, preserving, weather, cotton, livestock and other topics close to the farmer and his family are brought to the microphone.

A frequent guest is the Secretary of Agriculture, Henry A. Wallace, with other high officials of this widespread department often addressing their constituents. In these talks there occasionally is a definite New Deal slant that has been classed by the Republicans as propaganda.

In the early days of the New Deal a good deal of high-pressure oratory was directed at the *Farm and Home* audience as officials discussed the merits of crop-curtailing programs and explained how the practice of continence by pigs would boost the farmer's income.

The Department's use of spot broadcasting—free time, of course—embraces 300 stations. Daily scripts, running up to seven minutes, are distributed. Where there are state extension officials cooperating the scripts are sent to them instead of the stations. The state specialists supplement the continuities with localized angles and the Department places station relations in their hands. County agents read the scripts in many cases.

Occasional questionnaires are sent to stations to determine if they wish to continue receiving the scripts but no effort is made by the Department to check up on stations.

A generous consumer of station time has been the Resettlement Administration, under Rexford Guy Tugwell, which has just concluded a quarter-hour RCA transcription campaign embracing 473 stations. The drive was designed to insta the Resettlement message in t public mind. Discs were rotate among stations to keep down t cost.

Several years ago the Depar ment's Food and Drug Administr tion broadcast two series dealin with the merits of packaged foo and drugs. The series were titl *Read the Label* and *The Vetera Inspector*. They were designed give consumers information which they could judge the quali of packaged products.

The Treasury

DISTINCTLY of the "free-tim variety is the radio promotion the U. S. Treasury Departmen Last spring Secretary Henry Mo genthau sent some announcemen to all stations with this reques "The Treasury appreciates yo cooperation on other similar occ sions and will be grateful if yo will broadcast the following a nouncement at convenient times t to and including Wednesda March 27."

The announcements told liste ers how to go about exchangin their Fourth Liberty Loan bon for new securities bearing a muc lower rate of interest.

Encouraged by the success this nationwide generosity broadcasters, the Treasury decide to go in for broadcasting in a bi time way to promote the sale small-denomination bonds. In ear summer it distributed a series quarter-hour transcriptions. W men Congressmen, Treasury of cials and the Navy and Mari bands were the talent. Mrs. Roos velt started the series over a con bined network.

Transcriptions were fed to st tions through local postmasters the rate of about one a week. A far as could be learned there we no rejections by stations.

During its bond campaign t Treasury used printed media, *pa ing* for most of the space. T Treasury right now is completin plans for a transcription series.

James William Bryan, direct of advertising, Savings Bond D vision, is in charge of Treasury r dio activity.

Federal Housing

FOR concentrated promotion large and frequent doses, the Fe eral Housing Administration, le than two years of age, has put shame some of its veteran com petitors for free radio time amon the government agencies. It wa Aug. 15, 1934, that the then Fe

FIRST COME
FIRST SERVED

KFPY

of Spokane, Washington, Offers

Hill-Billy Hi-Jinks

10-11 P. M. Thursday Nights

The Northwest's Own Olde Tyme Radio Party — with Cast of 25

Capacity audiences of 400 every week in KFPY's Golden Concert Studio, since its inception. (Admission by card.)

A great program for direct merchandising of Foods, Beverages, Cosmetics, etc., and one that will ring the cash registers of your dealers throughout the Inland Empire. Arrange now for sponsorship. Write or wire—

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

al Housing Administrator, James . Moffett, of Standard Oil fame, t out to sell the housing idea to e public just as he would sell l or cosmetics or any other andard product. In a radio adress on the NBC-WEAF radio rm conducted by the *Washington ar*, Mr. Moffett started the ball lling.

Both momentum and size deloped as the program got under ay and within a few months early 600 stations were cheerfulplacing their time and facilities the disposal of the FHA, which ad assigned its radio activity to eorge T. Van der Hoef, Chief of s Radio Section.

Sponsors interested directly, inrectly or not at all in the housg subject were persuaded to inrt FHA promotion in their netork programs. Local stations had eir building, loan and service ponsors provide free FHA anouncements. General Electric Co. nated 26 Sunday programs on a ationwide NBC network. Straight mmercials were written and disributed by FHA, soon developing to a thriving spot announcement ript service. Among network feaures is the *Master Builder* proram on an NBC-WJZ network.

Emulating the Treasury, FHA ecorded a series of 15-minute anscription programs with U. S. ervice bands providing musical interludes for talks on housing. The iscs were sent to stations on a otating basis.

Post Office Department

HE Post Office Department has ad its inning for some years on he NBC *Farm and Home Hour*, eing assigned a five-minute niche very Thursday. Department offiials handle the broadcasts, the ustom being for them to read a ve-minute script describing some anch of postal activity, with aybe a few mild plugs on the eleance of the service or some gentle rods at listeners to mail early and ftener. Occasionally the Postmaer General appears for the five inutes.

Along about Christmas time the epartment suggests to local postasters that they get their local cations to slip in announcements sustaining) about getting parcels n the mails in plenty of time to void the last-minute crush.

John A. Brennan, Director of arcel Post, is in charge of radio ctivity for the Department.

Children's Bureau

TRICTLY for the enlightenment f mothers is the *Your Child* series f the Children's Bureau, Departent of Labor, broadcast Tuesays, 11:30-11:45 a. m., on an BC-WEAF network. It is an inrmation program and no frills re used to dramatize it or sugarat the facts presented.

Dr. Ella Oppenheimer, specialist maternal and child health, usualy delivers the Bureau's talk, with Irs. Elizabeth Shirley Enochs, pecial writer, frequently taking he microphone. The discussions onsist of information on child ealth and upbringing, with no edical advice included. Occasionlly social aspects of child welfare ovements are reviewed.

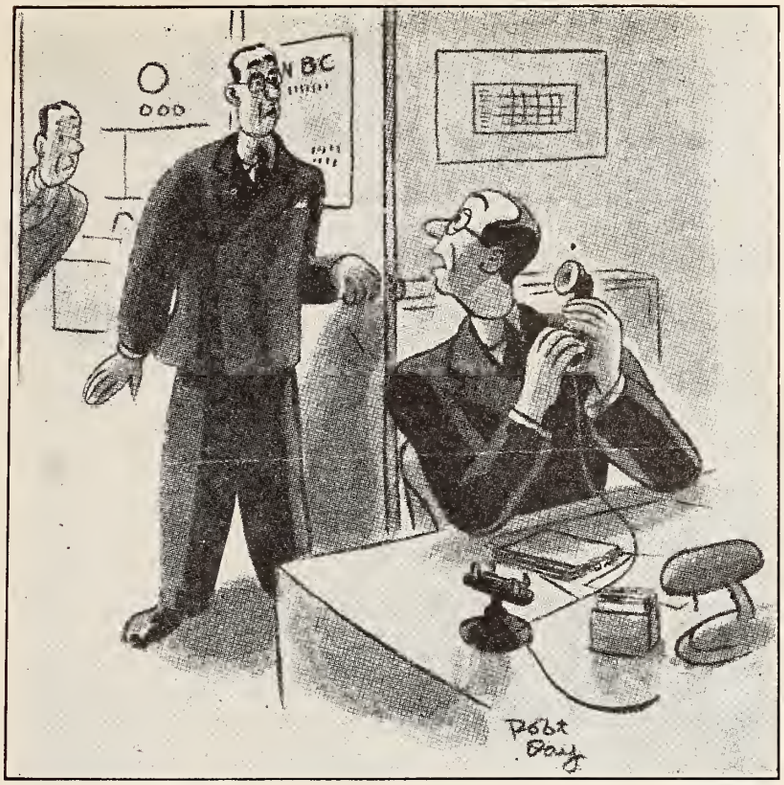
The program has been on the ir nearly eight years. Some years go the Bureau broadcast a CBS *oman's Hour* series. Prior to that he Bureau was on the air at a time when talks were delivered into a Bureau telephone, this being in the early days of broadcasting, of course. Officials at the Bureau recall an occasion when the talk was made at a pay telephone, with an assistant dropping nickels into the phone when necessary.

No propaganda is introduced into its broadcasts, Bureau officials insist, the material being designed solely to help mothers raise their children. No one person is in charge of Bureau radio activities, Dr. Oppenheimer and Mrs. Enochs assuming most of the responsibility for the preparation and delivery of continuities.

Department of Commerce

THE Department of Commerce is quite pleased with the quantity and quality of fan mail received on its major radio appearance, a recently concluded 15-week series on a CBS network, Mondays 4-4:30 p. m., titled *Commercial Comment*. Determined not to load an afternoon audience with dull accumulations of figures on how much tung oil was imported from China last year, or how many tons of scrap iron were exported to Japan, the Department combined music by U. S. service bands with ten-minute miscellaneous information done up in attractive style and five-minute talks on current news of business and commerce.

Edward Gibbons, of the Division of Public Information, was in charge of the programs for the Department. The 67-station network provided an extensive audience which sent as many as several hundred requests a week for copies of the radio talks. Lighthouse, Fisheries, Standards and other branches of the Department contributed to the program. Effort was made by the Department to keep the series free of political propaganda.



From Life

"Washington says to clear both the Red and Blue networks for 9:15—the President has a confidential message to deliver to Congress."

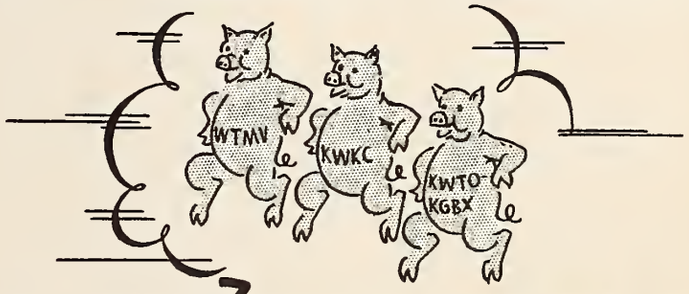
But It Was True

AFTER giving a true and faithful account of how thousands of persons waded into Boyne River, Northern Michigan, to scoop up smelts with buckets and baskets, Duncan Moore and John Eccles, WJR announcers, received Liar's Licenses from a listener in Winston Salem, N. C. Right after the broadcast Eccles inadvertently dropped an eight-ball microphone into the stream and spent a wet quarter-hour hunting for it.

A recent return to network broadcasting was made by the National Park Service of the Interior Department. The Service on Feb. 15 started *Treasure Trails* on an NBC-WJZ network, Saturdays, 5:30-5:45 p. m. The series began Feb. 15, skipped Feb. 22 and is scheduled for 13 weeks in all.

Dramatic presentation is used to lure the public to National Parks. Paid talent is employed on the unpaid time, including Lansing Hatfield and Helen Ault, vocalists. Isabelle F. Story, editor-in-chief of the Service, is in charge of its radio activity. In other years the Service was on the air with historical programs but this year the series gives the public colorful information about national parks. As usual, the program is a spring feature, designed to plant a wanderlust among potential tourists as the travel season gets under way.

WIBA, Madison, Wis., on April 7 was authorized by the FCC to increase its daytime power to 5,000 watts.



LET THESE 3 GO TO MARKET FOR YOU!

3 STATIONS
3 MARKETS
ONE LOW RATE!

These three stations go to market every day for numerous advertisers —and those who have used the "Missouri Triangle" know that their messages, going into these markets, bring home the bacon.

A test program will prove profitable to you.

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • KWKC • WTMV
SPRINGFIELD, MO. • KANSAS CITY, MO. • E.ST.LOUIS, ILL.

ENCORE! BENNY GOODMAN
—you and your orchestra would be pleased with the applause your music wins from the more than 150,000 Carolina homes served by WPTF.
Let us send you Folder and other data about WPTF.
Represented Nationally by F. J. & F.

WPTF Raleigh, N.C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Eleanor Martin, Chicago (yarn), 6 weekly *sa*, thru Morenus Adv. Agency, Chicago.
Feature Foods Inc., Chicago (food products), 78 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Ford Dealers of Chicago, 6 daily *sa*, thru McCann-Erickson Inc., Chicago.
Chappel Bros. Inc., Rockford, Ill. (Ken-L-Ration dog food), daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Country Life Insurance Co., Chicago, 30 *sa*, thru Critchfield & Co., Chicago.
Altorfer Bros. Co., Peoria, Ill. (ABC appliances-washers), 39 *sp*, thru Lamport, Fox & Co., South Bend, Ind.
Harry Alter Co., Chicago (Grunow Elec. Refrigerators), 78 *sa*, direct.
American Potash Institute Inc., Lafayette, Ind., 24 *sa*, direct.
American Gas Machine Co., Albert Lea, Minn. (kerosene stoves), 18 *sa*, thru Greve Adv. Agency, St. Paul.
Gardner Nursery Co., Osage, Ia. (plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Gillette Rubber Co., Eau Claire, Wis. (Gillette tires), 13 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 60 *a*, thru Wade Adv. Agency, Chicago.
Illinois Bell Telephone Co., Chicago, 10 *sa*, direct.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 13 *sp*, thru Wade Adv. Agency, Chicago.
Reliance Mfg. Co., Chicago (Big Yank work shirts), 13 *sp*. thru Mitchell-Faust Adv. Co., Chicago.
United Drug Co., New York (Rexall, Puretest), 10 *t*, thru Street & Finney Inc., N. Y.
McKesson & Robbins, Inc., Chicago (Pursang), 52 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Golden State Co. Ltd., San Francisco, (dairy products), 4 weekly *sp*, thru N. W. Ayer & Son Inc., San Francisco.
Gruen Watch Co., Cincinnati (watches), 7 weekly *sa*, thru De Garmo Corp., N. Y.
Thompkins & Eckart, San Francisco Malvitose-beverages), 18 *sa*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Albert S. Samuels Co., San Francisco (jewelry), 2 weekly *sp*, thru Will Russell & Co., San Francisco.

WNAC, Boston

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva candy), 4 *sp*, thru Louis Glaser Inc., Boston.
Clear-Again Inc., Chicago (cold remedy), 15 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WENR, Chicago

Guarantee Mutual Life Insurance Co., Chicago (insurance), 10 *sa*, direct.
Newart Clothing Co., Chicago (wearing apparel), 4 daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WEAN, Providence

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva candy), 4 *sp*, thru Louis Glaser Inc., Boston.

WHK, Cleveland

Curtiss Wright Institute of Aeronautics, Los Angeles (aeronautic course, 3 weekly *ta*, thru R. H. Alber Co., Los Angeles.
Fred Fear & Co., Brooklyn (egg dye), 3 weekly *sa*, thru Menkin Adv. Inc., N. Y.
Royalist Cigars, Philadelphia, 3 weekly *sa*, thru Al Paul Lefton Co. Inc., Philadelphia.
ITS Co., Elyria, O. (rubber heels), 6 weekly *sa*, thru Carr Liggett Inc., Cleveland.
Hemphill Diesel Schools, Los Angeles, 4 *t*, thru R. H. Alber Co., Los Angeles.
Nash Motors Co., Cleveland (autos), 17 *sa*, thru J. Walter Thompson Co., Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 300 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WBZ-WBZA, Boston-Springfield

American Washing Machine Mfrs. Assn., Cleveland, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
John Morrell & Co., Ottumwa. Ia. (Prido), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Good Luck Food Co. Inc., Rochester (dessert), 2 weekly *sp*, thru Hughes, Wolfe & Co. Inc., Rochester.
General Electric Co., Boston (laundry equip.), 2 weekly *t*, thru Maxon Inc., Detroit.

WOR, Newark

Sonotone Corp., New York (earphones for deaf), 3 weekly *sp*, thru Topping & Lloyd Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook stoves), 3 weekly *t*, thru Greve Adv. Agency, St. Paul.
Johnson Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sp*, thru John W. Queen, Boston.
Tide Water Oil Co., New York (Tydol, Veedol), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
La Choy Food Products Inc., Detroit (chop suey), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Standard Brands Inc., New York (Royal desserts), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

KFEQ, St. Joseph, Mo.

Goetz Brewing Co., St. Joseph, 2 weekly *t*, thru Potts-Turnbull Co., Kansas City.
Barnsdall Refineries Inc., Tulsa, 6 weekly *sp*, thru Cooperative Adv. Co., Tulsa.
Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru Street & Finney Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen-Kook stoves), 2 weekly *t*, thru Greve Adv. Agency, Minneapolis.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry remedies), 4 weekly *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Willard Tablet Co., Chicago (proprietary), 3 weekly *t*, thru First United Broadcasters Inc., Chicago.

KSFO, San Francisco

Seasonettes Inc., Santa Barbara, Cal. (spices), 12 weekly *sa*, thru Irving Fogel Adv. Agency, Los Angeles.
Gardner Nursery Co., Osage, Ia., (seeds & bulbs), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Murine Co., Chicago (eye wash), 3 weekly *sp*, thru Neisser-Meyeroff Inc., Chicago.
Gilmore Oil Co., Los Angeles (gasoline & oil), weekly *sp*, thru Botsford, Constantine & Gardner, Los Angeles.

KYA, San Francisco

General Mills Inc., Minneapolis (Wheaties), 5 weekly *sp*, thru Westco Adv. Agency, San Francisco.
Crazy Water Crystals Co., San Francisco, (mineral water), 5 weekly *sa*, thru Vandevort Adv. Co., San Francisco.

WMAQ, Chicago

Bulova Watch Co., New York, 5 daily *sa*, thru Biow Co. Inc., N. Y.
Newart Clothing Co., Chicago (wearing apparel), daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WEAF, New York

Borden Co., New York (Mel-O-Rol ice cream), weekly *sp*, thru Pedlar & Ryan Inc., N. Y.
P. Lorillard Co., New York (Old Golds, Briggs, Muriel), weekly *sp*, thru Lennen & Mitchell Inc., N. Y.



BASKETBALL SPONSORED — Denver Chevrolet dealers bought the national AAU basketball championship tournament in that city recently. Here is the KFEL-KVOD crew in action at the championship games. Left to right are Mark Crandall, Frank Bishop, Paden Veatch, Joe Myers, Maurie Peck, in the midst of a broadcast.

WHEC, Rochester

Tide Water Oil Co., New York (Tydol, Veedol), 12 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Sun Oil Co., New York (Sunoco) 6 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Utica Mutual Insurance Co., Utica weekly *sa*, thru Deverent & Smith Inc., Utica.
Standard Oil Co. of N. Y., New York Socony), 5 weekly *sp*, thru J. Stirling Getchell Inc., N. Y.
General Mills Inc., Minneapolis, 14(*sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Connecticut Mutual Insurance Co. Rochester, 5 weekly *t*, direct.
Greyhound Management, Clevelanc (bus line), 3 weekly *sa*, thru Beaumont & Hohman Inc., Cleveland.

WGN, Chicago

Webster-Eisenlohr Inc., New York (Tom Moore cigars), 26 *t*, thru N W. Ayer & Son Inc., Chicago.
A. S. Boyle Co., Cincinnati (Samo line), 39 *t*, thru Blackett-Sample Hummert Inc., Chicago.
Climax Cleaner Mfg. Co., Clevelanc (wallpaper cleaner), 12 *sa*, thru Krichbaum Co., Cleveland.
SSS Co., Atlanta (proprietary) weekly *t*, thru Johnson-Dallis Co. Atlanta.
Phillips Petroleum Co., Bartlesville Okla. (Phillips 66 gasoline and oils), 4 *sp*, thru Lambert & Feasley Inc., N. Y.
MacFadden Publications Inc., New York, 52 *sp* (tiein), thru Ruthrauf & Ryan Inc., Chicago.
E. I. Du Pont de Nemours & Co. Wilmington, Del., 16 *t*, thru Batten Barton, Durstine & Osborn Inc. N. Y.

WGY, Schenectady

Standard Oil Co. of N. J., New York (Esso), 24 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.
Walker Remedy Co., Waterloo, Ia (poultry remedy), 26 *sa*, thru Weston-Barnett Inc., Waterloo.
McKesson & Robbins Inc., Bridgeport, Conn., 22 *sa*.
Richfield Oil Corp. of New York (oil gas), 52 *t*, thru Fletcher & Ellis Inc., N. Y.

KMOX, St. Louis

Goetz Brewing Co., St. Joseph, Mo (beer), 26 *t*, thru Potts-Turnbull Co. Inc., Kansas City.
Northrup, King & Co., Minneapoli (seeds), 364 *sa*, thru Olmsted Hewitt Inc., Minneapolis.
General Electric Co., Bridgeport Conn. (laundry equipment), 14 thru Maxon Inc., Detroit.
Kroger Grocery & Baking Co., Cincinnati, 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Lever Bros. Co., Cambridge, Mass (Spry), 364 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WOOD-WASH, Grand Rapids

Reid, Murdoch & Co., Chicago (Monarch food), 6 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago
Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars), 6 weekly *sp*, thru S. M. Epstein Co., Detroit.

WMCA, New York

Richardson & Robbins, Dover, Del (canned food), 6 daily *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.

WBBM, Chicago

Newart Clothing Co., Chicago (wearing apparel), daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WCFL, Chicago

Newart Clothing Co., Chicago (wearing apparel), 2 weekly *sp*, thru Malcolm - Howard Adv. Agency Chicago.

WJZ, New York

Gottfried Baking Co. Inc., New York weekly *sp*, thru Lord & Thomas N. Y.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

ENERAL MILLS Inc. Minneapolis, n June 1 starts program on 33 CBS ations, Mon. thru Fri., 10-11 a. m., epeat at 1 p. m. Agency: Blackett-ample-Hummert Inc., N. Y.

TUDEBAKER SALES Corp. of merica, South Bend, Ind. (autos) on ay 1 starts program on 41 NBC-VEAF stations, Fridays, 10-10:30 p. . with repeat at 1 a. m. Agency: oche, Williams & Cunnyngham Inc., hicago.

TANDARD BRANDS Inc., New ork, on April 18 starts program on 7 NBC-WEAF stations, Saturdays, 9:30 p. m. Agency: J. Walter hompson Co., N. Y.

UART SALES Co. Ltd., San Fran-sco (Creme of Milk Facial Cream) n April 26 starts for 13 weeks *The assing Parade* with John Nesbitt, ommentator, on 5 NBC-KPO sta-ons, Sundays, 9-9:15 p. m. (PST). gency: Howard Williams Adv. gency, San Francisco.

UART SALES Co. Ltd., San Fran-sco (Creme of Milk Facial Cream) n April 19 starts for 13 weeks *The assing Parade*, with John Nesbitt, ommentator, on 12 CBS-Don Lee etwork stations. Sunday, April 19, 7:15 p. m.; Wednesday, April 22, 9:15 p. m.; Thursday April 30, :30-8:45 p. m., and every Thursday hereafter at the same hour (PST). gency: Howard Williams Adv. gency, San Francisco.

AY JEWELRY Co., San Francisco jewelry), on March 28 started for 3 weeks *The Kay Matinee* on NBC-PO, Sundays, 2:30-2:45 p. m. PST). Agency: Sidney Garfinkel dv. Agency, San Francisco.

New York Bell Spots

EW YORK TELEPHONE Co., ew York (toll rates) began a eries of station-break time signals nd one-minute announcements ver seven New York stations pril 1. On WEAF and WJZ time ignals are being used to tell about he low-rate toll calls after 7 p. m. eekdays and day Sunday [See ROADCASTING April 1]. In the VOR-Martha Deane program, hree times a week, a participa-ion has been bought, and 15 an-ouncements are being broadcast ach week over WIBX, WGY, VGR, WSYR and WHAM, Batten, arton, Durstine & Osborn Inc., ew York, has the account.

Colgate's Goldberg Shift

OLGATE - PALMOLIVE - PEET o., Jersey City (dental powder) n April 13 shifted its CBS *Gold-erg* show to a 11-11:15 a. m. spot or New England stations only. he rest of the network will be ed at the regular time 5:45-6 . m., until April 27, when Day-ight Saving goes into effect. The New England net will continue to eceive the program in the morn-ng, but the rebroadcast to the ast and Midwest will be given at -2:15 p. m., EDT. Benton & owles Inc., New York, has the ccount.

free!

See Page 2

More Network Programs Suspended for Summer

PROGRAMS signing off national networks for the summer, in addition to those listed in the March 15 and April 1 issues of BROADCASTING, follow:

NBC

Better Speech Institute of America, Chicago (grammar instruction) with Your English, Sundays, 3-3:15 p. m., April 19 (WJZ).

George W. Luft Co. Inc., Long Island City (cosmetics) with Jimmy Fidler and His Hollywood Gossip, Tuesdays, 10:30-10:45 p. m., April 21 (WEAF).

The Texas Co., New York (Texaco products) with The Texaco-Firechief program, Tuesdays, 9:30-10 p. m., April 21 (WEAF).

Larus & Brothers Co., Richmond (Edgeworth tobacco) with the Corn Cob Pipe Club, Wednesdays, 9-9:30 p. m., April 22 (WJZ).

F. W. Fitch Co., Des Moines (Fitch shampoo) with Wendell Hall, Fridays, 8:15-8:30 p. m., April 24 (WJZ).

American Tobacco Co., New York (Lucky Strike cigarettes) with Carl Hoff orchestra, Saturdays, 10-11 p. m., April 25 (WEAF).

MBS

Axton-Fisher Tobacco Co., Louisville, Ky. (Spud cigarettes) with Tex O'Reilly, Tuesdays, 11-11:30 p. m., March 31.

Mennen Co., Newark (shaving preparations) with Jury Trials, Sun., Mon., 10-10:30 p. m., March 30.

Lutheran Laymen's League, St. Louis (religious) with Lutheran Hour, Sundays, 1:30-2 p. m., April 12.

CBS

Julian & Kokenge Co., Chicago (Footsaver shoes) with Musical Footnotes, Sundays, 1:30-1:45 p. m., April 5.

Ford Motor Co., Detroit (Lincoln Zephyr motor car) with Jose Manzanares and his South Americans, Sundays, 2:30-3 p. m., with rebroadcast to West Coast 5:30-6 p. m., April 12.

William Wrigley Jr., Co., Chicago (gum) with Myrt Marge, Monday through Friday, 7-7:15 p. m., with rebroadcast to midwest 11-11:15 p. m., April 15.

Pompeian Co., Bloomfield, N. J. (cosmetics) with Jerry Cooper and Ted Royal's orchestra, Tues., Thurs., 12:15-12:30 p. m., April 23.

General Mills Inc., Minneapolis (Wheaties) with Jack Armstrong, Mon., thru Fri., 5:30-5:45 p. m., with rebroadcast 6:30, April 24.

Coca Cola Co., Atlanta (soft drinks) with Ray Noble orchestra, Wednesdays, 9:30-10 p. m., April 22.

Ford Motor Co., Detroit (motor cars) with the Ford Sunday Evening Hour, Sundays 8-9 p. m., June 28.

Plymouth Motor Corp., Detroit (motor cars) with Ed Wynn, Thursdays, 9:30-10 p. m., May 7.

LUTHER WEAVER, Luther Weaver & Associates, St. Paul, is conducting a 17-week spring course in radio script writing at the University of Minnesota.

BULLETIN

MRS. LOUIS TITTERTON, wife of the manager of NBC's literary rights department, was murdered by a mysterious intruder in her home at 22 Beekman Place, New York, late in the afternoon of April 10th. Mrs. Titterton, who was a well-known writer under the pen name of Nancy Evans, was attacked and then strangled to death. Her husband, who also manages NBC continuities, was in Radio City at the time of the murder, and had spoken to her over the telephone only a few hours previously to make a bridge engagement with friends.

THANKS, BETTY MOORE

—the Carolinas appreciate your interesting, helpful talks on Interior Decorating, and you are being listened to regularly in more than 150,000 WPTF homes!

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

We like CONTRACTS!

They speak better than anything else—(so we believe)—of the popularity and pulling power of a radio station. For April, May and June of 1936 — local and national spot advertisers have signed for more broadcasting over Station WEEI than for any previous three months in our history. Since a majority of them are advertisers who have used WEEI before—we can't help but believe that the reason is **RESULTS**

Station WEEI

BOSTON



WHIO power has been increased to 5000 watts. New equipment is now being installed.

This increase in power more than doubles the WHIO market.

BASIC NBC BLUE NETWORK — WHIO — THE DAYTON DAILY NEWS — DAYTON OHIO — BASIC NBC RED NETWORK

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Real Silk Open Doors

(Continued from page 9)

it sells our representatives on the fact that their company is 100% back of them so that when they start out Monday morning they know that the doors have been opened to them in thousands of American homes."

Something New

A NEW SERVICE inaugurated by Real Silk permits the prospective wearer to approach very closely to the custom made method of buying her Real Silk hose.

Milady is asked to make, in the privacy of her own boudoir, five measurements before ordering her stockings: Girth at the ankle and calf and the thigh, as well as the length of her foot and the length she wants for her stockings. She is asked to give these measurements with her order and in return, will receive what is as near as possible to custom made hosiery without actually being just that. It is called the "personal fit" method of selling.

This new angle will be carried on all Real Silk broadcasts, and "Personal Fit" is the new trade name for the product.

ON KFEQ, St. Joseph, Mo., Hirsch Bros. Department Store announced on a Sunday program its 45th anniversary with a store-wide sale, speakers depicting conditions as they were at the time the store was founded. Styles of the period were described and the story of St. Joseph in the early nineties was unfolded with a background of music popular at that time.

EVERY MINUTE
IS
SELLING TIME
ON



WBAL

From Seven A. M. to closing call letters, WBAL's selling messages find a ready, active and prosperous audience.

3,800,000 prospective buyers in the Heart of Maryland and the territory served by WBAL are ready and willing to buy your product.

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE
You Sell Maryland When You Buy WBAL
National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO



MAN AND BOTTLE—Roland Winters, inquiring reporter of WNAC's "Lucky Tiger Voice of Boston" program, carries this sign around for his remote broadcasts, now staged in the aisles of a theater. The sponsor is Lucky Tiger Mfg. Co., Kansas City (barber supplies).

RAIN BY RADIO
WCKY Tower Stopping Point For Heavy Clouds

STORIES about radio causing droughts by bottling up the clouds in electrical energy have been thoroughly disproved by science. Now, surprisingly enough, the reverse appears to be true, namely that radio can produce rain.

At least that is the claim of Charles Topmiller, chief engineer of WCKY, Cincinnati. The station recently installed a 350-foot Blaw-Knox vertical radiator. When the tower had been raised and guyed into position, rain clouds in passing struck the upper reaches of the structure. Immediately there was precipitation for a radius of 30 feet around the tower, and this occurred on four consecutive days. Mr. Topmiller explains the rain as being due to condensation of moisture from the clouds striking the steel structure.

Contract Litigation

KMTR, Hollywood, has been made co-defendant in a breach of contrant legal action asking damages of $5,000 for alleged cancellation of contract between Bruce Wheeler, health lecturer, and the station. The plaintiff contended that he paid the station $52.50 for six quarter-hour radio talks, with scripts submitted four days before the initial broadcast, but that the station refused to let him broadcast the series.

GREETINGS! RUBINOFF
—the Carolinas are always thrilled by the distinctive beauty of your music . . . eagerly 150,000 homes await your programs over WPTF.
Let us send you Folder and other data about WPTF.
Represented Nationally by F. J. & F.
WPTF Raleigh, N. C.

Political Methods Radically Changed By Advent of Radio

Leather Lungs Superseded by Skill Says Dr. T. H. Reed

A COMPLETE change in the technique of political campaigns has been effected by radio with its power as a means of mass influence, according to Dr. Thomas H. Reed, chairman of the Committee on Civic Education by Radio, whose study of "Civic Education by Radio" has just been published by the Radio Institute of the Audible Arts, conducted by Philco Radio & Television Corp.

One of radio's greatest achievements, according to Dr. Reed, has been "to put leather lungs out of business". "The radio audience not being a mass audience," he says, "is not to be influenced by bellowing, arm waving, or even by any of the subtler physical arts by which a speaker sways a crowd. The radio audience is made up of myriads of individuals and small family groups. No one likes violent noises in his living room, and even small noises reach portentious volume as they emerge from a 'loudspeaker'.

"The mere strength of wind and nasal resonance have ceased to be factors in politics to the manifest advantage of democracy. Today any man who has something to say, and can get a chance on the air, can say it to his countrymen without regard to whether his voice is a light tenor or a rumbling bass."

Open to Everyone

IN THIS RESPECT, Dr. Reed gives credit to the American broadcasting system for the degree to which the air is open to the expression of varying opinions. Speaking from experience gained during the presentation of approximately 200 broadcasts sponsored by the Committee on Civic Education by Radio, he reports that there has never been any attempt on the part of the broadcasting companies to limit freedom of speech on these programs.

"To be without a radio," Dr. Reed continues, "is to be cut off from the most pervasive of all means of public discussion, because the radio brings to us as no other medium ever has, the currents of world opinion in the living words of its most important citizens."

Radio, he believes, presents an opportunity for everyone, who does not deliberately shut his ears, to form his own opinions on public questions. This, however, requires a knowledge of what is on the air and intelligent listening to worthwhile educational programs.

"We must learn to use the radio in education by using the radio for education," he concludes. "The techniques of speaking and listening must advance together. Civic education by radio has just begun. We are in a formative period. We are beset with fears as to what may happen if the Herald's Horn resounds too potently to the lips of demagogues. We are groping for means of calling young and old to listen to wisdom, experience and virtue instead of recklessness and folly. One thing is certain: That the public will listen — to whom is the question."

Tests of Television To Start June 29

RCA on Schedule With Plans, Mr. Sarnoff Informs Board

IRST metropolitan field tests of CA's new television system will efinitely get under way June 29, avid Sarnoff, RCA president, reorted to the company's stockholders at their annual meeting April 7. onstruction of both the transmission plant atop the Empire State ldg. in New York and the television studio in the NBC quarters n Radio City have proceeded according to schedule, said Mr. Sarnoff, who told the meeting that his en were prepared to carry out his ssurances made at the annual CA board meeting last year that he field tests would begin within 2 or 15 months.

RCA's television tests, it has een made clear, will not be open b the public, RCA still adhering o its policy of declining to disclose ublicly its laboratory and field developments. "A number of experiental receivers," said Mr. Sarnoff's report, "are to be placed at bservation points in the hands of ur technical personnel so that we lav determine the requirements nd further development necessary the establishment of a public levision service."

(For an eyewitness report on CA's television system see Dec. 5, 1935, BROADCASTING).

Second to None

IR. SARNOFF, who is one of the adio industry's most enthusiastic elievers in the ultimate future of oth television and facsimile servces, and who has followed intiately the British and German isual broadcasting systems now eing introduced to the London and erlin public, continues in his report:

"This corporation is second to one in the scientific and technical evelopment of television. We have one much beyond the standards ked elsewhere for experimental quipment. But this is a far cry om the expectations of such a ervice aroused by pure speculaon on the subject. There is a long nd difficult road ahead for those ho would pioneer in the development and establishment of a pube television service."

The April 7 stockholders meetg approved the new recapitalizaon plan for RCA drawn up by oseph B. Kennedy, former chairan of the Securities and Exange Commission, who had been ecially engaged for that purpose. he stockholders reelected Newton . Baker, Cornelius N. Bliss, Berm Cutler and Gen. James G. arbord for three-year terms. The her directors of RCA are Arthur . Braun, John Hays Hammond ., Edward W. Harden, DeWitt illhauser, Edward J. Nally, avid Sarnoff, James R. Sheffield nd Frederick Strauss.

179 Washington advertisers used WOL during the first three months of 1936

WOL WASHINGTON D. C.

Group of Applications Seeking Nine Stations Opposed by Examiners

A BARRAGE of applications for 100 watt stations in eight cities in Wisconsin, Iowa, Nebraska and Minnesota, filed under different corporate names by Emmons L. Abeles, as secretary, met an unfavorable report (Ex. Rep. I-214) April 2 by Examiner P. W. Seward of the FCC.

Examiner Seward recommended that eight applications be denied on the grounds that the applicants were not all qualified and that the proposed stations would violate FCC quota regulations as well as result in interference with other stations.

Actual applicants, the Examiner found, were Robert J. Dean, vice president of KWTN, Watertown, S. D.; Dr. F. Koren, physician of Watertown; Mr. Abeles, attorney and interested in Mid-West Recordings Inc., Minneapolis transcription firm; M. L. Finklestein & Sons Inc., a Delaware corporation also interested in Mid-West Recordings.

Examiner Seward concluded that M. L. Finklestein & Sons, for which Harold D. Finkelstein, president, was acting in the applicants' partnership agreement, was not authorized by its Delaware charter to participate in the applications. He also referred to alleged discrepancies in testimony as to whether the partnership was organized to apply for construction permits for the stations or whether it was to "conduct the business of a radio broadcast station".

In the same report the examiner recommended that an application of Northern Brdcstg. Co. Inc., for a construction permit for a 100 watt station in Wausau, Wis., be denied on the ground that it would violate FCC quota rules and result in interference. Cities in which the Abeles partnership sought stations were Winona and Mankato, Minn.; Fort Dodge and Clinton, Ia.; Hastings and Grand Island, Neb.; Appleton and Wausau, Wis.

In another report, Examiner Melvin H. Dalberg recommended [Ex. Rep. I-216] that the same group be denied an application for a 100 watt full-time station on 1420 kc. in Mason City, Ia. A similar application by Northern Iowa Brdcstg. Co., of which Hanford MacNider, former minister to Canada, is president, was opposed but the examiner recommended that Mason City Globe-Gazette Co. be granted a construction permit for a full-time 100 watter on 1210 kc.

Fried Lizard

YOU'VE heard of "bugs" in a radio transmitter, but lizards are something new. At KGMB, Honolulu, one of the problems of the technicians is to keep tiny lizards from getting themselves cooked in the transmitter. The lizards, only two inches long when full grown, are welcome guests at the station because they eat mosquitos, according to Gene Goldrup, chief technician.



LAYING OUR CARDS ON THE TABLE

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in *showmanship*. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago

Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

SRO

Last month WLAC was booked up to capacity on spot announcements, necessitating our returning further proffered contracts, painful though it was.

But the sunny side to that picture, aside from the actual contracts run, was the evident fact that our station was pulling so well for spot advertisers that we couldn't take care of all the customers.

Today's tip: If you have spot announcements to run in the prosperous Nashville territory, don't write — wire

WLAC

5,000 watts

NASHVILLE, TENNESSEE

J. T. Ward, President

Member Station

Columbia Broadcasting System

Paul H. Raymer Co., National Representatives

Canadian Officials Describe Control At Radio Hearing

By JAMES MONTAGNES

WHILE radio listeners are buying new $2 licenses with the beginning of the fiscal year on April 1, Ottawa is listening to Canada's radio moguls tell their story to a Parliamentary Committee which received a draft bill for a government corporation to control private broadcasting from Marine Minister C. D. Howe before its hearings opened.

Radio Commission Chairman Hector Charlesworth has been the only witness called to date, and he informed the committee that lack of finances had been the main reason why all the recommendations of the Aird report of 1929 had not yet been complied with. At one time $250,000 had been lopped off the annual appropriation ($1,250,000) without consultation. Commission employes were not on the permanent civil service staff, he continued.

Many listeners were not getting the standard of service and entertainment to which they were entitled; his request to vest the commission with powers of a corporation had not been met by the government of the day; he had been against appointment of a general manager because of the added expense; he had acted as chairman and general manager as well. He stated that the present broadcasting set-up was one of the most efficient branches of the public service.

Political broadcasts during the last election were also under examination, Mr. Charlesworth explaining that engineers on all stations watched all speakers carefully and buzzed off words and sections which were considered outside the law. The "Mr. Sage" broadcasts which instigated this part of the hearing, came as a complete surprise, he told the committee, but after the first broadcast were less objectionable and were advertised as political party sponsored broadcasts.

Cost of Talent

THERE was objection to publishing data on costs of telegraph lines used by the Commission, because of the highly competitive nature of the business, Minister Howe told the committee. Because musicians were highly temperamental and given to exaggeration of their fees, Charlesworth had asked that Parliament not debate or make public fees paid musicians. Explaining his procedure, he remarked that with payment of radio talent made public, running a Radio Commission would be just one continual brawl.

The corporation mentioned in the draft bill given the committee by Minister Howe would replace the present three-man Commission. There would be seven directors and a general manager. The corporation would take over all assets of the present commission and undertake all national broadcasting under a license of the minister. The control of private broadcasting stations, now under the Commission control, would revert back to the minister, and he would consult with the corporation. Control of stations, frequencies, hours of broadcasting, advertising, censorship, would all come under the minister's control, with advice from the corporation. The directors would be government appointed, representing the Dominion and provinces. The chairman's salary placed at $1,000, executive committee members $500, and all directors $10 per day for each day attending meetings, plus expenses.

Observers in Ottawa are of the opinion that the corporation will replace the commission after the present committee's report is tabled in Parliament. Charlesworth has been proposed as general manager (he was a drama and music critic and editor of a national weekly before becoming radio commission chairman), Commander C. P. Edwards, director of radio, Department of Marine, as technical collaborator. Colonel W. A. Steel, commissioner, is expected to go back to the Signal Corps of the Canadian army, and vice-chairman C. A. Chauveau would be retired under this arrangement.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

King Features Assigns 14 Comic Strips To Sales Firms for Radio Sponsorship

KING FEATURES SYNDICATE Inc. has distributed 14 of its 20 newspaper comic strip features to five New York radio production firms to act as selling agents for radio adaptations. These firms have been given six-month contracts to handle the comic strips that are adaptable for radio programs on an exclusive basis. The radio rights to these comic strips have been allotted as follows:

William Morris Agency will handle *Inspector Wade, Flash Gordon, Ace Drummond* and *Blondie*. Cleveland B. Chase has already sold *Tim Tyler's Luck* to be sponsored by Edgar P. Lewis Inc., Nulden, Mass. (Viva candy) beginning April 27 over WBZ-WBZA; this show will be a quarter-hour studio feature written by Joe Cross of the Chase firm and it will be heard three time a week for 13 weeks, with the possibility of extension if it proves successful. Louis Glaser Inc., Boston, is the agency for the program.

The Chase firm also has exclusive rights to sell *Little Annie Rooney* and *Mandrake the Magician*. World Broadcasting System is now making two transcriptions for Cleveland Chase, one of *Little Annie Rooney* and the other a complete 15-minute script.

Fanchon and Marco is signed to handle *Tillie the Toiler*. Joseph M. Barnett will agent *Bringing Up Father, Home Sweet Home* and *The Little King*. Negotiations are now under way for Radio Events Syndicate to exploit *Polly and Her Pals, Just Kids* and *Krazy Kat*. Wheatena Corp., Rahway, N. J. (cereals) through its agency, Rohrabaugh & Gibson Inc., Philadelphia, has taken an option on the radio rights to *Popeye*, which it had on the air over the NBC-WEAF network last season for 29 weeks, until Sept. 1 when it expects to return to this same network. A request has been filed with NBC to reserve time for this client.

CBS has taken exclusive radio rights to *Beatrice Fairfax*, lovelorn columnist, and an unannounced concern is now considering her sponsorship. Columbia has an exclusive tieup with King Features to bring to the microphone such persons as Alex Raymond, creator of *Flash Gordon*, who was heard on the Sunday night *Freddie Rich Penthouse Party*. Other King Features artists booked for this program are E. C. Segar, the man who draws *Popeye*, and Dick Hyman who will discuss his new book, "Its the Law", illustrated by Soglow. Other negotiations for sponsorship of these radio rights are now being formulated with announcements to be made shortly.

Bing & Leopold

BING CROSBY, fuzzy-voiced chanter of romantic ballads, will croon April 30 with the Stokowski-directed Philadelphia Symphony on the NBC-Red network program sponsored by Kraft-Phenix Cheese Corp. It really is a turn-about affair, Leopold Stokowski having appeared for an interview on Bing's program some weeks ago, when he spoke favorably of the crooning art as exploited by the Kraft singer.

New WDRC Studios

WDRC, Hartford, is completing its new studios atop the Hartford-Connecticut Trust Co. building, and will occupy the entire penthouse floor. Two studios are being constructed, with latest acoustical and decorative treatment. The control room matches the studios acoustically so it can be used for announcing. Western Electric equipment has been installed, with eight-ball microphones. A special switching layout has been developed. CBS designers prepared the layout, which includes executive offices.

THERE are now 54 broadcasting stations and three shortwave stations linked up in Canadian Broadcasting Commission networks. Of the total the Commission owns or operates seven stations.

DAVID ROSS, CBS announcer, poet and reader, is being heard again on a CBS network, Sundays, 2-2:30 p. m., with musical background for the *Poet's Gold* revival being supplied by Emery Deutsch's orchestra.

California Legal Group To Study Court Programs

A COMMITTEE of three to investigate the feasibility of California traffic broadcasts in keeping with the dignity of the court, which would not lessen public confidence or interfere with the administration of justice, has been appointed by T. P. Wittschen, president of the State Bar Association of California. This was revealed in San Francisco following a conference March 30 in San Jose, Cal. of bar representatives, members of the San Jose Junior Chamber of Commerce traffic committee which sponsored broadcasts over KQW, and Police Judge Percy O'Connor, from whose court broadcasts originated until frowned upon by a resolution of the State Bar board of governors.

The committee includes Claud Minard, secretary of the board of governors, State Bar; Dudley F. Harkleroad, secretary, Committee on Administration of Justice, State Bar, and former Senator Herbert C. Jones, member of the board of governors.

Minard pointed out that there were many objections to the present methods of broadcasting, the principal one being that it tends to impede the administration of justice. He further stated that broadcasting of trials or other judicial proceedings are of no assistance to the court and its officers in the performance of duty.

NBC construes the all-time mail record of 91,046 letters in one day achieved March 31, as an indicator of the return of prosperity.

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

BC Television Engineer ies From Shock While orking at Transmitter

ARRY E. LAWRENCE, a mem- r of the NBC engineering staff signed to the television experi- ental transmitter in the Empire ate building, died April 8 as the sult of coming into contact with charged condenser while working the transmitter.

The transmitter had just been ut down and in some unknown anner he touched a fully-charged ndenser and was electrocuted. her engineers in the room ad- nistered first aid pending the rival of a doctor who injected renaline. Seventeen minutes ter the accident the emergency ew from the Consolidated Edison . arrived and worked over Mr. wrence for hours but to no avail.

Mr. Lawrence joined the NBC gineering staff at the RCA ex- rimental transmitter in the Em- re State building in October, 31. With the discontinuance of is work he was transferred to 2XBS, an experimental trans- itter then operated by NBC on e roof of the New Amsterdam heatre, New York. From 1932- 35 he was a member of the ansmitter crew of WEAF at ellmore and then went back to e NBC experimental transmitter the 85th floor Empire State.

He was a graduate of the Uni- rsity of Pittsburgh and served an assistant physicist at Mellon stitute in Pittsburgh. He also rked for ERPI in the installa- n of the talking motion picture uipment and at one time was an structor at the Buffalo Technical stitute. He is survived by his fe, Margaret and a three-weeks d son.

Auto Club Discs

MERICAN Automobile Associa- n, Washington, has recorded the st of what is to be a series of irteen 15-minute transcriptions r placement on local stations in e interests of safe driving. Pro- am consists of about 10 minutes music with the rest of the time voted to a brief drama titled *e Green Light.* It is planned to ace the disks cooperatively on out 250 stations through local to clubs. U. S. Recording Co., ashington, is transcribing, with adio Associates, National Press dg., Washington, headed by annon Allen, handling the pro- uction.

Drezma Making Plans

REZMA Inc., New York (cos- etics) will inaugurate a series of anscription programs over an un- nounced list of stations through- t the Middle Atlantic states. Nell nick will broadcast talks on essons in Loveliness", and the scs are now being made by WBS. e schedule calls for some five and -minute transcriptions. The for- er will be heard three times a eek and the latter once weekly. eff-Rogow Inc., RCA Bldg., New ork, has the account.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

HEATTER'S 15,000 WORDS

Waits and Waits, and Talks and Talks, as Delays Mark the Execution of Bruno Hauptmann

GABRIEL HEATTER, WOR and MBS commentator, was prepared for a 15-minute broadcast, his regular 8 p. m. spot, on the night of April 3, when Bruno Hauptmann was executed. Before he finished talking, however, Heatter had spoken 15,000 words.

At 7:50 p. m. Heatter and Johnny Johnstone, WOR press public relations director, went into a nearby hotel room where a Transradio machine had been set up to provide a double-check against a planned outside signal from the death house that the execution had taken place. Ten minutes later Heatter was on the air, talking and waiting for Johnstone to pick up the signal at a window. For 12 minutes he gave his prepared continuity. When this ran out, he kept on talking, on orders from Jules Seebach, program director.

Fortified with a background of trial coverage, Heatter dipped deeply into Flemington incidents as he talked and talked. Not until 8:48 did he get the Transradio signal and his own prearranged outside signal. Hauptmann had died at 8:47½ p. m. Heatter waited 30 seconds to weave the announcement of the execution into his narrative like this: "Bruno Hauptmann has been executed—good night."

JOHN J. KAROL, CBS director of Market Research, gave a talk April 13 on "Measuring Radio Circulation and Results" before the Marketing and Advertising Institute of the University of Toledo School of Business Administration.

Blade Account to Add

CONSOLIDATED Razor Blade Corp., Jersey City (razor blades) are currently using two one-minute spot announcements each week over WINS and WMCA for a period of 26 weeks. More stations will be added from time to time and the frequency of the announcements will be increased. W. I. Tracy Inc., New York, is agency.

DRACKETT Co., Cincinnati (Drano cleanser) will use a series of 52 quarter-hour WBS disc programs titled *Peggy at the Telephone* on a yet unselected group of stations. Ralph H. Jones Co., Cincinnati, has the account.

GANG PLANK! SHOW BOAT
—folks from over 150,000 Carolina homes (WPTF homes) are always eager for the SHOW BOAT to approach so they can climb aboard!
Let us send you Folder and other data about WPTF.
Represented Nationally by F. J. & F.
WPTF Raleigh, N.C.



The Only CALIFORNIA *Network*

INTENSIVE COVERAGE OF THE 4TH MARKET OF THE NATION

BUYING
ONE MINUTE OR ONE HOUR
LIVE TALENT — OR TRANSCRIPTIONS

The facilities and strategic locations of the Don Lee Network Stations give the advertiser the only localized circulation of the important markets of California.

Network popularity plus local prestige, COVERAGE WITHOUT WASTE

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street - - - San Francisco Office, 1000 Van Ness Avenue

Stations Aid in Storm and Flood

(*Continued from page 12*)

wave affiliate, were relayed to flood areas.

Manager William A. Clark of WCPO, Cincinnati, offered its facilities to City Manager Dykstra. As the Ohio River rose, broadcasts were made by reporters of the affiliated *Cincinnati Post*. Flood information also was broadcast by Capt. Tome Greene, veteran Ohio River expert.

Radio Saves the Day

WADC, Akron, came to the rescue of the local Red Cross chapter when its drive for funds appeared to be a hopeless failure. Allen T. Simmons, owner of WADC, organized a campaign to raise the $12,000 quota when Red Cross officials had decided they would be surprised if the Akron total reached $2,000. In 75 minutes some $700 was pledged to WADC. A few hours later a two-hour program brought $3,100. Another $4,500 was raised the next day after four hours of broadcasting. A six-hour program the following day netted $8,000. In all more than $27,000 was raised in four days, Akron being the first city of its size to reach its quota.

Kate Smith, A & P songbird, on April 2 sent to the Red Cross $13,965 for flood relief as the result of her radio appeals.

WSBT-WFAM, South Bend, raised $614.50 in one program for flood relief. 14 American Legion autos equipped with radios drove promptly to homes as listeners phoned in their pledges, with collections being 100%. S. W. Petacci, manager, arranged the program, the station donating services of some 50 artists.

How Pittsburgh citizens maintained their courage in the face of a major disaster and are now pushing Steel City business and industry swiftly back to normal was revealed in an NBC-WEAF broadcast April 9. Arranged by WCAE's general manager, Ford Billings, Program Director Ed Harvey, the Pittsburgh Chamber of Commerce, and Major Lenox Riley Lohr, NBC president, the program embraced the history of reconstruction and advancement and a parade of nationally known figures. Entertainment was provided by Pittsburgh organizations, part of which are regular network features. The program originated at WCAE and switched at intervals to other metropolitan centers for salutes to Pittsburgh.

Honor for Amateurs

JOHN F. PATT, manager of WGAR, Cleveland, is heading a move to organize a series of commercial programs lauding amateurs for their work during the flood, with the proceeds to be turned over to the "hams" for their entertainment.

WJEJ, Hagerstown, Md., gave listeners a vivid word picture of the Potomac flood from the Washington-Berkeley Bridge at nearby Williamsport, Md., and the damage being done at that town. As soon as the waters started to rise and word was received that they were due to continue, an engineer and two announcers hurried to the scene, and set up the remote amplifier and equipment. It was impossible to secure special telephone lines so connections were made to the phone at the toll house, a call put through to the control room at the station, where connections to the amplifier had been made to the control room phone.

Interruptions occurred late in the afternoon, but these were due entirely to the extremely adverse conditions under which the entire broadcast was made. The telephone lines to the toll house were lying in the water on the floor of the bridge, and all the equipment was drenched by a heavy downpour of rain. No time on the air was lost, however, as news flashes, health warnings, personal inquiries filled the time until the repairs were made.

For Rent

EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

•

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

free!

See Page 2

Red Cross Radio Plan

A SERIES of dramatizations of Red Cross activities will be offered in disk form to radio stations when the American Red Cross campaign starts this spring, stations to be asked to donate time in behalf of its relief activities.

JOHN C. DRUMMOND, formerly on the staff of WEBR, Buffalo, has purchased WOCL, Jamestown, N. Y. local station.

Georgia Tornadoes Covered by Radio

WSB and WMAZ on the Job as Twisters Strike the State

WSB, Atlanta, went to the rescue of Gainesville, Ga., blown into bits by the April 6 tornado, worst in Georgia's history, sending out the call for doctors, nurses, undertakers, police and others needed for the emergency. WSB schedules were abandoned and Gainesville news was given the right-of-way. Lists of victims were broadcast as they were received.

A remote crew plowed its way to the wrecked city and provided eye-witness information. Lambdin Kay, general manager, described the station's coverage as the most complete disaster service in its history. WSB facilities were thrown open to the Red Cross and other recognized relief agencies.

Two Twisters for WMAZ

WMAZ, Macon, had two tornado experiences. The first, at Cordele, 60 miles to the South, was covered by President E. K. Cargill and John G. Preston, who went to the scene in the WMAZ remote truck. Cargill got permission from telephone officials at Atlanta to use one of the two Cordele-Macon circuits still in commission for a 1-minute broadcast but Macon officials refused for a while to turn over a line.

The second twister struck Gainesville, 100 miles North of Macon. When false reports were circulated about the path of the storm, WMAZ reassured Macon residents that they were not in danger. The WSB eye-witness account was a broadcast, the Atlanta station being much nearer to the scene.

Bomb Radio Man's Home

MONROE F. RUBIN, one of the stock owners of WJAY, Cleveland, his wife and three children narrowly escaped injury April 9 when a bomb exploded on the front porch of their Cleveland home. He blamed gamblers for the outrage, asserting that it was undoubtedly due to the *Ghost Reporter* program carried on WJAY. The "Ghost Reporter" is an anonymous person who has been conducting an anti-vice crusade over the station.



WOW Listeners Got the Story of Pittsburg's Flood In the Making!

590 KILO • 5000 WATTS

WOW

OMAHA, NEBRASKA

"Covers the Nation's Breadbasket"

JOHN J. GILLIN, JR.
Commercial Program Director

March 19th, 1935.*

Dear Mr. May:

You sure "scooped" 'em with your direct long-distance conversation with Thomas Dunn, Commissioner of Public Safety at Pittsburg, during your 10:30 News Tower last night! More power to you, and congratulations!

Never miss your late broadcast if I can help it, and hope to hear you give us more "NEWS WHILE IT'S HAPPENING."

Kind regards.

Yours very truly,

*Letter on File.

John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

SUPREME DISC NEEDLES
100% Shadowgraphed Inspected

F. L. COOK, *Distributor*
for Western states and Hawaiian Islands
606 Parkman Avenue, Los Angeles, Calif.

SHADOWGRAPH HALF TONE and *four* other Special Reproducing Needles for playing back ALL types except Vertical Cut (Hill and Dale) transcriptions.

Steel CUTTING NEEDLES for Acetate—moderately priced

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

WBIG's Tale of a Twister

(*Continued from page 12*)

timated the wind velocity inside e cone itself was 400 miles an our.

Let Earl Allison, chief engineer f WBIG and only one of the staff tually to see the tornado at ork, tell how the station took the rst step into the biggest job it as yet done.

"From the control room window 3 stories above the street, I saw vicious-looking cloud approach- g from the west, and fearing at lights and power might be in- rrupted, I stood by to see what ould happen.

In the Darkness

WHEN the funnel formed on the est side of the city, it first close- resembled smoke from a loco- otive on a hot, breezeless sum- er day. Then, in a cone shape it arted down West Lee Street with rrific speed. It was so dark I uldn't see the damage being rought except the raising of dust nd wreckage, the arcing of high oltage transformers, and an ex- losion which illuminated several locks. The twister seemed to be rowing in size as it progressed long its path. As it sped east- ard, I became engrossed with the ntics of the transmitter. The ower went off at 7:15 p. m., and hile I waited for it I got through report of the tornado to Ernie mith, program director."

Light and power service was riefly resumed thereafter and at 32 p. m., 20 minutes after the orm broke, WBIG gave a gasp- g Greensboro its first news of e disaster.

Ernie Smith flashed the first rief warning. Jack Gleason used hat telephone facilities remained contact hospitals, ambulance mpanies, fire companies and the olice and within a minute sirens etokened that the work of rescue d begun. Smith gave another ews flash and for thirty minutes ntinued to build up the graphic tails as they were gleaned by aff workers from every available urce.

Shortly after 8 p. m., power and ghts failed again and for over o hours the station was mute. t by candles it was a scene of verish activity. Information was ceived and classified. Organiza- n was perfected to permit an ficient service when power should resumed. Announcer Bill Parker, ngineer Earl Downey and con- ol man, L. A. Hartsook, worked eir way into the heart of the orst area of destruction and pre- ared facilities for a broadcast om that point.

Major Edney Ridge, manager of e station, was 30 miles away in inston-Salem when the storm ruck. He was summoned and ar- ved just as lights flashed back and WBIG went back on the r. He took immediate command nd saw that contact was first made with other stations and with the station's news correspondents in New York City.

At 11:40 p. m., WBIG began its broadcast from the center of the storm area. For three hours, Ernie Smith, Bill Parker and Jack Gleason took turns with the hand microphones in trying to describe the indescribable. The wreckage was pictured. Actual rescue scenes were described as men, women and children were pulled from the ruins.

The bitter cold which followed on the heels of the storm made this job all the harder to accomplish. This direct story was interrupted at times, for studio broadcasts organizing the civic resources for immediate aid to the devastated area.

Hospitals were notified of impending needs, national guardsmen were informed of the call to duty, boy scouts and girl scouts were notified their service would be needed, rooms were secured for the homeless who were under care of the Red Cross and the Salvation Army, American Legionnaires, and Veterans of Foreign Wars were called out for patrol duty, the fire and police departments were aided in transmitting public messages and instructions, out-of-town residents were notified of the safety of friends and relatives, the telephone and telegraph companies were assisted in delivering messages.

The entire staff remained on duty throughout the night and for a 26-hour period while the program switched back and forth between informative and organization phases.

The day after the disaster found both phases in full progress. In addition the station had fully planned and inaugurated its program of appeals for outside assistance and had offered its facilities for contributions. Advertisers made outright gifts of their time.

Twenty-five newspapers in the Piedmont area of North Carolina, who had participated in a regular program, *Our Neighbors*, for some months, were named agencies for collection of out-of-city funds. They served efficiently. Contributions poured into the station itself and in brief time over $10,000 was received.

"An invaluable aid," said Eli Oettinger, president of the Greensboro Chapter of the American Red Cross. "You carried the news of distress to thousands and brought us immediate donations of funds, food and clothing which we could not otherwise have received," said N. S. Calhoun, treasurer of the Red Cross funds.

In the ensuing days WBIG was a major factor in overfilling the local budget for $50,000, for immediate relief of suffering. Thereafter it performed a signal part in securing a more substantial fund for rehabilitation of those homeless and without means to house themselves.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

A NEW DEPARTMENT . . .

Transco takes more than ordinary pride and pleasure in announcing that Clyde L. Woods has arrived in Hollywood to take charge of its new Department of Station Relations.

Radio people everywhere know of Mr. Woods through his activities as Commercial Manager of WGAR and later WJAY. More recently he has been a radio account executive with Humphrey, Prentke and Associates, a Cleveland agency.

His varied capabilities in the field of radio will be fully utilized in organizing and conducting the new Department of Station Relations which will combine all the work the Radio Transcription Company of America has to aid and assist client stations in merchandising transcribed programs to local sponsors. It will incorporate many new ideas and methods so that broadcasters may more efficiently and successfully sell programs to the sponsor and he, in turn, can market his merchandise.

Mr. Woods' services are at the disposal of present and potential clients of the organization. You will hear from him soon. In the meantime, write him direct if you have any problems that are particularly pressing or urgent.

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

Boy What a Kick!

It's a downright shame that it took something as devastating as a record-breaking flood to clear the "sleepers" out of some folks' eyes and set them right on just how important radio broadcasting is to the country.

To have had the opportunity of a lifetime to serve four million odd listeners in a time of unprecedented peril thrilled us beyond measure — Boy, oh boy! What a kick! But long before the 1936 flood struck our peaceful Ohio River shores, WWVA had been doing things to earn the right to the title "The Friendly Voice from out of the Hills of West Virginia"! That's exactly why we were able to meet the emergency with such overwhelming results. Folks know us—believe us—and respond to our urgent pleas for help.

These same friendly WWVA listeners respond in much the same manner to our "commercials". And that ought to be really good news for every advertiser interested in talking to the folks in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

WTAR
NORFOLK, VIRGINIA
NBC National Representatives—Edward Petry & Co.



MR. E. H RIETZKE — PRESIDENT OF CREI

To

RADIO EXECUTIVES

who require the services of Technically Trained

RADIO ENGINEERS:

Among our ambitious, hard-working students, we have just the man you are looking for to fill your most exacting requirements, and we charge you nothing for getting you together. Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any of the phases of Radio Engineering.

Several of these young men will soon graduate from CREI. You are invited to write for detailed discriptions.

Free Catalog on Request
Describing Our Radio Engineering Courses

CAPITOL RADIO
ENGINEERING INSTITUTE
14th and Park Rd. **Dept. B-4**
WASHINGTON, D. C.

Story of Service Marked Activities Of KDKA in Flood

Pioneer Station Is Center of Pittsburgh Relief Campaign

IT MAY have happened almost a month ago, but the story of KDKA's heroic broadcasts during the March disaster is still being told. Right in the thick of it was Lynden Morrow, and his thrilling account is presented here:

BY LYNDEN MORROW
KDKA, Pittsburgh

THE St. Patrick's Day Flood of 1936 made itself felt at KDKA before the waters of the Monongahela and Allegheny rivers at their confluence rose to damaging heights. But the effect at that time was a matter of sending a crew to Johnstown for a remote broadcast depicting scenes at that flood-doomed city.

The next morning, however, with the water at the Point of Pittsburgh's Golden Triangle rising at the rate of half-a-foot an hour, essential personnel at the studios found themselves unable to reach the city at their usual times. Ed Schaughency, "Getter - Upper" on the *KDKA Musical Clock*, was delayed a full hour, but the station opened on time and the normal schedule was maintained until 3:55 p. m., March 18.

At that moment electric power in the Grant Building was cut off, not to be restored fully until 10 a. m. March 21. Even with no light, the station carried on aided by candles, oil lamps and flashlights, the only serious interruption occurring in the use of electrical transcriptions and other recorded programs. There being no current, the turntables were useless.

Heat had been the first to go. It was turned off at 4:15 a. m. March 18 and as outside temperatures hovered at freezing and lower, the staff at KDKA gathered in the foyer for what little warmth remained there. With permission of the insurance company, the Grant Building supplied half-a dozen open flame oil burners and these were the only source of heat until Tuesday, March 23.

Electric current, enough to supply a few light outlets in one studio, control room and foyer, was supplied by an emergency motor-generator unit hurriedly set up in the basement. It went into operation at 9:05 p. m. March 18, and was the first of three units used until the light company restored the usual current.

All of the 40 members of the KDKA staff were at one time or another engaged in emergency duties during the flood period. Shifts were set up so that about half were able to remain until the sign-off at 1 a. m. Even with shifts established, however, many of the staff worked from 12 to 18 hours daily.

The Only Contact

WITH communication facilities throughout the flood stricken areas almost totally wrecked and with local newspapers unable to print at their own plants, KDKA fell into the position of being the only contact between Pittsburgh and the outside world.

Working closely with the American Red Cross, the station was a clearing house for messages garding food, clothing and me cine both to and from flooded s tions. The station was used as mouthpiece of city, county a state officials, and officials of wat light and power companies. Sta ments from these sources w read and repeated throughout hours, and in many cases the c cials themselves came to the s dios for personally delivered vice, warning or reassurances.

It is estimated that 4,300 m sages were sent over the air fr the studios during the flood and the early rehabilitation peri With the exception of appeals help, and offers of homes and s plies, all important statemer bulletins and warnings were ceived from official sources s as city and state departments health; city public safety depa ment; governor's offices and executive offices of the city Pittsburgh.

Not a Silent Moment

NOT ONCE during the flood per was KDKA off the air. From own studios in the Grant Buildi programs were fed to and tal from the network, and were bro cast locally. With a few exc tions when the station opened la than its accustomed 6:45 a. the normal schedule was ma tained. Log sheets disclose that the entire week of the flood, t time on the air was 123 hours, minutes. The normal seven-c time total is 126 hours.

The major service rendered KDKA during the flood was transmission of messages the eff of which was to link those need supplies with those having th to give. As a typical example the efficacy of the service, a came from Tarentum, hard-river town, for a motor to oper a generator for lighting. Need a motor was all that stood betw well directed rescue efforts blind groping. The appeal broadcast over KDKA and wit 25 minutes another message received and transmitted stat that a motor was on its way Tarentum by truck.

And again, when a call issued by doctors in charge of emergency children's hospital the McKees Rocks "Bottoms"- call for emergency lighting pla —it was thrice answered within hour.

With the staff of KDKA s tioned at batteries of telepho and typewriters, a systematic m sage service was established. to 4:30 p. m. on March 18, ten trunk lines into the KD switchboard were constantly b handling the vanguard of the c ing deluge of calls. But at 4 the switchboard went out and se ice was at a standstill.

By 9 o'clock the next morni three of the trunk lines were fu tioning, and within three hours ten were in operation. Outgo calls, with the exception of th of utmost emergency, were permitted. By noon Sunday, c

WEEI to Be Moved

AS SOON as CBS takes over WEEI, Boston, it will seek a new site for the station's transmitter in lieu of the present location at Weymouth, just outside Boston. This was learned from an official CBS source, which added that CBS engineers will shortly begin surveying for the new site. WEEI operates with 1,000 watts on 590 kc., but it is planned to install a new 5,000 - watt plant.

FEDERAL TELEGRAPH CO.
RADIO TUBES **FAMED FOR PERFORMANCE**

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents



Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

ACCURACY

Government "Pink Slips" ? ? ? ? ?

NOT with our **TRU-AXIS**, low temperature coefficient "AT" Crystals or accurate **Frequency Measurements.**

TRU-AXIS Crystals, mounted in precision Isolantite air-gap holder with micrometer adjustment.....$37.50

Frequency Measurements:

Single Measurement..$1.75 Each
Once-a-week service.. 5.00 Per Month

COMMERCIAL RADIO EQUIPMENT COMPANY
1205 BALTIMORE • KANSAS CITY, MO.

Hawaiian Island Radio Coverage does not cost— IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

ce service was restored. During worst days of the flood, the rd was constantly lighted with oming calls from 9 a. m. to 1 m.

Calls of many descriptions were adled. But chiefly they con- ned directions for supply con- s; appeals for aid; offers of nes for refugees; donations and efits; location of drinking ter supplies, and official state- nts regarding health, safety and itation.

Among the speakers who ap- red at the studios for broad- ts were Governor Earle of nsylvania; Mayor McNair of tsburgh; Dr. Ray P. Moyer ector of the city department of blic health; Thomas Dunn, di- tor of the city department of blic safety; Jacob Shulgold, as- ant district attorney, and Maur- Reddy, national Red Cross rep- entative in charge of relief work Pittsburgh. Messages from er officials also were read over station, including those from state department of health; egheny County courts; Red oss headquarters, and various blic and semi-public institutions. Approximately 200 messages re- ved at KDKA were destined the Red Cross, and these were ayed to local headquarters arly by Boy Scout messengers. The extent of KDKA's audience ring the flood period will never known, but letters congratulat- the staff on its work in the ergency have poured in from over the country. Reception in egheny and Beaver counties s, of course, at a minimum due electric current failure over a iod of three days. However, nties outside these two, which e supplied by other power mpanies, had uninterrupted vice, and even in the affected nties, hundreds of battery and o receiving sets were placed in ration and throngs gathered at speakers.

Perhaps the general sentiment cerning KDKA's part in the aster may best be summed up quoting an article from the e (Pa.) *Dispatch-Herald*: robably no radio station in his- y has had so many listeners adily as KDKA of Pittsburgh ring the past few days . . . the tion has operated 24 hours a giving flood bulletins and act- as a clearing house for all ws of the Pittsburgh area, and staff deserves a flock of orchids."

Warner Situation

(*Continued from page 26*)

suits. There was a batch filed against 21 stations and 19 restaurants and hotels on March 27. This, according to available records, brings the total number of suits against stations up to 153 with the amount of overall damages hovering around the $4,000,000 mark. That is because in the majority of cases the $5,000 maximum infringement penalty is sought, as against the statutory minimum of $250 in the law.

The March 27 suits were as follows: Harms Inc., against WMCA, alleging infringement of *The Continental* and *Deep in the Arms of Love*, asking $10,000; Remick against WBIG, Greensboro, N. C., *Whistle and Blow Your Blues Away*, asking $250; Remick against WCOA, Pensacola, *I'm Looking for a Four Leaf Clover* and *Whistle and Blow Your Blues Away*, asking $500; Harms against WGBB, Freeport, N. Y., *I'm Just an Ordinary Human*, asking $250; Remick against WIBA, Madison, Wis., *Put on Your Old Grey Bonnet*, asking $5,000; Remick against KGU, Honolulu, *Put on Your Old Grey Bonnet*, asking $5,000; Witmark against W1XBS, Waterbury, Conn., *That Old Irish Mother of Mine* and *In a Shanty in Old Shanty Town*, asking $500; Remick against W1XBS, Waterbury, *Avolon*, asking $250; Witmark against WSMB, New Orleans, *Lulu's Back In Town*, asking $5,000; Remick against WGST, Atlanta, *Whistle and Blow Your Blues Away*, asking $5,000; Remick against WOWO, Fort Wayne, Ind., *My Isle of Golden Dreams*, asking $5,000; Harms against KTFI, Twin Falls, Idaho, *Toddlin' Along With You*, asking $250; Remick against KPO, San Francisco; KOA, Denver; KTAR, Phoenix, Ariz.; WDAY, Fargo, N. D., and KFYR, Bismarck, N. D., alleging infringement of *Put on Your Old Grey Bonnet*, and asking $5,000 from each station; Remick against KSOO, Sioux Falls, S. D., *When the Pussywillow Whispers To the Catnip*, asking $250, and Remick against WCHS, Charleston, W. Va., *To Call You My Own, I Need Lovin, I Can't Go on Like This* and *Put on Your Old Grey Bonnet*, asking $1,000.

And Still More Suits

ON APRIL 8, Warners announced the filing of 36 additional infringement suits, 15 against stations and the balance against night clubs and restaurants. They were: T. B. Harms against WHIO, Dayton, *You've Got What It Takes* and *Two Hearts Carved on a Lonesome Pine*, asking $10,000 and Harms Inc., against WHIO *Trav'lin' All Alone*, asking $5,000; Remick against WIS, *Sweet Georgia Brown*, asking $250; Harms Inc. against WGAL, Lancaster, Pa., two alleged uses of *Sleepy Valley*, asking $500; Remick against WOWO, *Breezin' Along With the Breeze*, asking $5,000; Harms Inc. against WIRE, Indianapolis, *Spin A Little Web of Dreams*, asking $5,000; Witmark against WSAR, Fall River, Mass., *When Irish Eyes Are Smiling, That Wonderful Mother of Mine, I Live for Love, Then I Shan't Love You Any More, Love Will Live On, The Rose in Her Hair, Lullaby of Broadway and About a Quarter to Nine*, asking $2,250; Witmark against WSGN, Birmingham, *Flag That Train to Alabam'*, asking $250; Harms against KSOO, Sioux Falls, S. D., *Brother Can You Spare A Dime, You're a Builder Upper* and *Let's Put Out The Lights and Go To Sleep*, asking $750; Harms against WSAZ, Huntington, W. Va., *The Continental, A Needle In a Haystack, Take This Ring, I Was Taken By Storm, London On a Rainy Night* and *I'm Just An Ordinary Human*, asking $2,250; Remick against WTOC, Savannah, *Sweet Georgia Brown, Just A Little Bit of Love* and *The Lady in Red*, asking $1,500; Witmark against WESG, Elmira, N. Y., *California, Here I Come*, asking $5,000; Harms against WSOC, Charlotte, *Speak Easy*, asking $250; Witmark against WENR, Chicago, *My Wild Irish Rose*, asking $5,000; Harms against WGST, Atlanta, *Where Am I*, asking $5,000.

NBC will broadcast the first British amateur hour on May 1 over the WJZ network. The British program policy will permit competitors to stay through their allotted time, no gong being used. Performers on the series will represent all sections of the British Isles.

N. Y. Musicians' Boycott

(*Continued from page 27*)

Irving Mills Inc., and about a dozen other publishing houses have signed contracts with the union.

Of the publishing houses the union is asking a basic wage scale of $50 per week for copyists; $75, for musical arrangers and proofreaders; $100 for supervisors, and a 35-hour week, along with a Local 802 identification stamp on all music manuscripts. Autographers and lithographers unions, it is reported, also have gone out on strike against the publishers in sympathy with the musicians.

How effective the boycott will be remains problematical at this time. Mr. Paine, who has been in Washington attending the Patent Committee hearings on the Duffy Bill, indicated that he would name a committee to meet with the union and attempt to adjust the differences. If no agreement is reached by April 15, he indicated, he would enter the negotiations himself.

Programs scheduled over the networks and independent stations as far as two or three weeks in advance, it was said, would in no wise be affected by the boycott order. Thus, it was indicated that, aside from the smaller band leaders, the effects of the strike would not be felt by radio until toward the end of April, assuming no agreement is reached with MPPA in the meantime.

ROBERT SCHULZ, commercial manager of WDAY, Fargo, N. D., is the father of a baby girl born recently.



QUALITY

Scientific
RADIO SERVICE
CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency.

All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE COEFFICIENT CRYSTALS

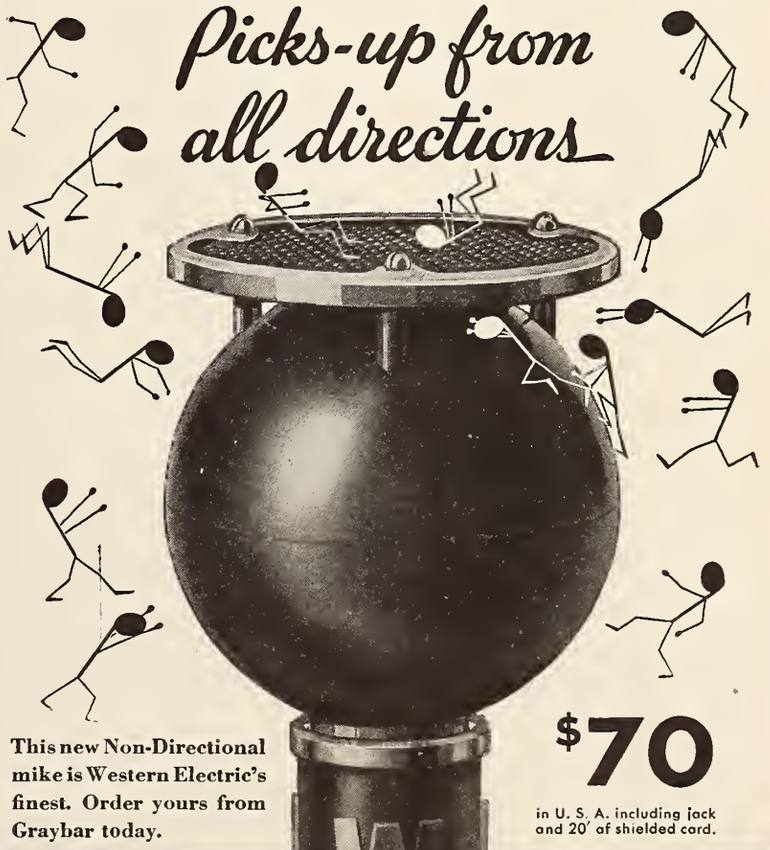
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-462 for price list.

Scientific
RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.



This new Non-Directional mike is Western Electric's finest. Order yours from Graybar today.

$70

in U. S. A. including jack and 20' of shielded cord.

Western Electric
NON-DIRECTIONAL MIKE
Distributed by GRAYBAR Electric Company

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 31 TO APRIL 11, INCLUSIVE

Decisions . . .

APRIL 3

APPLICATIONS GRANTED:

WMAZ, Macon, Ga.—CP aux. trans.

KWSC, Pullman, Wash.—CP change equip., increase 2 to 5 kw D.

KFJB, Marshalltown, Ia.—CP change equip.

WCLO, Janesville, Wis.—CP change equip., new antenna, increase 100 to 250 w D, move trans. locally.

WSBC, Chicago—CP move trans. locally, erect vertical radiator.

WJAR, Providence—Modif. CP re equip.

WHDH, Boston—Temp. license for CP change equip.

WSYR, Syracuse—Modif. CP move trans. locally.

KIEM, Eureka, Cal.—License for CP new equip., change from 100 to 500 w, move trans.

WSAI, Cincinnati—License for CP move trans., change equip.

WCRW, Chicago — Modif. license re hours.

KFYO, Lubbock, Tex.—Consent vol. assign. license to Plains Radio Brdcstg. Co.

W9XOK, St. Louis—License for CP gen. exp. 100 w.

SET FOR HEARING — NEW, Maine Brdcstg. Co. Inc., Portland; WMT, Cedar Rapids; WLBZ, Bangor, Me.; WEDC, Chicago; KFBB, Great Falls, Mont.; WNBC, New Britain; KGFG, Oklahoma City; WHDL, Olean, N. Y.; NEW, Tribune, Great Falls, Mont.

SPECIAL AUTHORIZATIONS—WIOD-WMBF, Miami, extension temp. auth. temp. antenna; WMFI, Daytona Beach. extension spec. auth. RCA Victor 100-E trans.

ACTION ON EXAMINERS REPORTS:

NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.—Remanded docket further hearing.

NEW, KWIL Brdcstg. Co., Williston, N. D.—Denied CP 1500 kc 100 w spec, reversing Examiner Dalberg.

NEW, Mid-Central Brdcstg. Co., Kansas City—Denied CP 1370 kc 100 w unltd., sustaining Examiner Hyde.

KWKC, Kansas City—Applic. license renewal set for further hearing.

KRSC, Seattle—Denied CP move trans, change equip., increase 100 to 250 w, unltd., reversing Examiner Seward.

NEW, E. F. & S. F. Sapp, Waycross, Ga.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Hyde.

WRBL, Columbus, Ga.—Granted renewal, sustaining Examiner Hill.

WCMI, Ashland, Ky.—Dismissed with prejudice applic. CP new equip., change from 1310 to 1350 kc, increase from 100 w to 1 kw unltd., sustaining Examiner Seward.

WDAE, Tampa, Fla. — Granted CP change equip., increase from 1 kw N 5 kw D, sustaining Examiner Hyde.

NEW, Thames Brdcstg. Corp., New London—Granted CP 1500 kc 100 w D, sustaining Examiner Walker.

NEW, Fountain of Youth Properties Inc., St. Augustine, Fla.—Granted CP 1210 kc 100 w unltd., sustaining Examiner Hyde.

MISCELLANEOUS — W P H R, Petersburg, and WMBG, Richmond, denied postponement in taking depositions; WPRO, Providence. denied reconsid. grant applic., redesignated for hearing; St. Petersburg C. of C., denied rehearing; WDSU, New Orleans, granted petition to file answer to notice of appearance; W9XBY, Kansas City, granted auth. intervene applic. WHB; KTFI, Twin Falls, Id., overruled motion amend bill of partic.; WJBO, Baton Rouge, granted autho. intervene WISN applic.; WFEA, Manchester, N. H., action of FCC March 27 should have read: "Granted spec. auth. erect new antenna & ground system, signal must meet FCC requirements, applic. renewal still pending"; NEW, Continental Radio Co., Toledo, CP in docket amended to 1200 kc 100 w D only.

APPLICATIONS DISMISSED — K H Q, Spokane, applic. CP 590 kc 5 kw unltd.; KFDY, Brookings, S. D., applic. modif. license dismissed.

RATIFICATIONS:

WBAX, Wilkes-Barre — Granted exten. auth. reduced power.

WDAE, Tampa — Granted exten. exp. auth. 2½ kw D.

WBNY, Buffalo—Granted exten. program test.

KFKA, Greeley, Col.—Same.

NEW, Continental Radio Co., Toledo—Requirements of Rule 104.6(b) waived, applic. continued on docket.

APRIL 7

APPLICATIONS GRANTED:

WEED, Rocky Mount, N. C.—CP change equip., increase 100 to 250 w D.

KIRO, Seattle — Modif. exp. auth. increase 500 w to 1 kw 710 kc unltd.

WORL, Needham, Mass.—Modif. license move studio to 610 Beacon St., Boston.

KLZ, Denver—Modif. license change name to KLZ Brdcstg. Co.

KIDW, Lamar, Col.—Consent vol. assign. license to Southwest Brdcstg. Co.

KICA, Clovis, N. M.—Consent vol. assign. license to Western Broadcasters Inc.

KVOE, Santa Ana, Cal. — CP change antenna, trans. & studio sites 2825 W. 5th St.

WPFE, Hattiesburg, Miss. — CP new equip., move studio locally.

WIBA, Madison, Wis.—License for CP change equip., directional antenna, increase to 5 kw D 1 kw N 1280 kc.

WAIM, Anderson, S. C. — CP change equip., freq. from 1200 to 630 kc, power from 100 w unltd. to 1 kw D.

KMPC, Beverly Hills, Cal.—Renewal license.

KFJZ, Fort Worth—CP new equip., increase 100 to 250 w.

WRAW, Reading—License for CP new equip., move trans. locally.

W4XCA, Memphis—Modif. CP increase 50 to 250 w.

SET FOR HEARING — NEW, H. L. Corley, Trinidad, Col.; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia.; NEW, Jack E., Mrs. Jack E. and Jack E. Brantley Jr., Savannah; NEW, Chattanooga Brdcstg. Co., Chattanooga; NEW, A. Earl Cullum Jr., Dallas.

ACTION ON EXAMINERS' REPORTS:

NEW, Charles C. Theis, Wichita—Granted CP 1210 kc 100 w unltd., sustaining Examiner Seward.

KMA, Shenandoah, Ia.—Granted modif. license to unltd. (facilities KGBZ) 930 kc 1 kw 2½ kw LS and granted renewal, sustaining Examiner Hill.

KGBZ, York, Neb.—Denied renewal license 930 kc 1 kw 2½ kw LS Sh.-KMA, denied modif. license for facilities KMA, sustaining Examiner Hill.

NEW, Big Springs Brdcstg. Co., Big Springs, Tex.—Granted CP 1500 kc 100 w unltd.

NEW, North Texas Brdcstg. Co., Paris, Tex.—Granted CP 1500 kc 100 w D.

NEW, Plainview Brdcstg. Co., Plainville, Tex.—Denied CP 1500 kc 100 w D, sustaining Examiner Bramhall.

KGHL, Billings, Mont.—Granted modif. license 950 to 780 kc 1 kw 2½ kw LS unltd., sustaining Examiner Seward.

KSOO, Sioux Falls, S. D.—Denied modif. license 1110 to 780 kc, change power, change hours to spec., sustaining Examiner Seward.

KDFN, Casper, Wyo.—Denied modif. license 1420 to 780 kc, increase power, change hours to spec., sustaining Examiner Seward.

KRFN, Casper, Wyo.—Denied modif. license 1440 to 780 kc 500 w unltd., sustaining Examiner Seward.

KEHE, Los Angeles—Granted CP change trans., studio sites, increase 500 w 1 kw LS to 1 kw 5 kw LS, unltd., reversing Examiner Seward.

NEW, Robert E. Cole, Washington, Pa. —Denied CP 1350 kc 250 w D, sustaining Examiner Dalberg.

WADC, Tallmadge, O. — Granted CP change equip., increase 2½ to 5 kw D 1 kw N, sustaining Examiner Dalberg.

APPLICATIONS DISMISSED — WRAX, Philadelphia; WPEN, Philadelphia.

APPLICATIONS DENIED—KSJC, Perkins Bros. Co., Sioux City, Ia., denied temp. auth. unltd.; KMBC, Kansas City, denied spec. auth. 5 kw N to overcome XEAW interference.

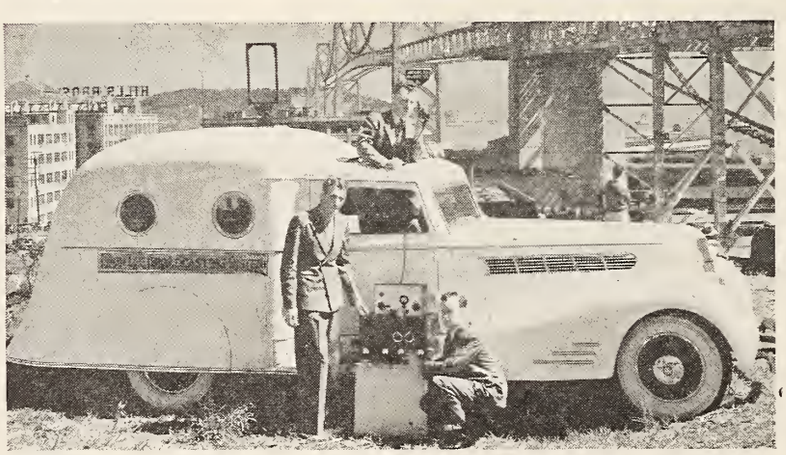
ORAL ARGUMENT GRANTED (June 11)—NEW, Merced Star Pub. Co., Merced, Cal.; Valley Elec. Co., San Luis Obispo, Cal.; E. E. Long Piano Co., San Luis Obispo.

MISCELLANEOUS—NEW, William A. Schall, Omaha, denied reconsideration rejection of applic. CP and alternate that applic. be referred back to examiner; KGCX, Wolf Point, Mont., petition reconsid. action 3-3-36 set for oral argument; WLBL, Stevens Point, Wis., reinstated applic. CP increase 2½ to 5 kw D; WJAC, Johnstown, Pa., denied reconsideration and grant applic. move trans., change equip., increase power; Steffens Ice & Ice Cream Co., Wichita, overruled petition intervene applic. Chas. C. Theis; KFH, Wichita, granted motion to have KFBI applic. defaulted and denied; KFBI, Wichita, granted auth. take depositions re applic. auth. new station at Wichita; NEW, Hammond-Calumet Brdcstg. Co., Hammond, Ind., denied reconsideration and grant applic. CP 1480 kc 5 kw D; Continental Radio Co., Toledo, overruled demurrer to pleading of Community Brdcstg. Co., which seek new station in Toledo, hearing April 27.

RATIFICATIONS:

KQV, Pittsburgh—Granted temp. auth. simul.-WSMK April 6 flood benefit.

WSAI, Cincinnati—Granted temp. auth. extend program tests.



POWERFUL SHORTWAVE CAR—KFRC, San Francisco, is ready to put its shortwave pickup car into service. Pictured is Harrison Holliway, manager of the station, at the microphone, atop the car, with Murray Bolen, (left) studio engineer, and Alan Cormack, (right) technical director, testing the car at the San Francisco Bay Bridge, now under construction. The car, a 16-cylinder Cadillac, white, chromium and of special body design, was constructed at the Don Lee plant. It is equipped with a 100 watt medium frequency transmitter which has been given the call letters KABB. Transmitter has been licensed to operate on frequencies of 1646, 2090, 2190 and 2830 kilocycles. The car is also equipped with ultra-high frequency which include a "pack transmitter" which the announcer can carry around while covering an event. Short wave contact will be made with KFRC. Installation of all shortwave equipment was under the supervision of Mr. Cormack.

Examiners' Reports . .

NEW, Edwin A. Kraft, Fairb
Alaska; NEW, John A. Stump, Fairb
Alaska — Examiner Hill recomm
(I-213) that applic. Edwin A. Kraf
CP 950 kc 250 w unltd. be denied;
applic. John A. Stump for CP 121
100 w 250 w LS unltd. be granted.

NEW, Winona Brdcstg. Co., Em
L. Abeles, sec., Winona, Minn.; Ma
Brdcstg. Co., Emmons L. Abeles,
Mankato, Minn.; Ford Dodge Brdcstg
Emmons L. Abeles, sec., Fort Dodge,
Clinton Brdcstg. Co., Emmons L. A
sec., Clinton, Ia.; Hastings Brdcstg.
Emmons L. Abeles, sec., Hastings,
Grand Island Brdcstg. Co., Emmon
Abeles. sec., Grand Island, Neb.; Apr
Brdcstg. Co., Emmons L. Abeles,
Appleton, Wis.; Wausau Brdcstg.
Emmons L. Abeles, sec., Wausau,
Northern Brdcstg. Co. Inc., Wausau,
—Examiner Seward recommended (I
that each of these nine application
100 w unltd. stations be denied.

WPAR, Parkersburg, W. Va.—Exa
Bramhall recommended (I-215) tbat a
CP increase from 100 w to 100 w 2
LS be denied.

NEW, Mason City Broadcast Co., N
ern Iowa Brdcstg. Co. Inc. and N
City Globe-Gazette Co., Mason City,
Examiner Dalberg recommended (I
tbat first two applications for 100
stations 1420 kc full time be denied;
application Mason City Globe-Gazett
be granted, 100 w 1210 kc unltd.

Applications . . .

MARCH 31

NEW, Edward E. & Robert A. I
Honolulu — CP 1210 kc 100 w 250
unltd.

WKAQ, San Juan, P. R.—Modif. li
from one-half time to unltd.

WMBQ, Brooklyn—CP new equip.

NEW, Lillian E. Kiefer, Brooklyn
1500 kc 100 w spec. (facilities WM

NEW, Sweetwater Brdcstg. Co., S
water, Tex.—CP 1260 kc 100 w u
amended to 1310 kc D.

NEW, Neil O. Davis, F. M. Gle
d/b N. Ga. Brdcstg. Co., Rossville,
CP 1200 kc 100 w unltd.

NEW, Central States Brdcstg.
Omaha—CP gen. exp. 100 w.

KFVD, Los Angeles—Vol. assign. li
to Standard Brdcstg. Co.

APPLICATIONS RETURNED—W
Miami; WCLO, Janesville, Wis.

APRIL 1

W2XR, Long Island City—Vol. as
license to Interstate Brdcstg. Co. Inc.

NEW, Continental Radio Co., Tol
CP 1210 kc 100 w 250 w D unltd., ar
ed to 1200 kc 100 w D.

WRAW, Reading, Pa.—License fo
new equip., move trans.

WHAT, Philadelphia—Amend CP a
trans. site Glen Rd., Lower Merion
directional.

WPFB, Hattiesburg, Miss. — CP
equip., move studio locally.

WIBA, Madison, Wis.—License fo
change equip., new antenna, in
power.

KHQ, Spokane — Modif. CP ch
equip., increase from 1 kw 2 kw D to
5 kw D, move trans. locally, extend
pletion.

APPLICATIONS RETURNED—WI
Boston; WGH, Newport News, Va.

APRIL 3

NEW, John E. Fetzer, Benton Ha
Mich.—CP 1500 kc 100 w 250 w D u
amended to 250 w D only.

WHBC, Canton, O.—Modif. CP re e

KALB, Alexandria, La.—Autb. tra
control to W. H. Allen.

KOOS, Marshfield, Ore.—Cp cha
equip., move trans. locally.

NEW, KLA Inc., La Grande, Ore.
1100 kc 250 w D.

KIUJ, Santa Fe—Vol. assign. licen
J. Laurence Martin.

APRIL 6

WTAR, Norfolk, Va.—CP change
equip.; CP increase from 500 w 1 k
to 1 kw D & N, directional antenn
move trans. locally.

NEW, Brownwood Brdcstg. Co., B
wood, Tex.—CP 1210 kc 100 w u
amended to 1370 kc D.

APPLICATIONS RETURNED —
Asheville Daily News, Asheville, N.
KUOA, Fayettesville, Ark.

APRIL 8

RD, Brooklyn—Vol. assign. license
gs Brdcstg. Corp.
TH, Brooklyn—Vol. assign. license
gs Brdcstg. Corp.
PLICATIONS RETURNED — NEW,
wick Pub. Co., Brunswick, Me.;
Broadcast Service Co., Troy, Ala.;
, Spokane; NEW, Skagit Brdcstg.
Mt. Vernon, Wash.

APRIL 9

W, Escanaba Daily Press Co., Esca-
Mich.—CP 1500 kc 100 w D.
IS, Bluefield, W. Va. — License for
ew equip., move trans.
Y, Oklahoma City—CP new equip.,
se 1 to 5 kw, move trans. locally,
led to 1 kw 5 kw D, change antenna.
TF, Raleigh, N. C. — License CP
aux. trans.
D, St. Louis—Modif. license from Sh.-
) to unltd., amended to ask KFUO
ies.

APRIL 10

DH, Boston—License used old trans.
x.
W, KMJB Brdcstg. Co., Minot, N. D.
1300 kc 1 kw unltd., facilities KOPM,
led to 1450 kc.
BT, South Bend, Ind. — CP change
, etc., amended re trans. site, use di-
nal antenna N.

APRIL 11

W, William F. Kollecker, Pittsfield,
—CP 1290 kc 250 w D.
W, Cadillac Brdcstg. Corp., Dear-
Mich.—CP 1140 kc 500 w D.
AM, Miami—License for CP new
& aux. trans.
W, Southern Brdcstg. Corp., New
ns—CP 1200 kc 100 w Sh.-WJBW,
WBNO facilities.
AZ, Macon, Ga.—Exp. auth. unltd.,
ional.
Z, Fond du Lac, Wis.—Modif. license
td.
W, J. L. Statler—Auth. transmit
ams to Canada and Mexican sta-

PLICATIONS RETURNED — NEW,
sboro Brdcstg. Co., Owensboro, Ky.;
Voice of Detroit Inc., Detroit;
C, Albany, Ga.; KFPY, Spokane.

WLW Technical Chief



Rockwell

RONALD JAMES ROCKWELL, radio development engineer of the Crosley Radio Corp. since 1930, has taken over the duties of technical supervisor of WLW and WSAI, Cincinnati, succeeding Joseph A. Chambers, who joined April 1 to enter consulting practice in Washington. Mr. Rockwell, prior to joining Crosley, was with the Steinite Co., Fort Wayne, Ind., radio manufacturers, and prior to that with General Electric Co., Schenectady, handling radiophone design.



ROOSTER PROMOTION — Edgar Kobak, then NBC vice president in charge of sales, started something Feb. 3 when he released a rooster as a symbol of daytime hours during an NBC sales breakfast. Now the rooster is the art theme of a weekly series of NBC broadsides in its daytime sales drive.

Mike Moments

HAVE you had a bit of terrorizing embarrassment during a program? Most stations have run into situations that take quick thinking.

"MR. RUBINOFF will now play one of his popular selections on his Stradivarius, 'After Dark'. Chevrolet presents Rubinoff!"

That, or awful close to it, was Graham McNamee's announcement March 28 on the Chevrolet NBC-WEAF program.

Soft strings of Rubinoff's orchestra slid into a thematic suggestion of Beethoven in one of his lighter moments.

"Instead Mr. Rubinoff will present the Beethoven 'Minuet in G', you all love," said Graham, thinking fast. Sure enough, it was the "Minuet".

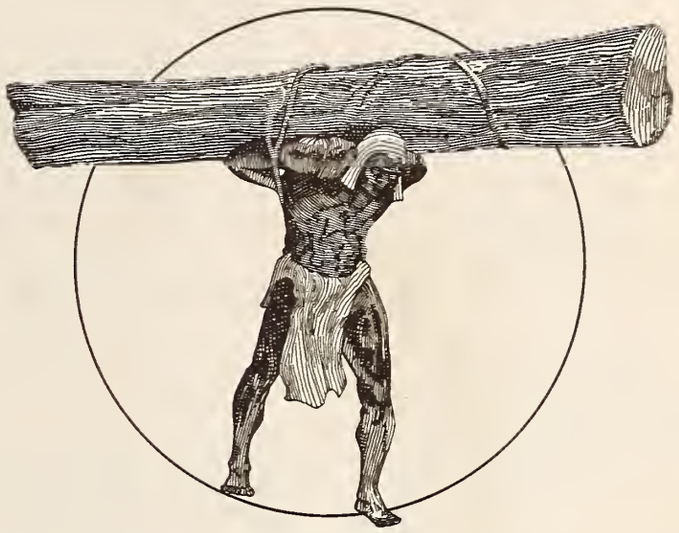
GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

IDEAS OF PORTABILITY



HAVE CHANGED WITH TIME

Time has ticked off many a year since man was his own mode of transportation on a savage earth. Modern machinery and methods have found swifter, more efficient substitutes. The Presto Instantaneous Recorder has been fashioned to tie in with these modern concepts of speed and compactness. The PRESTO INSTANTANEOUS RECORDER makes obsolete all bulky, large, unwieldy and expensive stationary equipment. It fits into a multiplicity of jobs around the studio and quickly amortizes the initial investment.

HERE IS HOW YOU CAN TAKE ADVANTAGE OF THIS MOST MODERN UNIT OF STATION EQUIPMENT: Just a few of the duties the Presto Recorder has been put to by progressive station owners and managers are:

★ STATION "A" . . . records all the spot broadcasts on its breakfast club and musical clock programs. It cost about two dollars a week and leaves the regular announcer free for other work.

★ STATION "B" . . . wanted to broadcast the mayor's speech. A network program was scheduled for the same hour. So they took a Presto recording on a Green Seal Disc at the meeting and the speech went on an hour later.

★ STATION "C" . . . was feeding an important political speech to its network. A local commercial was on at the same time. Presto recording made, and speech broadcast locally, half an hour later.

★ STATION "D" . . . had a half hour commercial program daily. The featured artist was suddenly called out of town. Three programs were recorded the night before he left and the program continued without interruption.

You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our engineering department for the most economical equipment!

Recently a demand was made in one of the Houses of Congress that all speech broadcasts be permanently recorded at the stations from which they emanate. This demand may soon be law. Are you prepared?

ALSO MANUFACTURERS OF THE PRESTO GREEN SEAL DISC. Complete details and information on the Presto Green Seal Disc and recording and transcription needles gladly furnished on request.

MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

ALL PRESTO EQUIPMENT UNCONDITIONALLY GUARANTEED

PRESTO

RECORDING CORPORATION

139 West 19th Street, New York, N. Y.

VERSATILE! **IDEAL FOR ALL CONDITIONS**

The Amperite SR-80 Velocity, when in vertical position, has widest angle of pickup without frequency discrimination.
Permits 360° pickup when lowered and tilted until parallel to floor.
Same position provides narrow angle (X in diag.*) which can be used to eliminate undesirable noises.

NEW: POSITIVE, SMOOTH-ACTION STANDS! Write for Bulletin SM-1.

FREE TRIAL You are invited to conduct a Two Weeks' Free Trial of the SR-80 and accessories. No deposit. No obligation. Write us today.



AMPERITE Company
561 BROADWAY NEW YORK

*Diagram shows angle of pickup without frequency discrimination of various types microphones.

AMPERITE Velocity MICROPHONE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

WCKY Seeks 50 kw.

AN APPLICATION for authority to increase power from 5,000 to 50,000 watts was filed with the FCC April 6 by WCKY, Cincinnati. The station operates on 1490 kc., a high power regional channel. Duke M. Patrick, Washington attorney, represents the station, and Joseph A. Chambers, former WLW technical supervisor, now practicing in Washington, is acting as consulting engineer.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Spirits Face the Mike

The editors of BROADCASTING, *not authorities on the authenticity of seances, offer the following letter as an interesting description of a novel program.*

To the Editor of BROADCASTING:

We think it might be an unusual news item to advise you that for the first known time in the history of radio, Station CKCL last night after several severe studio tests, produced a Spiritualistic Seance with audible spirit voices.

The broadcast took CKCL's air at 11.30 Monday, March 23rd, and continued on until 1 a. m. the following morning. The broadcast was conducted by one of the world's most noted "deep trance" mediums, Thomas Lacey, of the White Brotherhood of Kitchener, Ont.

The "White Brotherhood" is a group of moneyed men, who spend their leisure hours in their beautiful sanctuary, a 50-acre estate near the Speed River. They have large grounds and residence, and adjoining the estate is a cave, cut out of solid rock by the swirling of the River for centuries, and in this cave their seances are conducted. They claim not to be Spiritualistic, but rather psychic investigators.

The main studio of CKCL was completely sealed and darkened by special drapes and heavy paper, and many of Toronto's notable radio artists, press men, etc., were present.

From a selection of TWELVE, a circle was formed, the medium sat "not in the centre of the circle", as is usually customary, but sat as one of the group.

Presumably "spirit" voices appeared within five minutes after the broadcast had opened, and continued without interruption for the full period of time. These voices were so clearly audible over the air, that the first half-hour of the program was transferred simultaneously to the Royal York Recording Studios by special wire, and every word is audible from start to finish. Psychic phenomena, such as strange, cold blue lights were distinctly seen traveling around the studio walls and ceiling.

The broadcast drew a storm of approval from thousands of listeners, who kept the phones busy all the next day, saying they had never heard anything like it before.

It is pointed out that CKCL engineered this broadcast merely as an experiment, not in promulgation of spirits or their existence, but simply for what it was worth. The station intends to satisfy the plea of so many listeners, and during the next month, broadcast direct from the White Brotherhood Cave by special lines. This is approximately 100 miles from City of Toronto, and should pr even more interesting than initial broadcast.

Thought you would like to k this, as it is rather an unus broadcast. The writer was sponsible for its introduction.

MAURICE D. RAPKI
Program Direc
CKCL, Toront

free!
See Page 2

Custom built
DIRECT RECORDING and TRANSCRIPTION EQUIPMENT

New designs to meet th most exacting requirement of performance and stabilit *at exceptionally reasonabl prices.*

• • •

FREE!

By our *new process*, Dire Recording we can deliver t you, **ABSOLUTELY FRE OF CHARGE**, intimate talk on Nationally important i sues by the Senators and Co gressmen from your distric

We guarantee life-like qualit with

NO NEEDLE SCRATCH

• •

OTHER SERVICES
Wax Recording
Complete Talent Bureau
Script Writers
Direct Recording Supplies

•

U. S. RECORDING C
633-636 Earle Bldg.
WASHINGTON, D. C.
Tel. National 2975

CLASSIFIE ADVERTISEMENT

Classified advertisements BROADCASTING cost 7c per word f each insertion. Cash must accor pany order.

Forms close 25th and 10th month preceding issues.

Help Wanted

Salesman for full time regional s in South Central State with wide coverage as well as urban. Salary Commission. Write Box 471, BROADCAS

Situations Wanted

Experienced control and trans operator-announcer. College and tec training. Single, 22, best of refer Go anywhere for connection with pr sive station. Box 473, BROADCASTIN

Radio writer with thorough know of radio technique desires position agency, station or transcription com Capable of creating and building all of programs. Competent dramatic di and producer. Six years free lance e ence. Go anywhere provided there is of work, good salary and opportunit advancement. References. Box 474, B CASTING.

Wanted to Buy—Equipmen

New or used UZ-4210 RCA transcri turntable. Address Box 472, BROADCAS

BROADCASTING

combined with

Broadcast Advertising

a complete 1936 YEAR BOOK index of commercial broadcasting!

NUMBER

The 1936 YEARBOOK

(322 Pages)

ANNUAL SUBSCRIPTION **$3** INCLUDING YEARBOOK



RCA Type 66-A Modulation Monitor for standard rack mounting. Price $185, less tubes, f.o.b. Camden.

NEW RCA MODULATION MONITOR

•

Designed to meet

FCC

Specifications

This new Modulation Monitor by RCA meets all the requirements of FCC Rule 139, and in addition gives you five plus features of unusual value:

1. Added Range, useful in taking amplitude characteristics.
2. Larger meters, to improve accuracy and ease of reading.
3. High speed relay incorporated in flasher circuit for operating an external counter or an auxiliary alarm circuit.
4. High impedance r-f Input Circuit, easily excited.
5. Flasher as well as meter operates on either positive or negative peaks of modulation.

In addition to RCA Type 66-A Modulation Monitor, there is also Type 66-B, which has smaller meters and is not equipped with the relay in the flasher circuit. This is priced at $150, less tubes. Orders accepted subject to FCC approval.

TRANSMITTER SECTION

RCA MANUFACTURING COMPANY, INC

CAMDEN, NEW JERSEY

A SERVICE OF RADIO CORPORATION OF AMERIC

Get in touch with one of these offices: New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street
San Francisco, 170 Ninth Street • Dallas, 2211 Commerce Street • Atlanta, 492 Peachtree Street, N. E.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 9

WASHINGTON, D. C.
MAY 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WIDE-*Awake!*



Advertisers who use WOR soon discover that there is one quality which distinguishes it from its contemporaries. That is its wide-awakeness. They find WOR constantly wide-awake to new program developments, and the slightest ripple in the swift current of metropolitan life. It is only natural that this wide-awakeness has an insidious way of prompting advertisers to transfer it to their products or services, imbuing them with that tone of well-bred persuasiveness which has developed into a distinct personality for the station. That it produces RESULTS is demonstrated by the response from an audience whose spending power is $735 per capita compared to $486 per capita for the entire U. S.



WOR

A Typical Program Listing
NBC THESAURUS

140 Station Subscribers and Their Clients are Broadcasting These "Headline" Programs

MAY 1

THE GARDEN PARTY
ARTHUR FOLSON PAUL, authority on Landscape Gardening

RADIO NIGHT CLUB
XAVIER CUGAT, HARRY RESER, BUCCANEERS, SENATOR FISHFACE, and others

CONCERT HALL OF THE AIR
ROSARIO BOURDON, WESTMINSTER CHOIR, SAMUEL KISSEL, violinist

DANCE HOUR
THE RHYTHM MAKERS, RUDOLPH FRIML, Jr. and His Orchestra

MUSICAL CLOCK
THE HONEYMOONERS, BUCCANEERS, ROBERT HOOD BOWERS, RICHARD LEIBERT, and others

ON THE MALL
Stirring band music by ROBERT HOOD BOWERS

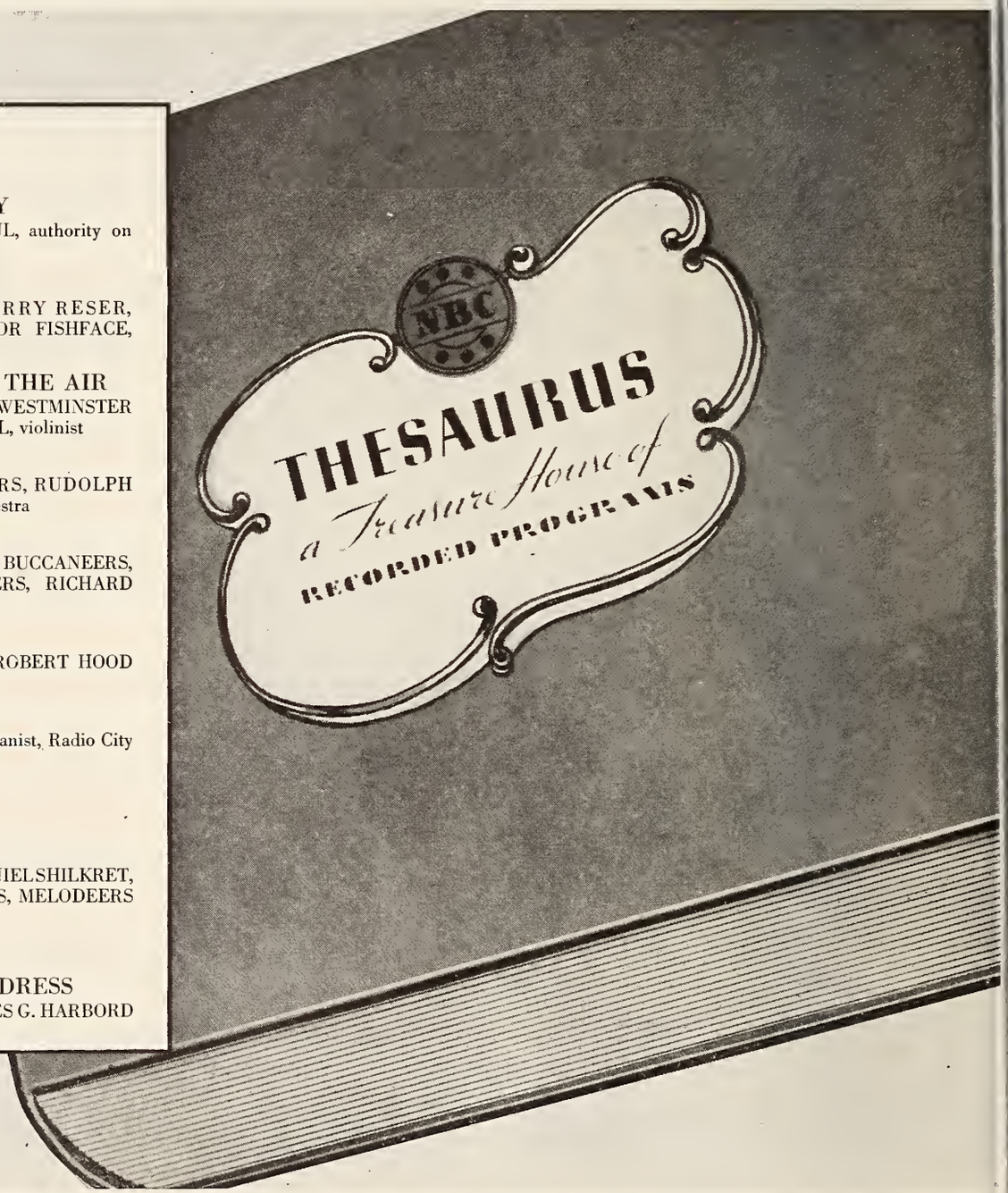
ORGAN REVERIES
RICHARD LEIBERT, organist, Radio City Music Hall

SLUMBER HOUR
THE DREAMERS

DINNER HOUR
FERDE GROFE, NATHANIEL SHILKRET, THE MASTER SINGERS, MELODEERS

MAY 31

MEMORIAL DAY ADDRESS
MAJOR-GENERAL JAMES G. HARBORD



NBC THESAURUS is available in a number of cities and markets. For further information, write ELECTRICAL TRANSCRIPTION SERVICE

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO



★ Note to buyers of Radio Time: National advertisers are maintaining their schedules through the summer on WHAS. Reasons why: (1.) WHAS offers a magnificent array of local and national programs. So, it attracts the best audience of buyers. (2.) Its tremendous and acknowledged coverage influences volume sales. Also, 50,000 Watts blankets the mass-population areas.

WHAS

Operated by The Courier-Journal and Louisville Times.

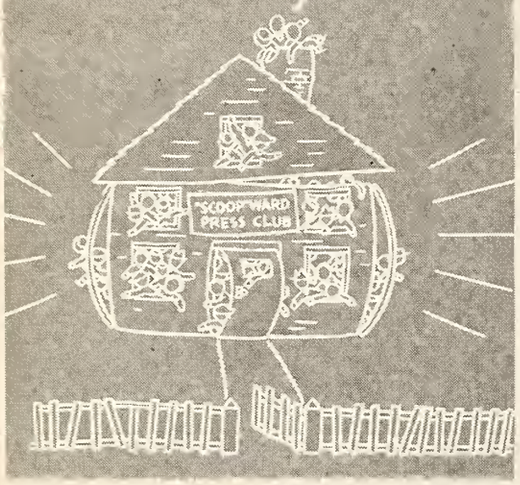
● LOUISVILLE ● KENTUCKY ●
● C. B. S. BASIC OUTLET ●
● EDWARD PETRY & CO.
● National Representative

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

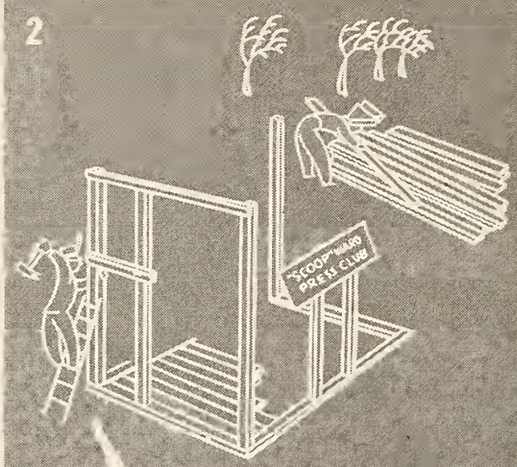
What actually happens, and how soon it happens

1

WARD'S SCOOP!



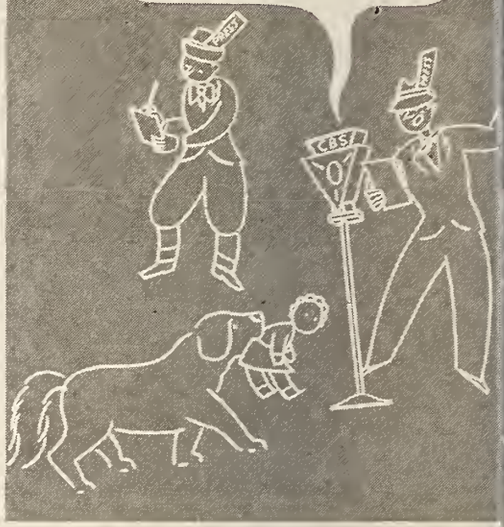
2



THE WARD BAKING COMPANY
Put a NEW Children's Program on the Columbia Network, Dec., 1935

3

It's "NEWS OF YOUTH",
Submitted by Children
and Broadcast by Children



7



50,000
Press Badges
Were Ordered
for immediate requirements

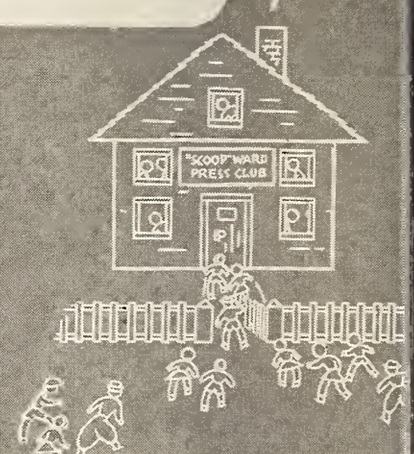
8

but over
800,000
badges have been distributed to date



9

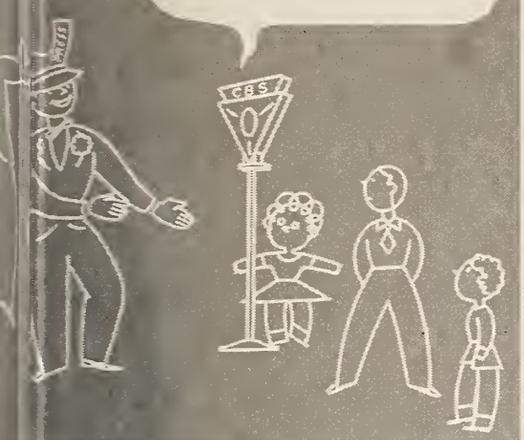
In the first 6 weeks requests poured in at a rate of more than
7,500 A DAY



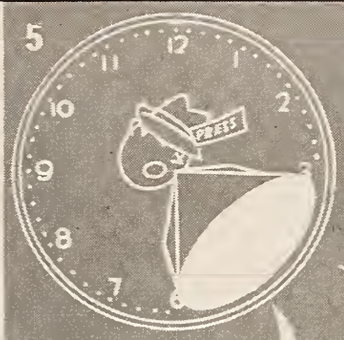
it didn't seem to matter that this program entered a highly competitive field (children's radio features); that it has the job of selling a highly competitive product (bread). Here's another exact measure of radio doing a job—doing a hard job—doing a quick job—and doing the job single-handed! By radio, of course, we mean the Columbia Network.

when a new radio program gets on COLUMBIA

A 17 year old boy—
'SCOOP' WARD
is the News Commentator
and Master of Ceremonies



5



The Program is Broadcast
for 15 Minutes
3 Times a Week
at 6:15 to 6:30 P.M. EST



6

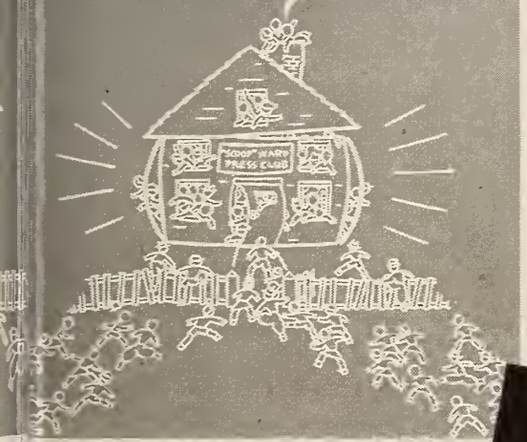
Youthful listeners are
invited to enroll in the
'SCOOP' WARD
PRESS CLUB*



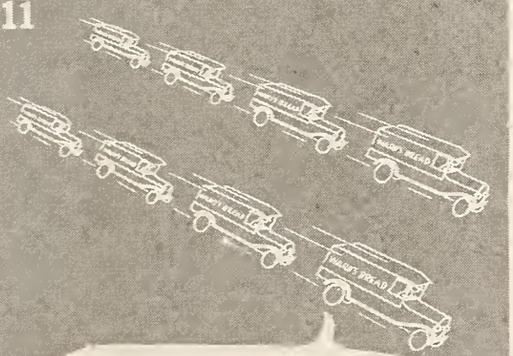
*P.S. They get a badge!

0

TODAY they're coming in
12,500 A DAY



11



"SALES have increased considerably – and all indications are that the good will and increased business which this program has brought us will be permanent" says the WARD BAKING COMPANY

12

15 X 3 X 20

It's a 15 minute program
broadcast 3 times a week
—over 20 stations of the
COLUMBIA BROADCASTING SYSTEM



THE COLUMBIA BROADCASTING SYSTEM
485 MADISON AVE., NEW YORK · 410 NORTH MICHIGAN AVE., CHICAGO



"He only keeps the best ones!"

EVERY once in a while some friend leers suggestively at us because we've recommended all of our stations on one list. "Sure," says the friend, "they're *your* stations, so they're all *good*."

And he's right!

Fact of the matter is, F & S just doesn't take *any* radio station that wants representation. Believe it or not, we've turned down some pretty sweet money-makers because they didn't seem to match up very well with the rest of our outfits. Sometimes we guess wrong, of course, and take on a dud. But not for keeps — and the result really is that our list *does* embrace about the cleanest, keenest, livest group of stations in America.

And that, we believe, is what makes them a good list *for you* as well as for ourselves.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO . . . (NBC) . . **Des Moines**	**WAVE** . (NBC) . . . **Louisville**	**KSD** . . (NBC) . . **St. Loui**
WGR-WKBW (CBS) . . . **Buffalo**	**WTCN** . . . **Minneapolis-St. Paul**	**KFWB** . . . . . **Los Angele**
WHK . . . (CBS) . . **Cleveland**	**KOIL** . (NBC) . . . . **Omaha**	**KOIN-KALE** (CBS) . . . **Portlan**
KMBC . . (CBS) . **Kansas City**		**KOL** . . (CBS) . . . **Seattl**

BROADCASTING
and
Broadcast Advertising

ol. 10 No. 9 WASHINGTON, D. C., MAY 1, 1936 $3.00 A YEAR — 15c A COPY

Lohr Tells AAAA How to Improve Radio

By FELIX BRUNER
Staff Correspondent

Outlines Three-Point Plan for Future Sales Success; Radio Features Agency Session; Cornell New Chairman

White Sulphur Springs, W. Va., pril 30—IN HIS first public ression on broadcasting and its ture since he entered radio last ecember, Lenox R. Lohr, NBC esident, told the 19th annual nvention of the American Asso- ation of Advertising Agencies re April 30 that the three prin- pal objectives of radio should be:

1. Continual improvement of rograms.
2. Improvement in technical fa- lities.
3. Continual stressing of the nportance of relationships with gencies and clients.

The principal speaker at the nvention, Mr. Lohr went inti- ately into the production of pro- rams and the responsibility of e broadcaster, the advertiser and e agency in insuring their excel- nce. Future success, he said, de- nds upon the ability of program oducts to give the public what wants.

Breaks His Silence

INCE Mr. Lohr became president NBC Dec. 27, he has maintained rather rigid silence on broadcast- g policies, electing to make a udy of the subject before ex- ressing himself. He came to NBC fter a career as a military engi- eer and after having served as eneral manager of Chicago's Cen- ury of Progress Exposition.

At the session April 30, Paul L. ornell, president of Geyer, Cor- ell & Newell Inc., New York, was ected chairman of the board of ne AAAA. John Benson was re- ected president and Frederic C. amble was reelected executive ecretary. Other officers and new oard members are set forth in the ox on this page.

Nearly all of the first afternoon f the three-day convention was evoted to discussion of radio. The ession was held behind closed oors so that intimate problems of perating radio men and agency epresentatives could be discussed n a frank basis.

Besides Mr. Lohr, other speakers ncluded: Roy E. Larsen, vice pres- dent of *Time*, who spoke on *The March of Time*, and Tom Revere, irector of radio for Benton and owles Inc., on "Accent on Tal- nt", and Robert J. Landry, New ork, on "15 Minutes in One". Mr. ohr's subject was "Dial the Fu- ure".

"In radio's future success the advertising agencies and the broadcasting companies have a unity of interest," Mr. Lohr said. "There can be no competition between us, for our problems are mutual ones —that which is good for radio is equally good for you. Any advancement which improves the effectiveness of radio as an advertising medium puts a more effective tool into our hands better to serve your clients."

Improving Programs

SPEAKING of the improvement of programs, Mr. Lohr pointed out that in the final analysis the real product of radio is that which comes out of the loud speaker.

"It is a program of excellence only that will produce an ever increasing audience to whom your sales message may be directed," he told the agency men. "Our future success will be measured by the ability to give the American public programs that it wants. There will continue to be a search for better program ideas and better talent, a striving for sales messages more persuasive to buyers, and the further elimination of inaccuracies of script which may offend good taste or be inappropriate to an audience consisting of all members of the family. Agencies and clients have recognized their joint responsibilities with the networks and the stations in developing a greater audience through listener appreciation of finer broadcasting.

"Maintaining its integrity with its listeners must always be radio's first consideration. The very characteristics which make radio so powerful an advertising force —its appeal to the imagination, its projection of the personality of the artist or announcer, the impact of the spoken word—are so vital that they must be carefully guarded. Audience interest must be paramount if broadcasting is to continue as the powerful medium it has proved to be. You as agencies have taken a strong stand against an improper exploitation of this power.

"We realize that you are desirous as we are of attaining these goals. The fact that commercial programs have achieved high places in both ratings and awards

(*Continued on page 54*)



AGENCY AND NETWORK—Two viewpoints on advertising and radio are represented here, as Thomas L. Ryan, president of Pedlar & Ryan Inc., New York, talks it over with Lenox R. Lohr, NBC president, at White Sulphur Springs where the AAAA held its annual session.

AAAA Officers



Mr. Cornell

PAUL L. CORNELL, president of Geyer, Cornell & Newell Inc., New York, was elected chairman of the board of the AAAA April 30, succeeding Raymond Rubicam, of Young & Rubicam Inc. John Benson was re-elected president.

Other officers follow: Vice president, Henry Eckhardt, president of Kenyon & Eckhardt Inc., New York; secretary, Ralph H. Jones, president of Ralph H. Jones Co., Cincinnati; treasurer, E. DeWitt Hill, vice president of McCann - Erickson Inc., New York.

New board members at large: Mr. Rubicam; Albert W. Sherer, vice president of Lord & Thomas, Chicago; Thomas L. Ryan, president of Pedlar & Ryan Inc., New York.

New members of executive board representing councils: New York council, Mark O'Dea, president O'Dea, Sheldon & Co. Inc., New York; New England council, H. B. Humphrey, (reelected), chairman of the board of H. B. Humphrey Co. Inc., Boston; Atlantic council, C. Harold Marston, vice president of Geare - Marston Inc., Philadelphia; Western council, H. M. Dancer, vice president of Henri, Hurst & McDonald Inc., Chicago.

Six members of the executive board continue to serve unexpired terms: W. C. D'Arcy, president D'Arcy Advertising Co., St. Louis; J. M. Dawson, vice president Tracy, Locke, Dawson Inc., New York; F. B. Ryan, president Ruthrauff & Ryan Inc., New York; Gilbert Kinney, vice president J. Walter Thompson Co., New York; Arthur H. Kudner, president Arthur Kudner Inc., New York; Guy C. Smith, vice president Brooke, Smith & French Inc., Detroit.

Frederic R. Gamble continues as executive secretary.

Warners Seeking MBS Interest But Rejection of Offer Is Seen

Propose to Supply $2,000,000 in Cash to Network; Opening of A T & T Lines Spurs MBS Expansion

INFORMAL proposals made by Warner Bros. motion picture interests to become a partner in Mutual Broadcasting System to the extent of supplying $2,000,000 in cash, will be considered by the MBS board of directors at a meeting in Chicago May 4. It is practically a foregone conclusion, however, that the propositions will be rejected.

Regarded as an effort by WB to retrieve prestige it has lost in the current music copyright situation, it has become known that WB officials, notably Herman Starr, vice president and its music generalissimo, have talked with officers and directors of MBS about joining forces. It is indicated by MBS officials, who for the most part are officials of its three basic stations, that no such proposition will be countenanced, since MBS is not constituted as a network broadcasting entity but is simply a combination of independently owned stations.

MBS, it is asserted, probably would not be averse to selling time or making some program or music arrangement with WB on other than an ownership or partnership basis. It is in the business of selling time and of providing program service to its associated stations, and naturally will listen to such propositions, it was asserted.

Possible Hearst Tieup

THE WB proposal has never been considered by the MBS board, and is expected to arise for the first time at the Chicago meeting. It is known also that the WB and Hearst organizations are generally in harmony and there has been linked with the WB network proposal the possibility of a tie-up with certain of the Hearst stations. WBAL, Baltimore, and WCAE, Pittsburgh, are MBS adjuncts for certain programs.

Also, it was reported that Mr. Starr had offered to John L. Clark, general manager of WLW and WSAI, Cincinnati, and a director of MBS, a position as managing head of WB broadcasting operations at a salary of $50,000.

At this time it is practically impossible to work out any sort of partnership arrangement whereby the motion picture company could become identified with MBS. While a separate sales organization has been set up for MBS, it is not a corporate entity and operations are purely on a cooperative basis. Any arrangement with MBS would not be binding upon the individual stations subscribing to its programs, it is pointed out.

Mr. Starr, in his discussions with various officials of MBS, has talked about advancing $2,000,000 for expansion, in return for which WB would become a 40% stockholder in the network. The plan is understood to envisage setting up a sales organization for MBS through WB and of building new studios in New York and Hollywood, with programs staged by WB motion picture talent. WB would be compensated for its investment, presumably, not only from the returns from sales commissions, but also through performance of its music and publicizing of its shows.

In the background, of course, is seen the desire of WB to invade broadcasting because of the potentialities of visual broadcasting. Moreover, since WB publishing house seceded from ASCAP Jan. 1, not only music revenues but popularity of many WB motion pictures have deterioriated due to non-performance of this music. So far as known, there has not been a WB hit tune since the first of the year, when about half of the stations and both of the major networks stopped performing WB music.

Some weeks ago Harry Warner announced his organization would start a "third network". This statement was promptly discounted by the radio fraternity because of the known lack of outlets in necessary markets. The MBS proposition is the alternative course adopted.

Aspirations of Mutual Broadcasting System to spread its major market network transcontinentally

(*Continued on page 63*)

Orbit Gum Enlarges

ORBIT GUM Co., starting 18 months ago with spot announcements on WMBD, Peoria, Ill.; WIRE, Indianapolis, Ind., and WAVE, Louisville, has enlarged its scope to a list of 20 stations, but still limits itself to spot announcements. New stations are: WJBC, Bloomington, Ill.; WJBL, Decatur, Ill.; WEBQ, Harrisburgh, Ill.; WCLS, Joliet, Ill.; WROK, Rockford, Ill.; WCBS, Springfield, Ill.; WDZ, Tuscola, Ill.; WHBU, Anderson, Ind.; WTRC, Elkhart, Ind.; WGBF, Evansville, Ind.; WOWO, Fort Wayne, Ind.; WSBT & WFAM, South Bend, Ind.; WBOW, Terre Haute, Ind.; WLAP, Lexington, Ky.; WPAD, Paducah, Ky.; WELL, WKZO.

Charles K. McClatchy

CHARLES K. McCLATCHY, publisher of the McClatchy newspapers of California and owner of five radio stations, died at his home in Sacramento April 27 after a long illness. He was 77, the son of a pioneer California journalist who established the *Sacramento Bee* in 1884. With his brother Valentine, whose interests he bought out in 1923, he also published the *Fresno Bee* and *Modesto Bee*. He is survived by the widow and two daughters, a son who formerly was business manager of the three newspapers having died in 1933. Guy C. Hamilton is general manager of the McClatchy newspaper and radio interests.

AT&T Radio Revenues Under Scrutiny of FCC In Phone Investigation

THE FCC Telephone Investigation touched broadcast program transmission revenues of the American Telephone and Telegraph Co at its April 28 hearing when Julius A. Krug, Commission investigator, testified that the earnings from this use of telegraph wires had grown from $205,319 in 1924 to $3,921,304 in 1932 and $3,576,357 in 1935. The broadcast transmission, however, only constituted 5% of the total revenue of the A. T. & T. long lines service he said. These figures, it is understood, cover only A. T. & T. income and not that of the associated companies, which is said to aggregate some $5,000,000 more.

"Apparently radio program transmission will continue to be a rather important source of long lines revenues," Mr. Krug said. "Circuits have been required for transmission of radio programs between and to broadcasting stations located throughout the country and revenues have increased from a nominal amount in 1924 to over 3½ millio dollars in 1935. Most of this increase occurred during the period preceding 1930. In the past six years, revenues from radio program transmission have fluctuated between three and four million dollars anuallly."

The FCC Investigator showed that revenues in 1925 were $248,165; 1926, $443,425; 1927, $1,209,712; 1928, $2,032,127; 1929, $2,837,973; 1930, $3,442,702; 1931, $3,618,448; 1933, $3,304,341; 1934, $3,374,484. Rates for this telephone service will not be taken up by the investigation for some time, it is believed by Samuel Becker, special counsel. Mr. Becker said he was unable to disclose the date but that several of the investigators were studying the situation.

NBC Acquisition of McClatchy Stations First Step in New California Regional Net



Mr. Hamilton

FIRST steps toward the proposed establishment of an NBC-California regional network were taken April 23 when Lenox R. Lohr, NBC president, signed contracts with Guy C. Hamilton, general manager of the McClatchy newspaper and radio interests, for the affiliation of all five McClatchy-owned radio stations with NBC networks. The McClatchy stations, now members of the Don Lee-CBS networks, will terminate their affiliations with those hookups on Jan. 1, 1937, or earlier if mutually satisfactory arrangements are made, Mr. Hamilton announced April 24 as he returned to Sacramento after spending several weeks in New York and Washington.

The new McClatchy affiliations come as an aftermath of the purchase of KNX, Hollywood, by CBS, which awaits FCC approval and which will terminate the CBS relationship with the Don Lee network as such. CBS has indicated it will seek to take over, or at least affiliate, KNX by July 1 if possible. Whether Don Lee's KFRC, San Francisco, will remain on the CBS network in view of the withdrawal of KHJ, Los Angeles, remains in doubt, with negotiations reported under way for another CBS affiliation in the San Francisco area and with Don Lee's group reported dickering to join the Mutual Broadcasting System.

Mr. Hamilton conducted negotiations with both NBC and CBS before reaching a decision to affiliate with the former, accepting one of its regular compensation contracts. Under the terms of the deal, the 5,000-watt KFBK, Sacramento, joins the NBC-Blue network at a $160 hourly rate; the 1,000-watt KMJ, Fresno, will be fed by both Red and Blue at $120; the 100-watt KWG, Stockton, will be offered in combination with KFBK for Blue sponsors but will also be offered on the Red network; the 100-watt KERN, Bakersfield, will be offered with KMJ for Blue sponsors but will also be offered on the Red network.

In addition, the 500-watt KOH, Reno, also owned by McClatchy, on Feb. 15, 1937, joins the NBC transcontinentals to be fed both by Red and Blue networks and to be added to the California group when the NBC-California network is set up. It is now a CBS supplemental.

The California network plan at first contemplated operation by McClatchy much along the lines of the Don Lee regional operations when CBS time was not sold. However, Mr. Hamilton reached an agreement with Mr. Lohr whereby NBC will set up the California network, which will consist of the four McClatchy stations plus either KPO, KGO or KYA in San Francisco, KFI or KECA in Los Angeles, and KFSD, San Diego. Other stations in California may be added to this hookup later as it gets under way.

The sales organization for the NBC - California network will be operated under the direction of Don Gilman, NBC vice president in charge of the Western division at San Francisco.

Heretofore the four McClatchy stations in California, plus Don Lee's KDB, Santa Barbara, and KVI, Tacoma, have been offered as "bonus" stations without charge on the CBS transcontinentals, an arrangement which gave McClatchy network revenues chiefly from its Don Lee-California hookups and which Mr. Hamilton described as unsatisfactory. Mr. Hamilton asserted that the new deal, in addition to feeding his stations the California network programs, will make available to them the NBC transcontinentals of both networks and the NBC-Pacific Red and Blue network programs, assuring them additional revenues.

CBS disclosed on April 27 that it has a contract with KOH, Reno, running until 1939, indicating that an adjustment between CBS and NBC as well as between CBS and McClatchy might be necessitated before the Nevada station could join NBC. It was also learned by BROADCASTING that Lincoln Dellar, of the CBS station relations department, had been in Montana during latter April in connection with the signing of one or more outlets there to the CBS network, including possibly KFBB, Great Falls.

Press Drops Cudgels, Ends Radio Feud

Decides Newspapers and Broadcasters Are Allied; Press-Radio Bureau Continued at ANPA Session

A FRIENDLY and cooperative attitude toward radio, with hardly a word raised against the "broadcasting menace" that aroused such serious antagonisms and bitter debates in previous sessions, was manifested at the 50th annual convention of the American Newspaper Publishers Association in New York City, April 21-24. Even the report of the association's radio committee, adopted unanimously and practically without discussion, while reasserting belief in the supremacy and superiority of the press because it does not operate under federal license, carried few paragraphs that could be interpreted as censure of broadcasting as a news and advertising medium.

The spirit of the publishers' convention, so far as radio was concerned, was epitomized in one significant statement in the report of the ANPA radio committee, which said: "The functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions."

Bureau Continued

THE ONLY formal action respecting radio taken by the convention was the adoption of the committee's proposed resolution "that the Press-Radio Bureau be continued for another year and that the Associated Press, the United Press, and the International News Service be requested to cooperate with the Bureau during that period, so that its news reports may be made available to all radio broadcast stations desiring to use them."

This simply means that NBC, CBS and individual stations that desire them will continue to secure news flashes and bulletins on occurrences of transcendental importance, which may not be sponsored by advertisers, from the central news bureau established three years ago under a cooperative arrangement whereby the full reports of the AP, UP and INS are digested for radio purposes and furnished at a nominal cost. It has no bearing whatever on the sale of news reports to radio stations by UP and INS for sponsorship.

There was only a short passage in the report which might be interpreted as criticism of UP and INS for entering the field of radio, as they did about a year ago, but neither of these press associations has indicated any intention of forsaking this field in which they now serve more than 100 stations, many of them newspaper owned, which permit the news to be sponsored.

"Your committee," said the report, "consistently has opposed the use of press associations news when comingled with advertising or connected with an advertising program. The committee believes an important principle, vital to the newspapers, the radio stations and most of all to the general public is involved in this issue. The sale of news to any broadcasting station or to any advertiser for sponsorship over the air is just as unsound as if the newspapers sold news to their advertisers, and then permitted them to comingle this news in their advertising copy."

This statement, of course, was based on the erroneous assumption that the advertising sponsors of UP and INS news broadcasts have control over the news copy, which is specifically forbidden under the contracts of these press associations with the stations.

No Monopoly on News

THAT the sponsorship of news is here to stay, like the American system of radio itself, is generally accepted back of the scenes in the newspaper world and newspaper stations themselves are among the leaders in this field of commercial radio activity. Moreover, while the subject was not brought up formally at the convention, the strong position of Transradio Press, formed as a radio news-gathering organization at the height of the press fight against radio, is generally recognized as proving that the American press has no monopoly on news-gathering facilities and that radio can wrest itself free of press sources of news overnight if necessary.

The radio committee report labeled as baseless the charges "that the newspapers are warring against radio" and, while discoursing at length upon radio's physical limitations and the potential danger of dictatorial governmental control over radio's output, it again and again asserted the press' friendship toward radio—a new attitude undoubtedly growing out of the fact that about one-fourth of the radio stations in the United States are now newspaper owned in whole or part; that more than 50 other newspapers are current applicants for new stations or the purchase of stations and that both newspapers and radio are enjoying a definite rise from the depression.

Even in the matter of advertising competition, the ANPA committee asserted its friendship. Said the report: "Competition between the newspapers and the radio stations for the advertiser's dollar should not be objectionable because publishers have never denied the right of fair competition on the part of any other advertising medium."

The fears of governmental control over radio and the insistence upon keeping it as free as the press are factors in the radio situation that concerned the broadcasters even more than the publishers. The ANPA committee took occasion to point out that control of radio in some European countries has been followed by the suppression of the press and the destruction of the newspapers, citing Germany as an example and pointing out how Germany and other countries are broadcasting propaganda daily into the United States under the guise of news.

Vigilance was urged, and it was significant that the ANPA convention as a whole went on record as censuring the FCC along with the Black lobby committee of the Senate for their "wire seizure" activities.

E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*, was chairman of the radio committee. Four of its other ten members are connected with newspapers that own radio stations and one of them is a current applicant before the FCC for a radio franchise. The committee comprised Howard M. Booth, *Worcester Telegram & Gazette*, owner of WTAG; Amon G. Carter, *Fort Worth Star-Telegram*, owner of WBAP; J. R. Knowland, *Oakland Tribune*, owner of KLX; H. Ponting, *Detroit News*, owner of WWJ; O. S. Warden, *Great Falls* (Mont.) *Tribune-Leader*, applicant for a new station in Great Falls; Norman Chandler, *Los Angeles Times*; E. D. Corson, *Lockport* (N. Y.) *Union-Sun & Journal*; K. A. Engel, *Little Rock* (Ark.) *Democrat*; E. S. Friendly, *New York Sun*; J. G. Stahlman, *Nashville Banner*.

Political Broadcasts

CONSIDERATION of their report aroused no discussion at the April 23 session, but in earlier sessions of the convention at large the subject of radio came up. J. S. Gray, of the *Monroe* (Mich.) *News*, which does not own a radio station, asserted that political broad-

(*Continued on page 57*)

Text of ANPA Radio Committee Report . . . .

THE DESIRE of the broadcasters to keep pace with public demands and the refinements which have been made in the mechanics of radio have resulted in constantly changing conditions that affect press-radio relations.

The permanence of radio broadcasting has not been questioned since it came into general use, but its ultimate function is still undetermined and its permanent place in the social and economic structure of the world is something which future experimentation must finally decide.

Your radio committee consequently is navigating uncharted seas in continuing its attempts to work out a cooperative plan between the press and radio which would be in the public interest.

A correct diagnosis in any case must be based upon a frank presentation of the facts. Your committee, therefore, presents the following for the consideration of the Convention.

In the final analysis radio is nothing more nor less than a mechanical device for the elimination of distance through which sound may be transmitted. But this particular mechanical device is itself an agency which influences our social and economic structure.

Alleged Weaknesses

THE operation of broadcast stations is in the nature of a monopoly of the air controlled by private capital under government domination. Its monopolistic feature, however, is its greatest weakness, for the following reasons:

First: Broadcast stations must always be licensed by the government.

Second: They can operate only on a very limited number of radio channels. Each station, in so far as it is concerned, has a monopoly of the air in its service area on its particular channel. This opens the door for control as to who shall speak and in some cases what shall be said.

Some groups affiliated with the radio industry and some connected with the government have gone so far as to state that radio broadcasting and its affiliates, facsimile printing and television, eventually will supplant the newspapers.

The fallacy of these statements is apparent at a glance.

With the ratification of the first amendment to our constitution, the press was freed not only of licensing but of any governmental control whatever.

Journalism could not exist if it were subject to a government license. Radio broadcasting, facsimile printing, and television by their nature must always be under government license.

Attempts of radio to function in the field of journalism must fail because a government license destroys the freedom on which any journalistic endeavor rests.

If radio broadcasting, facsimile printing, and television ever jeopardize the functions of the press, they will do so only when these facilities are used for propaganda purposes to retard the work of the press, and the press by a lack of vigilance has aided in its own destruction.

The control of debate, the utilization of radio for government propaganda, and censorship of news over the air are possibilities in radio, even probabilities. They are unthinkable as to the press.

We cannot ignore the fact that steps have already been taken in the direction of such control, propaganda and censorship.

The efforts of your committee to keep the presentation of news over the air free from censorship and to protect the property rights of newspapers in the news which they have gathered have led to misunderstandings and also to false charges that the newspapers are warring against radio. There is no basis in fact for these charges.

Your committee continues to believe that the press and the radio should cooperate in the public interest and for the benefit of the country as a whole, but we must not overlook the fact that the newspapers and the press associations should have their property rights in their news properly protected not alone for the press, but for the public good.

In some respects radio and the press see eye to eye, while in others, there is a divergence of opinion. These points of agreement and disagreement should be laid before publishers for observation in order to obtain answers to the questions which are uppermost in the minds of the publishers.

Some publishers and some broadcasters have differences of opinion as to what constitutes cooperation and how far one side must go to meet the other. Most of these differences of opinion have been due to misunderstandings which may be accounted for by the fact that broadcasting is still in its infancy, while the newspapers have a background of experience and experimentation covering several centuries.

Points of Conflict

LET us examine some of the conflicting points between the press and radio.

From time to time the newspapers have raised objections to furnishing the broadcasters with the free use of their columns for the publication of radio promotional matter. Many publishers now have come to the conclusion that there is sufficient news interest in radio programs to justify the giving of a reasonable amount of

(*Continued on page 60*)

Analysis of New NAB Copyright Plan Looking to "Per Piece"

THE copyright problem, for the broadcaster, looms larger than ever before. At its meeting in Chicago April 27 the NAB board of directors adopted a new plan looking toward its solution. Because of the need for clear understanding, BROADCASTING *asked Philip G. Loucks, Washington attorney and former NAB managing director, to analyze the scope and purpose of the plan, of which he is the chief author.*

By PHILIP G. LOUCKS



Mr. Loucks

BROADCASTERS must find their own solution to the music copyright problem.

Legislation, litigation and negotiation have produced no results up to the present time. Efforts in these directions should not be abandoned, but neither should they be relied upon to the exclusion of self-help.

During a period of ten years of controversy, broadcasters have at different times supported and opposed changes in our antiquated copyright laws; have sought relief in the courts; and have engaged in extended negotiations with groups of copyright proprietors. Yet today there is not in existence a single licensing agreement which holds any promise for a permanent solution of this important problem. The difficulty has been that broadcasters have depended entirely too much upon Congress, the courts, or upon the benevolence of organized copyright groups; and have not depended enough upon themselves. If one lesson has been learned from ten years of controversy, it is that a solution to the copyright problem must be developed by the broadcasters themselves. Reliance upon legislation, litigation, and negotiation should be secondary to self-help.

Per Piece Payment

A GENERAL plan for solution has not been lacking. For several years the broadcasters have consistently advocated a "per piece", "per use" or "measured service" basis for the payment of royalties to copyright proprietors. The plan has been praised and condemned; but not understood.

Space will not permit a detailed recitation of the reasons underlying the broadcasters' difficulties in effecting a solution. It is enough to say that many of these difficulties resulted from conditions which existed in the music trade long before the advent of broadcasting. Others resulted from the indifference of broadcasters toward proper practices in utilizing copyrighted music. Disagreements which grew out of past negotiations resulted principally from the fact that certain conditions, not of the broadcasters' own making, had to be accepted notwithstanding their fundamental unsoundness.

For example, broadcasters are interested in the creator or originator of musical works. They are willing to pay generously for his efforts. Yet in all negotiations they have been required to satisfy both composers and publishers, despite the fact that publishers are users of musical works in very much the same sense as broadcasters. While broadcasters concern themselves with the well-being of authors and composers there is no reason why they should concern themselves with the profits or losses of publishers.

Whether the broadcasters pay too much or too little for the use of copyrighted music, nobody knows. And as long as the present situation subsists, nobody can possibly find out. The problem, therefore, is not primarily one of dollars and cents, but rather a matter of method.

Today the broadcasters pay for accessibility to nearly all of the music in the world, copyrighted and non-copyrighted alike. It requires but a moment's reflection to ascertain the unsoundness of this condition. There are millions of compositions now in existence. Many more millions will be written in the future. But of the millions of musical works in existence, less than 800,000 are currently copyrighted in the United States. And of this number, about 35,000 may be termed "active", that is, in ordinary day-to-day use.

Now the average broadcasting station operating full time will perform about 75,000 separate musical works in a year. If the same composition is performed once a week for 52 weeks, a library of 1,500 different compositions would supply the needs of a broadcast station. But some numbers are performed more frequently and others less frequently and such a library would not be considered adequate for any station. However, it should tend to show that no station needs all of the music in the world.

Custom in the music industry has resulted in confusion over performing rights. For example, a publisher might have the right of publication and the composer, by private contract, might have reserved the performing right to himself. This confusion has rendered the broadcasters' problem more complex and explains, perhaps, why copyright owners, in the past, have been reluctant to furnish catalogs of their compositions and warrant their title therein.

Long-range Viewpoint

ANY solution to the broadcasters' problem will not be accomplished in a day. Rather the industry should adopt a long-range plan, carrying into execution one step at a time, each in its logical order, and leading to an agreed objective. The objective should be just compensation to copyright owners and fair payment by broadcasters.

Such a long-range plan may be divided into three parts, each more or less independent of the othe yet when finally achieved will a complish the objective sough These parts are as follows:

1. Making available to broadcasters a complete and accurate catalog or index of "active" musical compositions.

2. Creation of a standard library of musical compositions taken for the most part from the public domain of music.

3. Establishment of a system for making available to the industry copyrighted musica works on a "measured service" basis.

The first part of the propose plan is indispensable to any form o solution of the copyright problem Until broadcasters equip then selves with the facilities for checl ing each and every compositio performed, and establish the pra tice of entering such performance upon their program logs, the prol lem will not only continue but wi become progressively worse. It impossible to do this at the pre ent time because an authent catalog is not available. It is u derstood, however, that the Amer can Society of Composers, Autho and Publishers has agreed to mal available to the broadcasters i catalog of "active" musical con positions and each broadcaste should avail himself of this offe If the index is obtained from th source, then it will be unnecessar for the industry to make its ow survey and prepare its own inde But every station must eventual possess this type of equipment ar must adopt the practice of checl ing and listing compositions pe formed. This is the heart of ar constructive solution, and until th step is taken broadcasters nece sarily will be at the mercy of a copyright groups now in existen as well as those to be formed i the future. Sooner or later, broa casters must be in a position t know what compositions they hav a right to perform under the l censes they hold, instead of beir put to the expensive, if not impo sible task, of trying to ascerta which compositions are not "co ered" by their licenses. Statio large and small, today or tomo row, must acquire such an inde or catalog and adopt the practi of logging all compositions.

Public Domain Music

THE second part of the plan comparably simple. This step en braces the segregation of music the public domain from copyrigh ed music. Such music should l indexed in the general catalog ar the listing should give informatic as to whether or not such comp sitions have been electrically tra scribed or phonographically recor ed. The cards likewise should gi information of copyrighted a rangements of such composition

It is contemplated, of cours under the first part of the pr gram, that the card catalogs sha be kept up to date from a centr source and it is also contemplate that the standard library shall

(*Continued on page 43*)

ASCAP Assisting Stations in Defense Of Warner Suits Totaling $4,000,000

AS WARNER BROS. publishing houses unloaded another batch of 37 suits for alleged infringements against broadcasting stations to swell the total to 180 asking $4,000,000 or thereabouts in damages, it became known that ASCAP actively is assisting stations in defending themselves against these suits.

Thus far, it was learned, in no less than 150 cases of Warner infringement actions, ASCAP counsel have drawn the answers to the bills of complaint for filing by local counsel representing the stations. While there has been no formal notice from ASCAP that it will indemnify all stations sued by Warners which hold ASCAP licenses it has not yet failed to comply with requests from defendant stations for assistance in their legal defense.

Only in the case of the nationwide networks and some 55 stations which signed five-year renewals with ASCAP prior to last June had ASCAP guaranteed to indemnify them on infringement actions which might have been taken covering its catalogs when Warner Bros. publishing houses were ASCAP members. Afterward, ASCAP appended to its contracts the now famous "rider" in which it did not guarantee against any substantial diminution of its catalog, having at that time anticipated the withdrawal of the Warner houses.

Despite this, it is now reported, ASCAP not only has prepared answers through the office of Nathan Burkan, its general counsel, but also is planning actually to defend the suits for stations holding its contracts. CBS and NBC both have notified affiliated stations, according to word now received, that they should submit to ASCAP any suits filed by Warner houses for alleged infringement, so ASCAP may prepare the answers based on information it has at hand.

In most cases ASCAP is challenging Warner claims of infringement on the ground that it is authorized, through contracts with authors and composers, to license the same numbers to which Warner claims performance rights.

The issue about ASCAP defense of Warner suits developed with the filing by KGIR, Butte, Mont., of its answer to the Warner complaint alleging infringement of the number *Put on Your Old Grey Bonnet.* KGIR filed its answer through local counsel, assisted by Kenneth C. Davis, of Seattle, managing director of the Washington State Broadcasters Association, and Post, Russell, Davis & Paine, of Spokane.

In the answer claim was made that the writers of the number vested the small performing rights in ASCAP, and not in the Remick Music Corp., Warner publishing house. Moreover, it was brought out that the number was originated by NBC, of which KGIR is an affiliate, and that it had no control over broadcasting of the

(*Continued on page 68*)

NAB Board Votes Copyright Bureau Plan

By SOL TAISHOFF

Favors "Measured Service" Method With Index of Music and Creation of Library of Public Domain Selections

A BROAD plan to create within the NAB a "Bureau of Copyrights", designed to rid the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners by setting up a "measured service" method of compensation to copyright owners, was approved April 27 by the NAB board of directors at a special meeting in Chicago.

The board authorized James W. Baldwin, NAB managing director, to engage a director for the bureau and otherwise proceed toward fulfillment of his plan. Financing of this ambitious project, which might be the forerunner of a separate corporation to handle copyrighted works for radio, is being left for the consideration of the NAB convention to be held at the Stevens Hotel, Chicago, July 6-8.

The report was adopted with only one dissenting vote—that of Isaac D. Levy, WCAU, Philadelphia, and NAB Treasurer.

Creation of the copyright bureau was part of a three-point plan submitted to the board by Mr. Baldwin in compliance with a recommendation adopted Feb. 3 at the last board meeting in Chicago. The entire report was approved by the board. Aside from the plan for the bureau of copyrights, which Mr. Baldwin advanced as his own proposal, other phases of the report adopted by the board are comprehensively analyzed on this page in the article appearing written by Philip G. Loucks, former NAB managing director, and principal collaborator with Mr. Baldwin in drafting the proposal.

Three-point Program

THE PRINCIPAL functions of the bureau, as outlined by Mr. Baldwin, would be as follows:

1. Make available to broadcasters a complete and accurate catalog or index of active musical compositions.

2. Create a standard library of musical compositions, taken, for the most part, from the public domain of music.

3. Establish a system for making available to the industry copyrighted musical works on a measured service basis.

On the first phase of this plan—making available the catalog of active musical compositions — Mr. Baldwin brought out that E. C. Mills, ASCAP general manager, had extended to NAB an invitation to copy ASCAP records and that the invitation had been accepted. He said that, based on network key station records for 1934 and 1935, an index of approximately 15,000 active musical selections will be made available and furnish "the most important groundwork for the establishment of a per piece or measured service system." Mr. Baldwin added:

"A continuing service will be supplied by the NAB which will keep such records up-to-date and provide for a gradual enlargement of the index. The ASCAP invitation imposes two conditions: (1) The NAB will be required to make copies of such index available to any broadcaster whether or not he is a member, and (2) it is to be definitely understood that under no circumstances does the ASCAP warrant or guarantee to others that the information contained in the index is correct.

On the standard library point, Mr. Baldwin said that an investigation made since the last board meeting leads to the conclusion that the NAB can provide one from musical compositions for the most part from the public domain. Declaring there is music of excellent quality available, he said it can be supplied through the medium of electrical transcriptions of high quality and at a cost which any station can afford.

The Baldwin report comes after the most hectic copyright period in the NAB's history, which began at the turn of this year when Warner Bros. publishing houses withdrew from ASCAP because of differences over its "cut" from ASCAP revenues, and when ASCAP forced stations to accept five-year extensions of present contracts for its catalog, minus the Warner repetory.

This situation, coupled with other offshoots of the copyright controversy, has caused a schism within the industry in which the major networks for the most part are pitted against a large group of independently owned stations. Mr. Baldwin has been the target of the network fire. This whole controversy is slated for airing at the NAB convention. Mr. Levy served notice he would take the rostrum.

The recommendation adopted by the board at its February meeting recognized the need for immediate establishment of a "corporation having substantially the same purposes and powers as the Radio Program Foundation." Mr. Baldwin, however, in his report, concluded that the bureau within the NAB, at the outset at least, could accomplish the same results. The Radio Program Foundation, formed in 1932, foundered last year after a shaky start, because of lack of industry support.

"Further study and investigation," said Mr. Baldwin, "has convinced me that the primary purposes and objectives outlined in this report can be accomplished successfully by a properly manned bureau of copyrights in the NAB. If such a bureau is created no legal formalities will be required. The formation of a new corporation, of course, will require compliance with certain legal formalities. The important factor here is the achievement of results and I am now of the opinion that in the beginning, at least, the NAB, without the aid of a separate corporation, can accomplish much in respect of the three principal points of the plan."

Bureau Director Sought

ASKING that adequate provision be made for employment of competent personnel to carry the plan into successful operation, Mr. Baldwin received the board's approval to retain a director of the bureau. This man, Mr. Baldwin said, should be "of high academic training in music who has had extensive practical experience in the field of copyrights and their use in building radio programs." While Mr. Baldwin has already interviewed several individuals, in anticipation of favorable board action, he has not yet decided upon the man to fill the post.

As to financing of the project, Mr. Baldwin's report said:

"It must be recognized at the outset that the plan can succeed only if it is adequately financed. In the beginning it will be necessary only to provide funds for the employment of a director of the bureau of copyrights and his staff; and necessary office space and equipment. But prosecution of the entire plan will require substantial expenditures and ways and means should be provided so that the NAB's income will be sufficient to meet them. This is a matter that must be passed upon by the membership."

In his conclusion Mr. Baldwin said the plan was far from perfect and undoubtedly would need extensive revision and amplification in actual administration. "But," he added, "it is proposed as a framework upon which I believe a constructive solution to the industry's copyright problem can be found. It is my opinion that if adopted it will receive wholehearted cooperation from both member and nonmember stations. I am confident that with adequate financial support the plan will succeed. While progress will be slow, I believe that it will materially improve the quality of radio programs. I believe it will result in a new and more equitable formula for the payment for use of copyrighted music whereby authors and composers may be rewarded generously for their creative ability. And I believe that authors and composers ultimately will be encouraged to write music primarily for radio presentation."

Infringement Dangers

IN HIS LETTER of transmittal Mr. Baldwin acknowledged assistance he received in preparation of the report from Mr. Loucks, Walter J. Damm, of Milwauke, and Louis G. Caldwell, Washington attorney. He recounted the fact that broadcasters have waged a copyright fight for the last decade; that existing licensing agreements offer no promise for solution; that the industry has never measured actual musical needs; that music publishing industry custom has confused copyright ownership; that use (measured service) should determine the basis of compensation to the copyright owner; that the performing right responsibility should be at the program originating point, notably in the case of networks, and that payment of copyright royalties presents a serious policy question.

Apropos of per-piece, the report brought out that as a condition precedent to the institution of any measured service plan, each station should have a complete catalog of the works it is licensed to perform and keep accurate entries on program logs at all times. Broadcasters, it added, "should have a right to know what they have a right to perform under their licenses. They should not be put to the expensive and almost impossible task of trying to ascertain what they have no right to perform. In no other way can the constant danger of infringement, with its unfairness to both the broadcaster and the copyright owner be avoided."

Taking into account the network factor, the report said that where a program is originated at a single point for broadcasting over a group of stations, "performing rights, with respect to all stations accepting the program, should be

(*Continued on page 64*)

Copyright At a Glance

1. A comprehensive plan for establishment of a "Bureau of Copyrights" within the NAB was approved by the NAB board of directors at its meeting in Chicago April 27 upon recommendation of Managing Director James W. Baldwin. A director of the bureau will be retained.

2. ASCAP is actively assisting stations sued by Warner Bros. publishing houses for alleged infringements, in answering such suits and handling defense.

3. House Patents Committee appoints subcommittee to consider Duffy Copyright Bill and other copyright measures pending before it, with only slim hope of legislation sought by broadcasters at this session.

4. Warner Bros. publishing houses, still sullenly silent on results of venture into music licensing field, unloaded another batch of suits against stations, bringing total to 180 and damages sought for alleged infringement to some $4,000,000.

5. E. C. Mills, ASCAP general manager, in Pacific Northwest on Washington State court action appointing receiver for ASCAP on ground of being guilty of price-fixing, conspiracy and monopoly. It is reported that after having been detained by Washington state authorities because of this court action, he was released and took up headquarters in Portland, Ore.

6. KGIR, Butte, Mont., first to answer Warner infringement suit independently, with plea for dismissal on grounds that ASCAP holds title to particular composition, that network originated composition in question, and that Warner and ASCAP titles both are clouded by Washington State decision appointing receiver for ASCAP.

Political Fervor at High Heat As NAB Sets Convention Date

Copyright Pool Among Topics at July 6-8 Sessions; Crosley Group Suggests Aylesworth as "Czar"

WITH the three-day period from July 6 to 8 finally designated for the 14th annual convention of the NAB at Chicago, unusual political fervor is spreading through the broadcasting industry over events likely to transpire at the convention sessions. Headquarters will be at the Stevens Hotel.

Greatest interest, of course, centers around copyright, which seems destined to be the all-consuming topic. Involved with this also is the future status of James W. Baldwin, who has been navigating in hot water practically since he became managing director less than a year ago, all due to the copyright controversy. Mr. Baldwin's term expires with the adjournment of the convention July 8 and it will be up to the new board of directors, to be elected at the convention, to make the appointment to this executive post.

Ensnarled also in copyright is the position of the major networks and their relationship to the NAB. Both NBC and CBS openly have been at loggerheads with Mr. Baldwin because of the anti-network stand he has taken throughout the copyright negotiations. Due to this development, however, a group of important independent stations have indicated they will unflinchingly support Mr. Baldwin.

Copyright Pool Plan

ONLY a few weeks ago, spokesmen for the networks said they would be disposed to withdraw from the NAB if Mr. Baldwin were to remain in executive charge. They contended then that he had acquitted himself in a way which indicated he was "temperamentally unfit" for the post. In recent weeks, however, their has been no reiteration of this view and while feeling still exists, it apparently has been tempered considerably.

The convention will have before it the plan presented to the NAB board at its meeting in Chicago on April 27 proposing creation of an independently-owned music copyright pool. But the copyright discussion unquestionably will be heated on such matters as the Warner Bros. withdrawal from ASCAP as of Jan. 1, 1936, and the whys and wherefores of industry support of the Duffy Bill, now pending before the House Patents Committee, and which, if enacted, would greatly restrict the allegedly extortionate activities of ASCAP and associated music pools.

It is not so certain there will be a clear line of distinction between networks and independent stations on the copyright issue and the related personnel question. Network spokesmen say that no few stations feel they have conducted themselves in a businesslike way in their handling of the copyright crisis, but believe that Mr. Baldwin exceeded the bounds of good judgment and proper ethics in his actions.

The general feeling among independents, likely to be reflected on the floor, is that the networks, in looking after their own interests, did not take into consideration the plight of their own affiliated stations and, by signing renewals for five years, forced the independents to shoulder the burden of copyright expense also precluding possibility of working out an equitable per piece basis for at least the duration of the five-year contracts which ASCAP forced stations to sign.

A potent force at the convention may develop in the Associated Independent Radio Stations, important groups of stations formed a month ago through the efforts of Powel Crosley, president of Crosley Radio Corp., operating WLW. While not a working organization, some 150 leading stations have been invited to membership, essentially to find a solution to the copyright problem. Sol A. Rosenblatt, former NRA division administrator for the amusement industries, including broadcasting, and before that an attorney in the law office of Nathan Burkan, ASCAP general counsel, has been retained by AIRS to recommend a legislative plan looking toward solution of the problem by writing into the law a per piece basis.

It is now learned that at the initial meeting of the Crosley group, held in Cincinnati on March 26 there was discussion of the possibility of securing a "czar" for the industry, perhaps to be hired eventually by the AIRS group. Mentioned as a possible choice, if he would accept, was Merlin H. Aylesworth, vice chairman of NBC and chairman of R-K-O. He is generally regarded as a public relations genius and is highly respected in industry ranks.

The "czar" talk is a revival of the conversation heard four years ago, in connection with the NAB. At that time Newton D. Baker, former Secretary of War, was mentioned as a possible selection along with several other figures in public life. The whole plan, however, fell of its own weight.

Membership in AIRS

IN HIS letter of invitation to stations in connection with AIRS, Mr. Crosley said a great many inquiries had been received from stations wanting to know if they were eligible to joint the organization. "This organization," he said, "will welcome the moral and financial support of any independently owned broadcasting station that feels the need for such activity as undertaken by AIRS, and would like to be a part of such movement.

"While the Executive Committee will work out tentative plans toward the further organization of the group, in order to accomplish its purpose, it is understood that no major step will be taken without first submitting it to the entire group for approval. Each station member shall have the right to resign from the group at any time it may desire to do so. As the primary objective of the group is to bring about an equitable and predetermined basis of payment for performing rights on musical composition, it has been suggested that, in order to finance the work all stations belonging to the organization contribute 10% of the amount they now pay for copyright license, such payments to be made monthly."

AIRS, Mr. Crosley added, is not organized "to conflict with any existing organization, neither is it antagonistic toward any group. Its membership is restricted to those independent stations who are sincere in their desire to serve the public interest, convenience and necessity, as required by their licenses; and to combat all forms of inequitable exploitation."

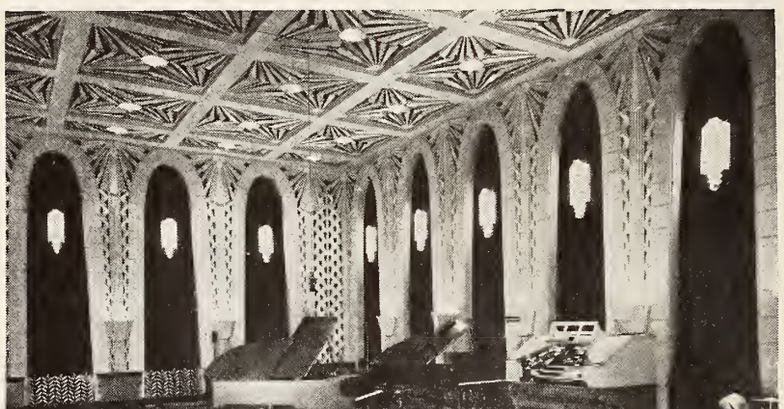
The executive committee of AIRS, in addition to Chairman Crosley, comprises Walter J. Damm, WTMJ; James Hanrahan, Scripps - Howard stations; John Shepard 3d, Yankee Network; Edwin W. Craig, WSM; Edward A. Allen, WLVA, and president of National Independent Broadcasters, and John L. Clark, WLW-WSAI, serving as secretary-treasurer.

The part AIRS will play at the NAB convention will depend largely upon the turn of events. It will vigorously oppose any "network domination" of the NAB, it is reported. Another AIRS meeting was scheduled in Cincinnati May 1.

Mistakes and Eats

ANNOUNCERS of KIRO, Seattle, have started a "feed fund", with members of the speaking crew paying ten cents into the fund each time they are caught in a microphone mistake. The announcer making the most mistakes will sit on a busy Seattle street corner for an hour wearing a dunce cap.

AFFILIATED NETWORK GETS UNDER WAY



AN ABC STUDIO—Here is Studio A of Affiliated Broadcasting Co., 42 floors above Chicago's loop in the Civic Opera Bldg. It is decorated in colorful Egyptian motif. An adjoining spectator's room seats 50 persons.

WITHOUT any ballyhoo or high-powered ceremonies, Samuel Insull's new network, the Affiliated Broadcasting Co., with headquarters and studios in Chicago, went on the air Saturday, April 18, feeding programs to a list of 20 stations in four states. The outstanding feature of introducing this new chain was the collaboration of Rufus C. Dawes, president of the Museum of Science and Industry, and Dr. Philip Fox, director of Adler Planetarium, Chicago, who opened the Century of Progress Exposition, in 1933. They joined hands again in opening this new radio institution.

The ABC just smoothly slid on the air with its regular schedule of 15½ hours a day, seven days a week, with no ceremonies or speeches. Mr. Insull didn't say a word, nor did any politicians.

Mr. Insull is president of the ABC; Ota Gygi, vice president in charge of operations; E. J. Knight, secretary and treasurer; George Roesler, national sales manager; and R. Bruce Robertson, publicity director.

Neal Gordon Keehn, formerly assistant manager and program director of WCLO, Janesville, Wis., has joined the headquarters staff of ABC in Chicago. David F. Crosier, for six years radio director of Pedlar & Ryan Inc., New York, has joined the ABC New York sales staff. John O'Hara has been appointed sports announcer.

Following is the list of stations so far included in the ABC network:

WIND, Gary, Ind.

Wisconsin Group: KFIZ, Fond du Lac; WHBY, Green Bay; WCLO, Janesville; WKBH, La Crosse; WOMT, Manitowoc; WRJN, Racine; WHBL, Sheboygan; WKBB, Dubuque; WDGY, Minneapolis-St. Paul.

Illinois Group: WJBL, Decatur; WCLS, Joliet; WHBF, Rock Island; WTAX, Springfield; WIL, St. Louis.

Indiana Group: WTRC, Elkhart; WEOA, Evansville; WWAE, Hammond; WLBC, Muncie; WBOW, Terre Haute.

Sno-Flake Series

SNO - FLAKE PRODUCTS Co. (shoe cleaner) is using daily programs over seven stations for 13 weeks, promoting its product, a white shoe cleaner sold nationally in 5-and-10 cent stores. The programs are of varied nature. Stations used are: WJR, Detroit; WGAR, Cleveland, WFIL, Philadelphia, KMOX, St. Louis, WMCA, New York, WNAC, Boston. WIND, Gary. Charles A. Mason Adv. Agency, Detroit, handles the account.

Morris Plan Bank Keeps in the Public Ear

By LESLIE E. EDMONDS
President, Morris Plan Co. of Kansas, Wichita

ansas Financial House Watches Its Business Increase s Radio Campaign Keeps It in Touch With the Family



MR. EDMONDS

SO WELL does Mr. Edmonds like the results Morris Plan has obtained from radio in Kansas that he believes an enterprising advertising agency might bring together the scattered, independent Morris Plan units all over the country for a nationwide program. Here is his story of the success one Morris Plan company is enjoying as a result of its broadcasting campaign.

EN after two years, Morris n in Kansas is not prepared to how much radio advertising ans to it. It IS ready to state t since it began the series of ly announcements over KFH, chita, two years ago, its volume been more than quadrupled in sale of its savings certificates doubled in its year-to-repay ns—and its principal competi- has taken up radio advertis- , too!

Morris Plan, with its system of ings and loans, does not fur- h a daily appeal to everybody. n, women and children listening the radio use toothpaste (twice ay, isn't it?), coffee (it's dated, 't it?), soup (it's delightful, 't it?) but the average pros- tive borrower wants a loan only e a year.

In the Public Ear

DVERTISING loans by radio is ne one way by one company and different way by almost every er company. No one is quite reed on the proper method of vertising loan service. Morris an in Kansas believes, however, at it is in the same position as car manufacturer (watch 'em by); the insurance salesman hether of life or casualty); the ilding contractor. Almost every e eventually buys a car. Almost ery one has insurance. Almost ery one wants to buy a home or repair the one he has—and al- st every one wants a loan.

That's why it seems necessary Morris Plan in Kansas to keep nstantly before the public it ves—it is fortunate that the ritory well served by KFH is e very territory that Morris Plan nts to serve—that it is ready that once-a-year demand when- er the prospective borrower is in ed. That's what these daily an- uncements are doing.

It is difficult to compute just how uch of Morris Plan's increased siness has come from radio ad- rtising but I am confident that dio has had so much to do with quadrupled savings account and doubled loan volume that Morris an is putting one-third of its ad- rtising appropriation into radio.

They Heard the Program

NCE this article is written from e standpoint of Morris Plan and belief in radio, it should be itten frankly. For that reason think it necessary to say that orris Plan tried first a 15-min- e feature program once a week; t even by keying it and plugging fts of free book-banks, there was tle response. For two years w, however, without effort or er, there has been an increasing mber of prospective customers o say "I heard about Morris an over the radio".

That doesn't necessarily mean that such customers haven't read of Morris Plan in the newspaper, in the trade magazine, in the various other printed media and has only been reminded of it by radio. It DOES mean that with the background of Morris Plan throughout his reading material he took the 50 to 60 word friendly invitation to call when he was in need of funds or wanted to save money. The customer gets that invitation every day. Perhaps it's the combination that counts.

He gets it in the evening, which is the best time for Morris Plan as I see it, because a Morris Plan loan or a Morris Plan savings account is a family matter (both the husband and wife must sign a Morris Plan note) and the family is apt to be together in the evening. I don't want the announcement made too early. Certainly it must not be made too late. In any event the time for making it must vary with the season. I prefer early evening announcements in the winter and later in the summer.

Morris Plan in Kansas cannot sponsor nationwide programs because of the prohibitive cost coupled with the lack of anything like a reasonable return from the venture. I don't need to say that if Morris Plan were to advocate a nationwide program, I would be one of the first to support it. It so happens, however, that Morris Plan organizations are separate, distinctive and independent and not until some advertising agency gets the group together will we have a national program. In the Southwest, however, every Morris Plan with which I am familiar is using its individual type of radio advertising. At a recent convention there were many expressions of confidence that it was a most important factor in the general effort to see that when once a year a man or woman wants a loan, he comes to Morris Plan.

KFH Personnel Convinced

THERE'S something to radio advertising besides furnishing the printed word for the announcement or the talent for the program. Morris Plan set out on its schedule of broadcasting with only one customer on the KFH staff. Writing the copy and reading the copy appears to have convinced the staff, as well as the listening public, and the Morris Plan loan of savings service is the one to have. In any event most of the staff of the station are with us in one or the other departments, loans or savings—and the staff record is as good as I believe it will say ours has been in the matter of our monthly payments for the service it renders us.

More than that when our programs were first on the air I thought that I detected a certain flatness, a certain monotony in the daily announcements. There were times indeed when I went to the station myself and read these announcements, trying to put into them the humanized effect I want when I listen to the radio, as I do a great deal. When these staff members became Morris Plan customers and friends, the quality of their announcing, so it seemed to me, improved to the point where I have not made a complaint for more than a year. I hear the announcements often myself and I ask that employes of the bank listen and express their varied reactions to the advertising of the service my employes try to render.

Fun From Eddie

SOMETHING else may have prejudiced me in connection with radio advertising. There have been two mentions on programs by Eddie Cantor, which, so far as I have been able to learn, came simply from his idea of a good joke and were not "bought and paid for". Once he said over our station—and by coincidence the Morris Plan announcement was made right after his program—that on the celebration of an anniversary in his stage work, he received a letter saying "We want to give you credit" (signed) "The Morris Plan". Recently, introducing Harry Richman, guest artist on his program, Mr. Cantor referred to "The Morris plan theme song — you know, 'Alone'."

For days after each of these bits of facetiousness, people stopped me on the street, people called me by phone, people mentioned to me in the bank and the papers printed squibs about the Cantor mention of Morris Plan.

No one will ever be able to evaluate with balance sheet accuracy any advertising medium, even if any one medium were used exclusively. If one used only the radio, only the press, only the advertising novelties, he couldn't be sure that "word-of-mouth", after all the best form of advertising when it originates in good will, did not have more to do with sales than the medium he was using. When he doubles, triples and multiplies his medium, he makes it difficult to allocate to any one of them its share in producing business.

Morris Plan in Kansas, however, must give radio credit for a large share of the better business it has enjoyed increasingly these last two years and if business is better in the future, radio will have credit in large part, at least, because I intend to continue, if not to increase, our appropriation for radio advertising.

SUN RAYS IN MICHIGAN AREA

Cereal Concern Uses Radio to Introduce Product and Is Rapidly Expanding Into New Territory

SUN RAY PRODUCTS Co., Grand Rapids (Selex cereal) on WOOD, that city, is sponsoring a series of twice-weekly quarter-hour competitive broadcasts staged by 13 high schools in the Grand Rapids area. The sponsor took over the series shortly after it had been started on a sustaining basis.

Sun Ray, using radio as its basic medium, has successfully introduced its product in Grand Rapids and has since expanded into Muskegon, Lansing and Kalamazoo with the aid of transcriptions. After a summer layoff, Sun Ray will resume radio and spread distribution into Flint, Bay City and Saginaw where it also will use radio.

Commercial copy is sent in advance to the schools in the WOOD series, each being solely responsible for its particular broadcast. Instructions sent to each school provide directions for rehearsals and programming. An hour of rehearsal in the WOOD studios is allowed but the only help given by the studio staff is placement of talent before microphones.

Programs are judged on such points as literary merit, entertainment value, musical or dramatic quality. At the conclusion of the series the winning school will be awarded an RCA radio.

Utility Disc Drive Projected by AMP

"Phenomenon" Series Would Be Under Local Sponsorship



Mr. Malone

PLANS to launch a nationwide spot transcription campaign for local sponsorship by public utilities are under way as an outgrowth of the purchase of all broadcasting rights to the script titled *Phenomenon* by Associated Music Publishers Inc., New York transcription and music licensing firm.

M. E. Tompkins, vice president of AMP, stated April 28 that no definite arrangements had been made covering sponsorship, but that auditions would be held shortly and a sales campaign launched. Many stations, eager to arrange local sponsorship, he asserted, have beseiged AMP for sample transcriptions, and he asserted the probable course would be for local sponsorship by utilities which presumably would place the account through regular agency channels.

Phenomenon, a continuing series of dramatizations of the history of electrification, was first used successfully on KMBC, Kansas City, under local utility sponsorship. The author is Ted Malone, of Kansas City, but radio rights were held by Arthur B. Church, president and general manager of KMBC, who consummated the arrangement with AMP for use of the script nationally. Mr. Malone will handle production of the transcription series for AMP in collaboration with staff assistants, and has been in New York on this mission for some weeks.

Local Sponsorship

IT WAS emphasized that the North American Co., big public utility holding company and parent of AMP, would not itself sponsor *Phenomenon*. There is the possibility that an association of utility companies will foster the project for local sponsorship, although the course of individual local sponsorship seems the likely one.

Plans under consideration by AMP include production of a sufficient number of episodes to make possible placements of 15-minute programs three to five times a week. Assuming that the campaign will become nationwide and utilize some 350 or 400 stations, there might be involved purchase of time running between $1,000,000 and $1,500,000.

Crystallization of the campaign, it was indicated, probably will come within the next ten days as a result of the auditioning of the sample episode now in production before visiting utility executives.

More Bristol-Myers Spots

BRISTOL-MYERS Co., New York (Minit Rub) has started Bob Evans on WGAR, Cleveland, for ten-minute sport talks six nights a week, the latest addition to its spot campaign on WGN, WWJ and KWK. More stations are to be added, particularly in the East. Young & Rubicam Inc., New York, has the account.

CBS Billings Pass $2,000,000 Mark; Red Network Sets NBC Monthly Record

NETWORK radio hit the $2,000,000 mark in gross monthly billings for the first time during March, according to figures released April 22, with CBS attaining an all-time monthly record for any network amounting to $2,172,382. This was an increase of 18.7% over the same month last year as well as an increase over the previous network record, also held by CBS, which was $1,930,512 attained in October, 1935.

The CBS record also gave that network a record for the first quarter of 1936.

The NBC-Red network likewise went into new high ground in March, showing billings totaling $1,913,837, which is 6.1% ahead of the bookings for the same month of 1935 and also the largest month in the history of either the Red or Blue networks. The NBC-Blue network in March grossed $1,122,516, or a loss of 2.8% under the same month last year.

Combined NBC networks during the first quarter of this year totaled $8,423,468 against $8,678,664 during the first three months of 1935, a loss of 2.8%. The CBS total for the first quarter was $5,982,551, an increase of 13.9% over the same quarter last year which aggregated $5,252,963. In the CBS figures the Don Lee network is not included, while in the NBC figures the Pacific Coast bookings are included. Don Lee March billings through CBS were $29,466.

Mutual Broadcasting System also broke new ground for itself during March, reaching a record high of $173,118, and bringing its quarter to $382,902. These figures cover only the four basic outlets.

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1936	% Gain Over 1935	1935	1934	1933
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935

CBS

January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102

NBC-WJZ (Blue)

January	$ 926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572

MBS

January	$157,720	...	.....	.....	.....
February	152,064	...	.....	.....	.....
March	173,118	...	.....	.....	.....

Railroad Study Okehed

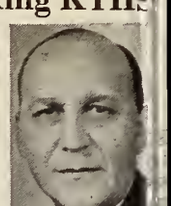
AN ADVERTISING program, presumably embracing an institutional radio campaign, was approved "in principle" by the board of the Association of American Railroads on April 24 in Washington. The association had engaged Arthur Kudner Inc., New York Agency, to undertake a research study. The executive committee of the Association will give further study to the program, and before final approval, will submit it to some 150 member railroads.

McAleer Plans Spots

McALEER MFG. Co., Detroit (auto polish), planning a spot announcement campaign over a large number of stations, has named Holden, Graham & Clark Inc., Detroit, to direct its advertising. Lists have not yet been made up.

WNAC, Boston, on April 24 was granted authority by the FCC to increase its day power from 2,500 to 5,000 watts. It uses 1,000 watts at night.

Zimmerman Is Name By Group Seeking KTH



Mr. Zimmerm

WITH plans underway to secure other stations, including the purchase or lease of KTHS, Hot Springs, the Col. Tom H. Barton interests of El Dorado, Ark. on April 18 engaged G. Edward Zimmerman, assistant manager o the NBC station relations depart ment in New York, as vice presi dent and general manager of a corporation being formed to handl all operations. Mr. Zimmerman i latter April was in Arkansas t start the new concern.

Col. Barton, one of Arkansas most prominent citizens, is presi dent of the Lion Oil Co., publishe of the *Arkansas Farmer* an owner of KARK, Little Rock, an KELD, El Dorado. Mr. Zimmer man is the former manager o KFRC, Houston, who left tha post in May, 1934, to join NBC

NAB Passes Up AFA

THE NAB Commercial Sectio will not hold its customary grou meeting with the Advertising Fed eration of America when the latte organization meets in Boston Jun 28-July 2, it was disclosed April 2 by James W. Baldwin, NAB man aging director. During the las three years the Commercial Sec tion has held a departmental dur ing the AFA conventions for dis cussion of problems of mutual in terest to agencies, advertisers an broadcasters. The decision to fore go the meeting was reached be cause of the proximity of the AF meeting to the NAB annual con vention, to be held in Chicago Jul 6-8.

Atlantic Beer in South

ATLANTIC OLD SOUTH BEE Co., Atlanta, on May 12 starts series of amateur programs o WSM, Nashville, and WROL Knoxville. Auditions are held a WROL Sunday evenings and th winner is sent to Nashville b plane to appear on the WSM WROL program Tuesday nights Rawson-Morrill Inc., Atlanta, i the agency.

NETWORK FIRST QUARTER REVENUES BY CLASSIFICATIONS

	Combined NBC Networks				CBS			
	3 Months—1936		3 Months—1935		3 Months—1936		3 Months—1935	
	Amount	% of total	Amount	% of total	Amount	% of total	Amount	% of tot
Drug	$2,841,116	33.7	$3,214,472	37.2	$1,531,518	25.60	$1,632,410	31.08
Food	2,436,259	28.9	2,921,193	33.8	1,083,138	18.10	880,967	16.77
Petroleum	718,874	8.5	525,722	6.1	489,715	8.18	243,133	4.63
Automotive	627,739	7.5	420,439	4.9	734,597	12.28	748,487	14.25
Laundry Soaps	398,531	4.7	472,209	5.5	241,220	4.03	122,571	2.33
Tobacco	384,708	4.6	225,435	2.6	669,370	11.19	695,191	13.23
Miscellaneous	138,764	1.7	84,675	1.0	143,391	2.40	-------	---
Radio	131,485	1.6	137,402	1.6	179,486	3.	145,496	2.77
Paints	127,016	1.5	3,328	---	34,640	.57	55,602	1.06
Building	109,887	1.3	69,206	.8	-------	----	7,848	.15
Financial	102,886	1.2	164,527	1.9	-------	----	-------	---
Confectionery	94,644	1.1	135,410	1.6	419,060	7.	359,295	6.84
Clothing	67,648	.8	95,948	1.1	-------	----	1,373	.03
Stationery	62,544	.7	-------	---	-------	----	123,747	2.36
Office Equipment	55,856	.6	-------	---	256,300	4.28	52,719	1.
Schools	46,787	.6	3,467	---	-------	----	-------	---
Jewelry	31,220	.4	12,482	.1	-------	----	-------	---
Travel	19,332	.2	16,872	.2	-------	----	1,470	.03
Machinery	19,065	.2	-------	---	36,990	.62	8,494	.16
House Furnishings	11,257	.1	52,234	.6	87,291	1.45	137,113	2.61
Wines, Beers	6,850	.1	78,477	.9	45,465	.80	-------	---
Garden	-------	---	11,856	.1	-------	---	3,845	.07
Shoes	-------	---	-------	---	30,370	.50	33,202	.63
Sporting Goods	-------	---	-------	---	-------	----	-------	---
Total	$8,432,468	100.%	$8,645,354	100.%	$5,982,551	100.%	$5,252,963	100.%

Joint Board Finds Gain in Radio Sets

ANA-AAAA-NAB Committee Issues First Coverage Data And Decides to Issue Local Figures on Ownership

THREE out of every four families in the country possessed radio receiving sets as of Jan. 1, 1936, representing an increase of 6.6% over the distribution as it existed one year earlier.

That is the conclusion of the Joint Committee on Radio Research representing the Association of National Advertisers, National Association of Broadcasters and American Association of Advertising Agencies in its first formal announcement covering steps toward creation of a radio research bureau to audit station coverage data.

Only the bare estimated figure of radio families was made public by the committee. More significant, it decided to go full speed ahead on the radio research bureau plans and designated a subcommittee of five to probe for a man qualified to serve as secretary of the committee, and ostensibly to recommend a plan for auditing radio coverage and listening habits, devise means of financing it, and otherwise formulate plans to bring to fruition the project of making radio coverage data comparable with that in the printed media fields.

The committee placed at 22,869,000 the number of radio families as of Jan. 1, 1936, out of a total of 30,919,300 American homes. This compared to last year's estimate of 21,456,000.

In the statement of conclusions, it was stated also that approximately 4,400,000 sets were sold in the United States by radio manufacturers in 1935, exclusive of domestic sales of automobile radios, which totaled about 1,100,000 during the year.

Of the domestic sales in 1935, the statement said, 32.1% were made to families not previously owning sets. "This meant" said the statement, "an addition of approximately 1,413,000 new radio families during the year.

Local Data Sought

THE committee did not make public the breakdown by states. It concluded that the work of its subcommittee of five, which drafted the figures, should be continued. The subcommittee was re-formed, with L. H. D. Weld, research director of McCann-Erickson Inc., advertising agency, as chairman, and instructed to devise new figures covering state breakdowns, and also breakdowns by counties in each state.

The first report of the subcommittee was regarded as unacceptable to broadcasters because it did not contain the county breakdowns. Mr. Weld was instructed, it is understood, to produce these figures at the earliest possible date. A statement setting forth the manner in which the figure for the country as a whole was produced was made public simultaneously.

The committee action was taken April 22 in New York at a meeting attended by a dozen of the 15 members or their proxies. Most significant was the decision to drive forward with the research bureau plans by appointing the subcommittee to select a full-time secretary. The committee is working on funds pledged by NBC and CBS aggregating $30,000, two-thirds of which was promised by the former company because it has two networks.

Designated by John Benson, president of AAAA, and chairman of the Joint Committee to serve on the subcommittee to select the man for full time employment, were Paul A. West, president, ANA; Frederick C. Gamble, executive secretary, AAAA; Hugh K. Boice, CBS sales vice president; Roy C. Witmer, NBC sales vice president and James W. Baldwin, NAB managing director. This committee is to meet again May 5, it is reported.

In the formal statement issued April 28, Mr. Benson said the Joint Committee was organized to undertake radio research in the interests of advertisers, agencies and broadcasters. "The general policy of the Committee is to approach the many problems that confront it by successive steps," he asserted. "The first effort has been directed toward an estimate of the number and distribution of families owning radio sets on Jan. 1, 1936."

New Estimate Soon

HE BROUGHT out that a preliminary examination of this project indicated that to obtain a complete answer it would probably be necessary to make a very extensive field survey which would have meant delay and heavy expense. The Committee therefore decided, he added, that the interests of all parties concerned would be best served by making the best possible estimate based on existing figures and on additional data that could be gathered in a reasonable length of time. He said the Committee now is at work estimating the number of radio families by counties and these would be issued within a few weeks.

The method used in reaching the 1936 figure also was outlined by Mr. Benson. He explained that as a starting point the committee used an estimate of Jan. 1, 1935 which resulted from a nation-wide survey made by Daniel Starch and Staff for CBS. The figure of sets sold during 1935, he added, was obtained from the radio manufacturing industry, and the estimate on sets which went into new homes was based on returns from questionnaires sent to radio dealers. Of 10,000 letters and questionnaires sent, there were 1,343 usable replies which when applied to the total indicated that 32.1% of retailers' set sales were made to new radio families, or an estimate of 1,413,000 sets for 1935.

Under the heading "comments", Mr. Benson reviewed the CBS survey and pointed to possible errors and shortcomings inherent in such studies. He said, however, that the figures may be accepted as a reasonably approximate estimate of the number of radio families as of Jan. 1935. Families with sets out of order, he added, have not been deducted from the Committee's estimate of total radio families. The Columbia-Starch material for Jan. 1935, indicated that in as many as 10% of all the families visited, the radio sets were out of order. The percentage runs lower in cities and higher in small towns and farming territories. He added:

This would indicate that the net number of sets in use at any one time is less than the Committee's estimated total. On the other hand, improved economic conditions have probably reduced the number of disabled sets during 1935. And for any who feel that the Committee's estimate looks too high, the following facts should also be kept in mind: Slightly more than 10% of the radio families have two or more radio sets (according to the Columbia-Starch estimate for Jan. 1935). There are approximately 3,000,000 auto sets in addition to the estimated total of radio families; although some drug stores, gasoline stations, etc., may have been counted during 1935 as new families buying radios, there are many with radios which are not included; many radio sets known in the trade as 'bootleg' sets were manufactured and sold during 1935 in violation of patent rights, and they likewise are not included; finally radio set sales since Jan. 1, 1936, are increasing month by month the total number of radio homes in the country.

Baseball Magnates Seeking Radio Curb

ON THE THEORY that broadcasts of baseball games, particularly major league games carried by stations in minor league cities, are hurting minor league attendance, Kenesaw Mountain Landis, baseball commissioner, has ordered that all organized baseball clubs make no additional radio commitments this season.

The action was taken following protests from minor league teams, which complained that many fans stay at home to hear broadcasts of major league games rather than attend minor league contests. As a result, organized baseball is expected to make a radical change in rules governing broadcasts, which heretofore have depended largely on wishes of clubowners.

On-the-scene broadcasts of games and telegraphic play-by-play accounts have been in particularly heavy demand by sponsors this year. Broadcasts in major league cities are not affected by the ruling, issued April 28 by Commissioner Landis.

No Change at Present

THE Landis statement follows: "Pending further notice all major and minor leagues and clubs will refrain from making any additional commitments, arrangements or authorizations for radio broadcasts of ball games." The statement was issued after a meeting attended by Ford Frick, National League president; William Harridge, American League president; W. G. Braham, Durham, N. C., president of National Association of Professional Baseball Leagues; George M. Trautman, Columbus, president of American Association and chairman of the national association's executive committee.

Department Setup Of NBC Realigned

ELIMINATION of activities regarded as nonessential and realignments of departments, started early in April by Lenox R. Lohr, NBC president, continued during the last fortnight, with a total of 110 more employes being given notices their services would not be required after May 15.

Between his reorganizing activities, President Lohr is taking time to visit NBC's 14 owned and managed stations, which showed their best incomes in history during the first quarter, to get a first-hand view of station technical and commercial operations. Up to the last week in April he had visited Chicago, Pittsburgh and Schenectady and had also gone to Cincinnati to look over the operations of the Crosley 500,000-watt WLW and WSAI.

Aylesworth Active

INDICATING that he has not altogether severed his connection with NBC and that his position as vice chairman of the NBC board is not merely a nominal one, M. H. Aylesworth, whom Mr. Lohr succeeded as NBC president, was called in last month to "trouble shoot" on several matters, notably the renewal of several big accounts. The former office of Richard C. Patterson, who resigned in March as executive vice president, has been reserved for Mr. Aylesworth, though most of his time is of course occupied with RKO, of which he is board chairman.

More departmental changes are anticipated, though it was not stated when they will be ordered. The shakeup, it was learned, was ordered by David Sarnoff, president of RCA, the NBC parent organization, to improve efficiency and reduce mounting expenses not commensurate with revenues.

In Chicago there were changes in the sales department. Paul McClure became assistant sales manager of the central division, succeeding I. E. Showerman, who has left to take the same post in New York. William L. Weddell, one time sales promotion manager of the central division, who has been out of the organization for some time, has returned as national sales representative.

The NBC Chicago office in latter April followed the example of Radio City in dismissing all hostesses, seven in number, and ordering pages to serve as reception clerks. Walter G. Preston, manager of the newly organized general service department, established the pages into two groups, one to contact callers and the other to continue doing messenger work.

Altogether, 74 hostesses, pages, maids, etc. were eliminated. Other NBC personnel leaving includes John R. Overall, John R. Rafferty, F. L. Stead and Wadsworth Wilbar, all of the sales department; William J. Carley, sales promotion copywriter; Birch de Lappe, purchasing; Pauline Gilder and Dana S. Merriman, program; Benson K. Pratt, Richard K. Bard and Everetta Love, press. Two weeks' advance salary was paid.

Mr. Preston announced addition of Joyce Harris, who becomes assistant head of the general service department, and Charles H. Thurman, placed in charge of the mail-messenger section.

Ford Discs Create Rate Complication

Montana Stations Get National Rate for Big Auto Series

SUPPLEMENTING its network shows, Ford Motor Co. is using its new spot transcription series, scheduled for 13 weeks, on 333 stations, according to an analysis made public April 20 by World Broadcasting System, which recorded the series. They are being placed one, two or three times weekly throughout the country on behalf of Ford dealers by N. W. Ayer & Son Inc. and McCann-Erickson Inc., advertising agencies.

In addition to the WBS discs, NBC *Thesaurus* announced April 21 that it is making for Ayer a series of 13 quarter-hour programs featuring Ferde Grofe, the Bucaneers and Marguerite Howard, soprana. It said these are to be placed by local Ford dealers or branches on local stations. This schedule, according to NBC, will begin about May 4, and, like the WBS series, will be called the *Ford V-Eight Revue.*

Rate complications in certain areas developed in connection with the placement of the campaign, due to efforts to procure local rather than national rates. The Montana Association of Broadcasters found itself in the thick of this controversy, with a number of its stations refusing acceptance of the account at other than national rates. This was upon the conclusion that it was a legitimate national account, and that other spot accounts in the automotive and other fields placed at national rather than retail rates under the standard form of contract, would have to be accorded local rates if the Ford series were accepted on that basis.

The program, titled *The Ford V-8 Revue*, features Happy Hamilton, tenor, the *Do Re Mi Girls Trio*, and the *Ford Rhythm Orchestra.* John Eccles, who appeared on the Sunday afternoon CBS Ford program, and Kenneth Roberts, are the announcers. The commercials are devoted to the V-8, but also emphasize used cars now being sold under a money-back guarantee.

The rate controversy was precipitated in Montana when Ed Craney, manager of KGIR, refused acceptance of the transcriptions at local rates after auditioning them and concluding that they were not designed to advertise the business of the particular local Ford dealer but of Ford dealers everywhere. After communicating with other members of the Montana Association, Mr. Craney announced April 15 that the contract had been placed at regular national rates.

Mr. Craney brought out that if the Ford series were accepted at local rates, then under the AAAA standard contract form it would appear that Chevrolet and other programs placed at national rates would be subject to change and entitled to rebate.

86,000 STAND BY Paid Subscribers to Periodical Of WLS Increasing

NOW in its second year of publication, the weekly periodical *Stand By*, published as a popular radio weekly in the interests of WLS, Chicago, has achieved a circulation of more than 86,000 paid subscribers, all sold through announcements over the station. This is believed to be a record for paid circulation by any publication ever published by a radio station.

The magazine is aimed at radio fans. It runs 16 pages and is edited by Julian Bentley, WLS newscaster, and the WLS staff, with manuscripts accepted from listeners. It carries some advertising chiefly tieing in with WLS radio accounts. The *Prairie Farmer*, agricultural weekly published by Burridge D. Butler, operator of WLS, turns out the magazine in its plant.

Senator Dill Files Plea For Capital 100-Watter



Mr. Dill

FORMER U. S. Senator C. C. Dill of Washington State, now a practicing attorney in Washington, D. C., on April 17 applied for a new 100-watt station on 1310 kc. in Washington, seeking the frequency and power now held by WOL, Washington, which is an applicant for regional status. Senator Dill, who disclosed that the project was a personal venture, made his application conditional upon the grant by the FCC of 1,000 watts on 1230 kc. for WOL, which will be heard before an FCC examiner May 20 on this application.

A previous applicant for 100 watts on 1310 kc., also conditional upon the granting of regional status to WOL, was U. S. Broadcasting Co., headed by William Dolph, manager of WOL and recently appointed campaign radio director of the Democratic National Committee. Senator Dill represented the Monocacy Broadcasting Co., operating WFMD, Frederick, Md., in securing that station and also in securing a grant of 500 watts daytime on 1190 kc. for a new station at Rockville, Md., just outside Washington. The latter grant has been held up by court proceedings pressed by WOL and Senator Dill is no longer representing the Monocacy company, headed by Lawrence Leonard, retired attorney.

Samson-United Spots

SAMSON-UNITED Corp., Rochester (household supplies), is planning a series of 13 one-minute WBS announcements, made by WBS, through Hutchins Adv. Co. Inc., Rochester.

ROI TAN PRESENTS DISC TESTIMONIALS

AMERICAN TOBACCO Co., New York (Roi Tan cigars), placing RCA - Victor disc announcements on about 40 stations in the Mid west and South is using testimonials transcribed in person by well-known movie, radio, and sport personalities.

"I am sure," said Phillip M Forristell, of American Tobacco Co., "that the trade will share our enthusiasm for these programs They are much out of the ordinary and can't help but create good will and new sales for Roi Tan. Briefly this is what we have done: We have taken the Roi Tan slogan, Man to man, smoke Roi Tan!—and have brought it to life by having outstanding celebrities tell the radio audience, man to man, why they smoke Roi Tan cigars.

"Instead of the usual radio announcers reading a commercial in the usual way, the listener will hear the actual voices of the endorsers themselves, deliver personally their remarks about Roi Tan cigars. We are bringing to the 'mike' such news - notables as Richard Barthelmess, Chick Meehan, Clem McCarthy, Vincent Richards, Grantland Rice, Benny Leonard, Jimmy Fox, John B. Kennedy and others.

"To the best of our knowledge, this is the first time in radio history that a series of prominent personalities have been presented thus—with all the natural sincerity and conviction that comes from personal contact."

Lawrence C. Gumbinner Adv., Agency, New York, has the account.

RAY C. ELLIS, of the General Motors engineering staff, will be placed in charge of auto-radio set production in the Kokomo, Ind. radio plant purchased last month by General Motors from the Crosley Radio Corp. to provide its own supply of auto sets.



WKY OPENER UPPERS—When WKY, Oklahoma City, opened its new studios April 13 more than a score of out-of-town advertising agency men were present. They were feted by executives of WKY, owned and operated by the Oklahoma Publishing Co. (*Oklahoman, Times* and *Farmer-Stockman*), and toured the new studios as well as the modern publishing plant. In the group above (left to right), are:

Front row: Ralph Miller, advertising manager, *Farmer-Stockman; O.* C. Brown, advertising manager, *Oklahoman* and *Times;* J. I. Meyerson, manager KLZ, Denver; J. F. Mayer, Street & Finney, New York; L. N. Bush, secretary-treasurer, Blackman Co., New York; Eugene Katz, E. Katz Special Adv. Agency, New York; J. J. Hartigan, vice president, Campbell-Ewald Co., Detroit; Edgar T. Bell, general manager, Oklahoma Publishing Co. and WKY; George McGivern, head, media department, Blackett-Sample-Hummert, Chicago; Elmer W. Froehlich, McManus, John & Adams, Detroit; Robert White, William Esty & Co., New York; Frank Brimm, E. Katz agency, Dallas; B. P. Timothy, national advertising department, *Oklahoman* and *Times.*

Back Row: S. L. Katz, vice president, E. Katz agency, Chicago; P. C. Beatty, Maxon Inc., Detroit; Carl Slater, manager, E. Katz agency, Kansas City; Bill Quinn, KLZ; Herbert Hulsebus, vice president, Stack-Goble Adv. Agency, Chicago; O. B. Bond, Joseph Katz Adv. Co., Baltimore; Allen B. Russell, Potts-Turnbull Adv. Agency, Kansas City; Lowell E. Jackson, E. Katz Agency, Chicago; George May, Batten, Barton, Durstine & Osborn, New York; Max Hacker, Pedlar & Ryan, New York; N. H. Pumpian, Henri, Hurst & McDonald, Chicago; Robert Chapman, national advertising department, *Oklahoman* and *Times;* I. H. MacKenzie, J. Sterling Getchell, Detroit; William Phillips, mechanical superintendent, *Oklahoman* and *Times;* Frank H. Hakewill, Roche, Williams & Cunnyngham, Chicago; Fred Bell, manager, E. Katz Agency, Atlanta; J. B. Woodbury, vice president, R. J. Potts Adv. Agency, Kansas City and F. W. Meyer, KLZ, Denver.

In addition, out-of-town visitors who did not appear in the photograph included Frank E. Mason, NBC vice president; Jack Latham, Young & Rubicam, New York; Curtiss Mitchell, editor of *Radio Guide,* Chicago; James Moroney and Martin Campbell, WFAA, Dallas; Jack Estes, *Dallas News,* and William Gillespie, KTUL, Tulsa.

How Prospects Develop Into Accounts

An Intimate Tale of a Hypothetical Account From Its Conception to the Actual Program Performance

By HUGH K. BOICE
CBS Vice President
in Charge of Sales

THERE'S plenty goes on behind the scenes—as well as behind the microphone—in the critical period between the time a network first discovers a prospect and the appearance of the program on the air. Hugh Boice knows about it, and knows how to tell it, as a perusal of this article will reveal. The article is excerpted from a recent speech which Mr. Boice delivered at a meeting of the Cincinnati Advertisers Club.

ET ME trace the progress of a arely hypothetical account, as it evelops from prospective busiess into a finished program. Suppse this imaginary advertiser has ever had any previous experience ith radio. He has heard about it r a number of years and from a ariety of sources. Glowing stories spectacular successes on one and; pessimistic predictions on ie other. He goes to his agency r facts on the subject. He has ad his fill of opinions.

When a client goes to an agency r information of this kind, the telligent thing for the agency do is to call on the broadcastg company for assistance. It our business, as a broadcasting mpany, to prepare and present ie story of radio. This is the articular business of the sales epartment — with the assistance nd information made available rough the sales promotion and search departments.

What does this prospective and pothetical client want to know? enerally, he wants assurance—ith evidence to support it—that dio is a successful advertising edium; that it is particularly ited to his needs. He wants to ow how many radio sets there e, how frequently they are used, here they are, and how well ie company he is dealing with aches them. He wants informaon concerning the people who sten to radio—how many in each come group, and what kind of rograms they like to hear.

Then he wants evidence to supt the stories he has heard of ccessful radio campaigns. So-nd-so tried radio; So-and-so sells product that is similar in price nd appeal to mine; what results d he have. The answers to all ese questions are assembled by ie research and sales promotion epartments and presented to him -directly or through his agency— the sales department.

Aha! The Contract!

ET US assume that the answers e satisfactory; that he decides use radio as a medium for his dvertising. The next step is the gning of the contract for them. his contract is rather an unusual ocument. I do not think in 20 ears I have ever seen anything st like it in the advertising usiness. It looks more like a ase than an order for advertisg. As a matter of fact it is a ase—a lease on a specific time eriod. It gives the lessee the ght to broadcast a commercial rogram for a specific client in at time period for a definite umber of weeks, and like a real state lease contains the terms and nditions under which this right given. I think it might be inresting to briefly run over some these conditions and the reons for them. As almost without xception our contracts are signed rough advertising agents, the ord "Agency" is used in these provisions instead of "Advertiser."

1. The agency warrants that the broadcasting of his programs will not violate any rights of others.

That hardly needs any explanation. It is necessary of course in order to protect ourselves, the advertiser and the agent from a suit based on an invasion of the right of privacy.

2. The System reserves the right in its discretion and without liability, to omit one or more of the programs contracted for, and to use part of all of the time contracted for, for broadcasts of special events of importance.

Big News Events

WE ENDEAVOR, of course, to see that there is as little interference with a commercial schedule as possible, but there are times when some event is of such outstanding importance to the country as a whole and to the radio audience, that it is necessary for us to withhold the time in order to bring the news, address or sporting event, or whatever it may be, to the public. When this is done a courtesy announcement is always made in favor of the advertiser whose time is taken.

3. Continuity and/or script and/or musical selections for each program shall be prepared, written and broadcast in conformity with regulations and restrictions set forth on the back hereof, which are an integral part of this agreement.

The 4th provision reads as follows:

The System reserves the right to refuse to broadcast any programs which do not in its opinion maintain a quality creditable alike to the System and to the Agency. In the event that in the opinion of the System the continuity, script or musical selections furnished fail to conform with the regulations and restrictions set forth, the System shall have the right without prejudice to any other rights it may also have, to furnish and/or substitute continuity, script or musical selections prepared by its staff members, or to edit the said continuity, script or musical selections.

It may seem to some of you that these are pretty drastic regulations, and I don't believe that I personally have ever seen an order for advertising space in a publication that carried with it quite so many conditions. But you must bear in mind that the very personal nature of this medium, the intimate contact it gives the advertiser with his public, demands that its use be restricted both in the interest of the advertiser and of the public.

Program Standards

IN MAY 1935 CBS set the highest program policy standards ever attempted in American broadcasting, and formally announced them. We were well aware when we did this that it might result—as it did—in the loss of some business, but after nearly a year of operating under these policies, we feel well satisfied, even viewing it from a purely economic basis.

But far beyond the satisfactory economic result is the fact that it fixed the attention of thoughtful people throughout the country on the ability of the privately operated American system of broadcasting to recognize its obligations and meet its opportunities. We could not have had this result if it had not been for the cooperation of the vast majority of advertisers and agents, and I think it speaks volumes for the rightness and fairmindedness of advertising men and advertisers that they, as well as we, were willing to take a long-time view of our industry and cooperate in such measures as we felt would be necessary to best serve the public, and stabilize and perpetuate a broadcasting business. It is true that not all broadcasters have adopted similar policies, but I think it is safe to say that with few exceptions during the past year all have attempted and succeeded in raising their standards.

"Editorial Responsibility"

IN THE provisions on the back of our contract, there is one which reads: "No use of broadcasting time except for direct or indirect advertising of goods or services." This means that we will not sell time for the discussion of public questions such as proposed legislation, or for propaganda purposes of any sort. The reason for this is that we are charged with editorial responsibility for what goes out over its network. We could not escape this responsibility if we would, and would not escape it if we could. In discharge of this responsibility, we will continue to

(*Continued on page 44*)

Food-Drug Measure Ends Hibernation

Word From President Gives It "Must" Legislative Status

LIKE a spector risen from the legislative dead, the Copeland Bill for the rigid regulation of sale and advertising of food, drugs and cosmetics, has bounded into the forefront of the House "must" legislative calendar with an even chance of becoming law before the present session ends.

A word from President Roosevelt to Rep. Sam Rayburn (D-Tex.), chairman of the House Interstate & Foreign Commerce Committee, has revived consideration of the bill after all interested groups had given it up as hopeless in the current session. The subcommittee of the House committee during the week of April 20 held two executive sessions on the bill and planned more of them during the April 27 week, with the likelihood of getting a measure out to the full committee within a fortnight.

Little Opposition

IT HAD BEEN generally concluded that food and drug legislation would become a campaign issue as an appeal to the women of America, and that for this reason administration leaders had purposely avoided pressing for enactment. As a matter of fact, the bill, which passed the Senate last session after two years of Senatorial bickering, had been given no consideration whatever this session until the "go ahead" signal came from administration quarters.

In the form in which it passed the Senate the bill was largely unobjectionable to broadcasting, as well as to other media and to a large number of the manufacturers which would be affected. Only a group of proprietary manufacturers continued in vociferous opposition.

It is understood the subcommittee, headed by Rep. Chapman (D-Ky.), is considering a number of amendments to the bill. Among these are transfer of regulatory authority from the Department of Agriculture to the Federal Trade Commission; creation of an administrative board to provide impartial review of decisions of the regulatory agency with respect to advertising representations; and greater protection in the case of labeling claims.

Assuming the bill is approved by the House committee and reported to the House, it is expected that little opposition will develop in that body. However, the differences in the measure as compared to the one which passed the Senate last session would have to be composed in conference between members of the two houses.

Webster-Eisenlohr News

WEBSTER-EISENLOHR Inc., New York (Henrietta & Girard cigars) on April 20 started Bob Carter over a two station network, WMCA, New York, and WPRO, Providence, 6-6:15 p. m., six days a week, on a 52-week contract. The program, titled *Today's Winners* gives the results of horse races. N. W. Ayer & Son Inc., New York, placed the account.

FCC Likely to Set Precedents On Super-Power and Transfers

WHO Application Set For Hearing With Four Others Pending; KNOX-WNBF Requests Denied

INTENTION of the FCC Broadcast Division to hold formal hearings and create strong legal records on applications for major station moves, notably in such matters as super-power and the purchases and transfer of stations, was made apparent during the last fortnight as the Division had placed before it three more requests for 500,000 watts in addition to the many station transfer deals consummated during the last few months.

While no formal policy has been established, individual members of the Broadcast Division are making it clear that they will scrutinize all such applications more carefully than ever before because of the radical character of the requests in so many cases and because of the large amounts of money involved in the station deals. It proposes to inquire into prices and to establish whether they are consistent with actual value.

At the meeting on May 1, it is understood, consideration was given to assignment of four stations of the Southwest Broadcasting System to Hearst Radio, Inc., but action was deferred. At the same meeting the Division set for hearing the application of WHO, Des Moines, for experimental authority to increase its power to 500,000 watts — the first of the group of super-power applications to be designated.

Fort Wayne Transfer

IT ALSO designated for hearing the application of Westinghouse for assignment of the licenses of WGL, Fort Wayne, Ind., 100 watter to Westinghouse, which it arranged to purchase along with WOWO, part - time clear channel outlet. These actions tendered to confirm the view that all controversial transfers would be designated for hearing.

Denied at the May 1 meeting were the applications of Knox Broadcasting Co., for a new station at Schenectady on 1240 kc., with 1,000 watts, and of WNBF, Binghamton, N. Y., local for the same assignment with 500 watts night, Chairman Prall dissenting. This was the case which provoked the so-called "Willard Hotel Incident" involving allegations of bribery, and which caused a stir in Congress.

Close on the heels of NBC's application for 500,000 watts for WJZ, key of its Blue network, the FCC had before it similar applications from WGN, of the *Chicago Tribune*, and WHAS of the *Louisville Courier-Journal*, and it was clearly indicated that these requests for tenfold power increases would go to hearings before the three division commissioners en banc. In the case of WJZ, at least, such a hearing is being requested.

These two bring to five the number of pending applications for super-power filed practically on the second anniversary of the inauguration of WLW's 500,000 watts of experimental power which the Cincinnati station started using about May 1, 1934. The other applicants are KNX, Hollywood, which CBS is buying from Guy Earl Jr. for approximately $1,250,000, and WHO, Des Moines, which filed for the power increase about a month ago.

Whether CBS, when it takes over KNX, which deal also will be set for a hearing, will retain or drop the station's 500,000 watt application, executives of the network assert they are not in a position to state at the present time. During the last few weeks Herbert Akerberg, CBS station relations manager, has been in Los Angeles and San Francisco looking over the situation there, including the investigation of a probable shift from Don Lee's KFRC in San Francisco to KSFO, Oakland,— San Francisco independent, either on a purchase, lease or affiliation basis.

In recent months very few transfers of ownership of stations have been authorized, the Broadcast Division informally making clear its intention of requiring hearings at least where large amounts of money are involved.

The Hearst applications involve the following amounts: KTSA, San Antonio, $180,000; WACO, Waco, $50,000; KOMO, Oklahoma City, $75,000; KNOW, Austin, $50,000.

The fifth station sold by the Southwest Broadcasting System, while originally under option to Hearst, is KTAT, Fort Worth, which went to Raymond Buck, Fort Worth attorney for the American Airlines, which was original owner of the station, for a price disclosed as $160,000. This transfer will also go to hearing, it is expected. Mr. Buck has stated that he is personally taking over the station as an investment, acting for no other interests.

Pending before the FCC are dozens of other applications for new stations and station transfers, most of which will be heard by examiners of the Commission. Transfers of ownership particularly have been giving the Commission concern in recent months, with multiple ownership by single interests coming to the fore lately more than ever. FCC members have considered and discussed definite rules governing the multiple ownership of stations, taking note especially of newspaper activity in this field in addition to the CBS acquisition of KNX and lease of WEEI, Boston.

Electrolux Discs

ELECTROLUX Co., New York (refrigerators) during the week of April 27 began a new series of transcriptions over 16 stations on a twice weekly daytime schedule. The campaign is to run for 13 weeks and features Carson Robinson and His Buccaroos on WBS quarter-hour discs. Stations include: WGY, WBT, WJAX, WSB, WSM, WWL, WLW, WLS, WCCO, WOW, WDAF, WFAA, WOAI, KOA, KSL, KNX. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

POSTAL ODDITIES
Program Based on Mail Facts Used by 66 Stations

THE hobby of J. B. Trapp, Wichita, Kan., postal clerk, is writing a radio sketch titled *Postal Oddities*. Starting on KFH, Wichita, some seven months ago, Trapp soon had his program on 66 stations, including Yankee Network.

Working after hours, Trapp writes his own script and answers voluminous mail from all parts of the world. In addition he scours hundreds of publications in search of material. Postal facts received from foreign countries are translated for him by school pupils. A cartoon under the same title is run in a postal employes publication, Trapp supplying the material and Ed P. McGlynn, a fellow clerk, doing the drawing. McGlynn also acts as master of ceremonies on the weekly KFH program.

Local chapters of the National Federation of Post Office Clerks stage the program on stations in their locality.

HEALTH PRODUCTS RENEWS FOR YEAR

HEALTH PRODUCTS Corp., New York, on April 24 renewed contracts on *Feen-A-Mint National Amateur Night* for 52 weeks, starting May 17 when existing contracts run out. The show is broadcast over an enlarged MBS network including stations from both the major chains as well as leading independents.

During the first 13 weeks WJJD, Chicago will carry the program. After that it will also be carried by WGN in Chicago through the remainder of the 52 weeks. William Esty & Co., New York, is the agency.

In signing the new contract Gifford Hart, advertising manager of Health Products, said: "Despite the oft repeated predictions of the rapid death of the amateur idea, we can find no evidence of decreasing interest in our show. *Feen-A-Mint National Amateur Night* was the first national amateur radio program and has continuously been on the air for a year and a half. All the evidence which we can get from program popularity surveys, sales check ups and similar data, indicate that our radio program is growing in popularity.

"Perhaps this is due, in part, to the fact that we have always believed that even an amateur show must present adequate talent, and each week we auditioned hundreds of people in all sections of the country in order to find the six or seven performers whom we believe really have something to offer the public. The fact that close to 200 of our amateurs have graduated from our show into professional engagements is an indication of the care we use in selecting and presenting them."

GREEN ISLAND, N. Y. branch of Ford Motor Co. will launch another quarter-hour program on WGY, Schenectady, beginning May 18, six times a week. This program will be heard during the morning hours and will be entitled *Musical Clock*. Two other programs are also being sponsored over this station by the branch office. N. W. Ayer & Son Inc., New York, placed the account.

Hearst Magazines Use New York Net

Nine-Station Hookup Is Formed For Musical Dramatic Series


Mr. Squire

WITH four Hearst magazines as cosponsors of a musical dramatic program titled *March of Events*, a special hookup of nine New York State stations keyed from Hearst Radio's WINS, New York, went into operation April 28 on a weekly basis. The hookup calls for a one-hour program every Tuesday for 26 weeks from 11 a. m. to 12 noon. The first half-hour is sponsored by one of the magazines of the Hearst International Magazine Co. group and the second half hour is sustaining.

The idea of the hookup was first conceived by Burth Squire, WINS manager, who is handling all the details. Mr. Squire, replying to reports that this special hookup contemplated a permanent network to be known as the Empire State Network, was emphatic in asserting that the chain is unnamed and is not to be considered a regular regional net.

The stations in the hookup, in addition to WINS, are WABY Albany; WIBX, Utica; WSYR Syracuse; WMBO, Auburn; WESG, Elmira; WNBF, Binghamton; WBNY, Buffalo, and WSAY Rochester. The latter station is a newly-authorized 100 - watter not yet on the air, but it will join the group as soon as its transmitter is ready, which is expected shortly.

The Hearst periodicals will rotate their sponsorship of the programs. The first show was sponsored by *Good Housekeeping*, the May 3 show will be sponsored by *Cosmopolitan*, and *Harpers Bazaar* and *Pictorial Review* will follow in order. The orchestra is led by Louis Katzman. The dramatizations are versions of stories appearing currently in the sponsoring magazine.

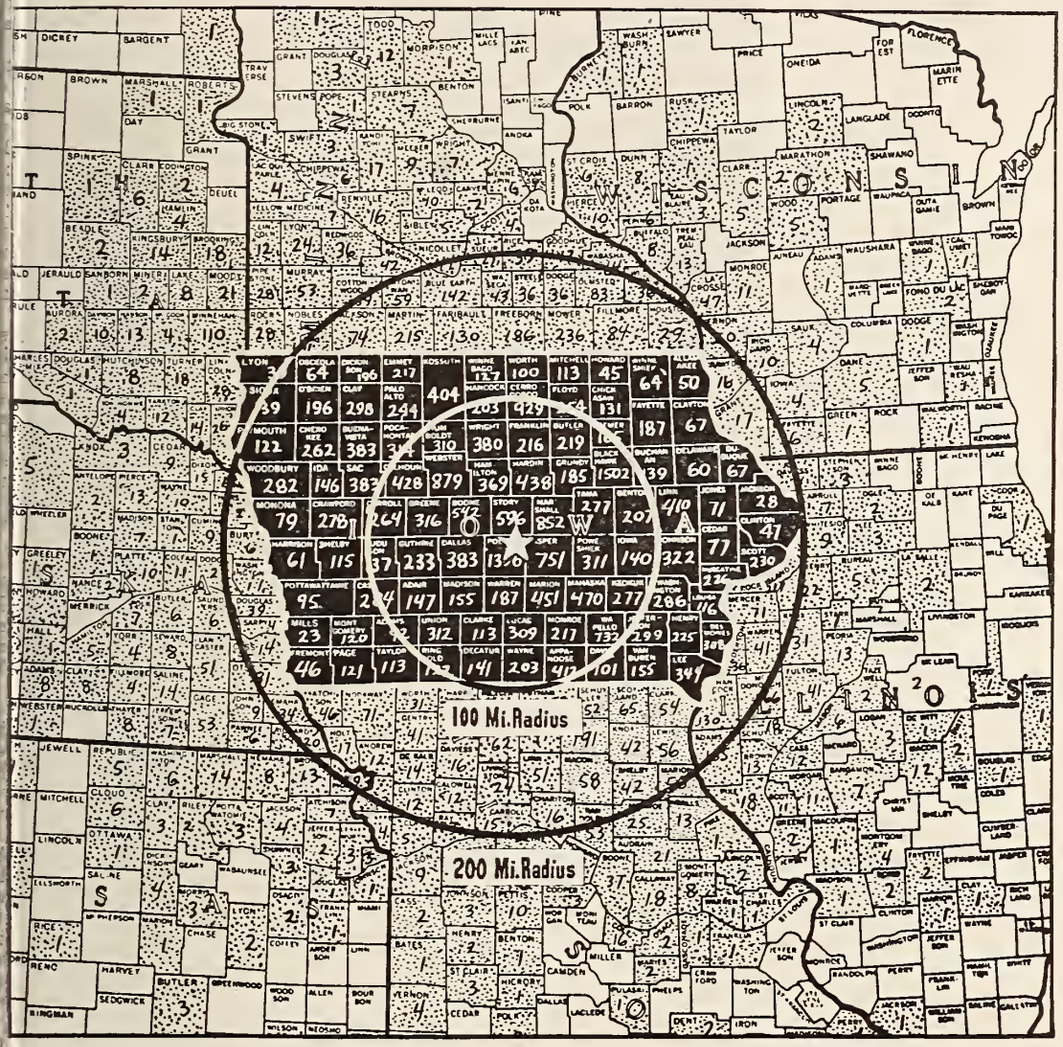
The total cost of the half-hour sponsored period runs $493.38, including station time and line charges. The hookup, it was indicated, will be made available to other advertisers according to time available from the station.

Beverage Campaign

CARL H. SCHULTZ Corp., Brooklyn, N. Y. (Dr. Brown's beverages and artificial mineral waters) on April 15 started a 13-week series of thrice-weekly programs featuring "Uncle Abe" and the Twin-Triangle Club over WEVD, New York, tieing in with an extensive space campaign in all of the Jewish and Anglo-Jewish periodicals in the New York area. According to A. Davis, the company's advertising manager who is handling the campaign, this is the first English radio program ever undertaken to be aimed exclusively at the large Jewish juvenile audience in New York. Club pins and membership cards are offered children.

MABELLE JENNINGS, Washington air columnist, has been signed by CBS for two weekly quarter-hour programs of personality comment.

W-H-O gives the radio advertiser EXTRA DAYTIME VALUE



This map shows it

SHOWING mail response to three broadcasts at 9:30 a. m., this map gives a true picture of the EXTRA VALUE regularly delivered to the advertiser by Station WHO. For, in addition to covering Iowa at one low cost, the 50,000-watt power of WHO delivers a strong signal to listeners throughout the corn belt, who rely on WHO for many of radio's most popular features.

And these facts explain it

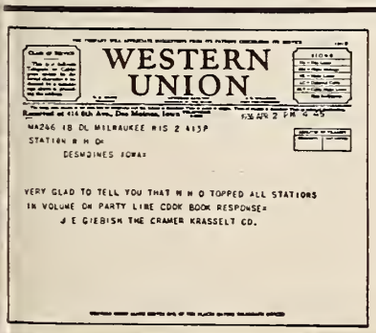
With some stations, a strong signal beyond the primary area would pass unnoticed, because of better service from a network station nearby. But west of Chicago, WHO stands out as the only 50,000-watter on the basic red. Hence, outside its primary, a tremendous audience throughout the middle-west tunes regularly to WHO—EXTRA listeners drawn by WHO's dependable service on Red Network shows—EXTRA listeners held by the consistent character of WHO's entire program schedule—EXTRA listeners whose response has established WHO as an EXTRA VALUE STATION in the records of outstanding radio advertisers.

MAP DATA

PROGRAM—
"Monticello Party Line"—a skit
ADVERTISER—
Dr. Caldwell's Syrup of Pepsin
TIME—
9:30 to 9:45 a. m.—Mon. through Fri.
OFFER—
Free Cook Book, offered Feb. 19-20-21.

RESPONSE RATIOS:
Appanoose County—
1 from every 11 radio homes
Black Hawk County—
1 from every 9 radio homes
Calhoun County—
1 from every 7 radio homes
TOTAL RESPONSE—32,527.

CENTRAL BROADCASTING COMPANY, DES MOINES


WESTERN UNION

MA246 18 DL MILBRAUKEE WIS 2 413P
STATION W H O
DESMOINES IOWA

VERY GLAD TO TELL YOU THAT W H O TOPPED ALL STATIONS IN VOLUME ON PARTY LINE COOK BOOK RESPONSE
J E GIEBISH THE CRAMER KRASSELT CO.

Flash—W-H-O Tops List on Cook Book Response

Just after the copy above had been electrotyped, the accompanying wire (see cut at left) was received from J. E. Giebish of The Cramer Krasselt Co.

Note—Total mail response has since reached 34,030.

Baseball Trophies Will Be Awarded By General Mills

Big Sports Sponsor Seeking to Aid Attendance at Games

TO BOOST baseball attendance in cities where it sponsors baseball broadcasts General Mills Inc., Minneapolis, is offering a trophy to the station building the biggest percentage of increase in paid admissions at ball parks. The trophy is a 56-inch silver cup.

In addition a national announcer's trophy will be awarded to the announcer whose efforts are responsible for bringing the trophy to his station. It is a replica of the grand trophy and stands 14 inches high. Elgin wrist watches will be awarded announcers who build a specified percentage of increase in paid attendance over 1935.

General Mills broadcasts, according to D. D. Davis, president, are designed to be of direct benefit to baseball clubs, stations and the company. Club owners have been notified of the awards and have been asked to submit suggestions on cooperation as well as on the method to be used in determining how increased attendance is to be calculated.

Overcoming Objections

THE PLAN is designed to meet the contention of some club owners that broadcasts tend to cut down attendance at the games. General Mills has greatly expanded its baseball sponsorship this season and now is broadcasting in nearly every major market, says Henry A. Bellows, now General Mills special advertising representative.

Meantime advertisers all over the country have been signing for baseball broadcasts. Among them are Socony-Vacuum Oil Co.; Penn Tobacco Co.; Chicago Cubs, sponsoring resumes of its own games; Atlantic Refining Co.; Studebaker Sales Corp.; Walgreen Co.; Phillips Petroleum Co.; Texas Oil Co.; Peoples Drug Stores; Coca Cola Co.; Sears Roebuck Co.; Minneapolis Brewing Co.; Southern Oil Co. of New York; Sun Oil Co.; Tide Water Oil Co.; Goodrich Silvertown Stores; Firestone Tire & Rubber Co.; Perfect Oil Corp.; Pennsylvania Oil Co.; Falstaff Brewing Co.; Kellogg Co.; Wagner Brewing Co.; Wadhams Oil Co.

Play-by-play broadcasts of home games are being sponsored over KELD, El Dorado, Ark., by several local merchants. F. E. Bolls, KELD manager, says broadcasts have been instrumental in boosting attendance at local sports events.

Store's $150,000 Campaign

MORRIS B. SACHS, owner of a men's and women's apparel store at 66th and Halsted Streets, Chicago, on April 26 started a one-hour program, 5-6 p. m. EST, and will run for 52 weeks on WENR. It is the principle feature of a year's broadcasting campaign to cost $150,000, in Chicago only. Schwimmer & Scott, Chicago, is the agency. Gene Arnold will be master of ceremonies. This is said to be the largest sum ever invested in purely local broadcasting by an individual advertiser.

Dramatic Economic Discs Of Brookings Institution Accepted by 21 Stations

TWENTY-ONE stations as of May 1 had accepted the series of dramatized transcriptions dealing with America's economic problems offered as an educational feature by the Brookings Institution, non-commercial research organization of Washington, according to Vernon F. Lyon, in charge of radio at Brookings. Four programs have thus far been recorded by Radio & Film Methods Corp.

Each program represents a meeting of the board of directors of the mythical "All-American Corporation", who discuss the problems confronting all business today. According to Mr. Lyon, the technique of presentation has elicited favorable comment from program managers and listeners alike. One station, said Mr. Lyon, announced the series by letter to the community's leading business men and had an announcement made in the classes of several local universities.

Stations handling the programs as of May 1 are: WOW, Omaha; WOI, Ames, Ia.; WREN, Lawrence, Kas.; KFAB, Lincoln; WCAU, Philadelphia; WHA, Madison; WLBL, Stevens Point, Wis.; KGU, Honolulu; W1XAL, Boston; WHO, Des Moines; KGIR, Butte; WNYC, New York; KSL, Salt Lake City; KSD, St. Louis; WQAM, Miami; KOL, Seattle; WEBC, Duluth; KWSC, Pullman; WMAL, Washington; WOSU, Columbus; WMC, Memphis.

FCC Spurs Drive On Border Stations

A NEW campaign by the Federal government against so-called renegade "border stations" has been launched by the FCC, and already has resulted in the grand jury indictment of Norman Baker, erstwhile Muscatine, Ia. broadcaster, who operates XENT, at Neuvo Laredo, Mexico, across the border from Laredo, Tex.

The Federal grand jury at Laredo on April 20 indicted Baker and two alleged fortune-tellers utilizing his station on charges of violation of two provisions of radio law. Indicted along with Baker were a "Dr. E. R. Rood" and one "Dr. Richardson", who also are identified with Baker's cancer hospital staff.

The indictments alleged violation of Section 325-B of the Communications Act on charges that Baker did not have a permit to maintain a radio studio in the United States and that he did not have FCC permission to manufacture mechanical reproductions and transport them outside the country. It was contended that he broadcast through XENT by remote control from the states, and also shipped transcriptions across the border. Maj. A. V. Dalrymple, FCC attorney working under George B. Porter, assistant general counsel for broadcasting, handled the prosecution in Laredo.

Presumably Baker will be brought before the Federal District Court in Laredo for trial at the term next fall, along with his two associates. XENT broadcasts with a quoted power of 50,000 watts on a mid-channel which has been causing serious interference with United States stations.

CBS ART AWARDS
Art Directors Club Pays Honor To Photos, Booklet





TO CBS went three major awards for excellence in advertising art last month when the Art Directors Club, opening its anniversary exhibition in New York April 16, picked two of its photographic illustrations and one of its booklets among the best in the exhibition. The distinctions, honoring the artists, were also a tribute to the CBS promotion department and Harry O'Brien, CBS art director.

The Art Directors Club medal for the best photographic illustration was awarded to Anton Bruehl's photograph of an African drummer used in Columbia's advertisement "Black Magic . . . and White" which appeared in the Dec. 1 issue of BROADCASTING. For the best photographic illustration in trade publications, the award for distinctive merit went to the "mask and laurel" sketch prepared by Sam Berman-Banker and Burkett W. Gianninote, which was used in Columbia's "Awards" advertisement which appeared in the March 1 issue of BROADCASTING.

Best booklet in the exhibition was the CBS brochure announcing the addition of WJR, Detroit, to its network.

Niagara Hudson Discs

NIAGARA HUDSON POWER Corp., New York (coke) is using 39 one-minute WBS transcription announcements, three times a week, for 13 weeks on WGY, WSYR, WFBL, WGR, WBEN. Batten, Barton, Durstine & Osborn Inc., New York, placed the account. Niagara Hudson also uses transcription programs in its territory to promote power service.

WAAW ASSIGNMENT PLEA DISCONTINUED

WHILE attorneys were engaged in controversy over KGBZ, York, Neb., under purchase option to the *Omaha World-Herald* interests but ordered deleted by the FCC as of May 8 due to alleged unsatisfactory program service and financial responsibility of its present operator George R. Miller, the *Omaha World-Herald* on April 24 secured a dismissal without prejudice by the FCC of its application for voluntary assignment of WAAW 500-watt daytime station owned by the Omaha Grain Exchange.

KGBZ and WAAW were the only two remaining stations of the group of four in Nebraska with which the newspaper had entered into purchase arrangements, the others being WJAG, Norfolk, and KMMJ, Clay Center. About a month ago the options on the Norfolk and Clay Center stations were dropped. It is expected the newspaper will also drop its option on KGBZ, thus terminating the Nebraska Broadcasting Co., its radio subsidiary.

KGBZ's counsel, Elmer Pratt has filed a motion with the FCC to secure a rehearing before May 8 on its order to eliminate the station and turn its half time over to KMA, Shenandoah, Ia., with which it shared the 930 kc. channel. A counter petition was filed by James Hanley, former radio commissioner and counsel for KMA. In the event of an FCC finding sustaining its original decision ordering the station off the air, it was indicated that KGBZ will appeal to the courts.

Remington Rand Adds WOR to Five Star Final

REMINGTON RAND Inc., Buffalo, (typewriters) April 20, added WOR, New York, to the WMCA-Inter-City Group stations broadcasting *Five Star Final* since March 30. With the addition of WOR, the program shifted to the 8-8:15 p. m. spot for the Monday to Friday broadcast. WOR will not broadcast the Sunday night 9-9:30 p. m. program, but WMCA and the Inter-City Group will continue to carry it as in the past. The program is signed at WOR for 49 weeks to make it coincide with the 52-week contract with Inter-City signed in March. On the first Monday in each month, for an unannounced reason, the program will be heard at 9:30-9:45 p. m. The broadcast will continue to originate from WMCA and be piped to Inter-City and WOR. The account was placed direct.

Remington Rand has signed for quarter-hour INS news broadcast before and after all games of the Newark Bears, International League, on WINS, New York. Account placed direct.

WALTER J. PRESTON, until recently manager of KSO and KRNT, Des Moines, has been appointed national sales manager of WIND, Gary, Ind., according to an announcement April 18 by Ralph L. Atlass, president. Mr. Preston formerly was program manager of WBBM, Chicago, and afterward became sales manager of WINS, New York, leaving that post to join the Iowa Broadcasting System.

KNX Sale, Renewal Face Joint Hearing

Medical Program Citations to Be Heard With Transfer Plea

WITH the filing April 27 of the application for assignment of the license of KNX, Los Angeles, to CBS, it was indicated that the FCC would consider jointly the renewal of the present license of the station, which was cited for alleged program transgressions, along with the agreement reached by which CBS would purchase KNX for a price in the neighborhood of $1,300,000.

Reopening of the hearing on the KNX renewal is considered the likely course, at which time the Broadcast Division also would go into the proposed transfer of station ownership. The hearing probably will be set for some time within the next month or six weeks.

Cited because of allegedly questionable medical program broadcasts, KNX for several months has been operating under a temporary license. More than two-dozen medical program citations were leveled against the station at hearings held last fall. At the same time the FCC held hearings on renewal applications of WTMJ, Milwaukee, and KFRC, San Francisco. The licenses of the latter two stations were renewed on a regular basis April 14 by the Broadcast Division.

Cited for Marmola

ALL THREE of the stations were cited primarily because of the acceptance of continuity covering an anti-fat remedy known as "Marmola". The case against KNX, however, was broadened to encompass a long line of remedies. In renewing the licenses of the other two stations the FCC made no mention of KNX.

The KNX sale to CBS, arranged two months ago, is contingent upon renewal of the KNX license on a regular basis, and, of course, upon approval by the FCC of the transfer.

Assuming that the KNX renewal case will be reopened, the FCC plan probably will be to call before it the owners of the station to ascertain whether the programs and accounts against which complaints were made have been removed. If they have, then the license presumably will be renewed and the FCC then would be in position to consider the transfer of ownership from Guy C. Earl Jr. and Naylor Rogers to CBS. Thus, the assignment would be combined with the renewal hearing, since the FCC has adopted the practice of getting into the details of all important changes in station ownership.

5 Kw. Test Continues

WOW, Omaha, which has been operating for several months with 5,000 watts power both day and night on an experimental basis insofar as the night power is concerned, on April 24 was granted another extension of the authority until May 31. Under regulations maximum night power on regional channels is 1,000 watts, but the FCC authorized 5,000-watt operation on a test basis to determine its efficacy.

QUINTS AS MILK SALESMEN

Dionnes Both Consume and Promote Carnation Milk; Sponsor Finds Radio Effective Medium

By NORMAN W. GREGG
Erwin Wasey & Co. Ltd., Chicago



Mr. Roberts

WITH the approach of the second birthday, May 28, of the world-famous Dionne quintuplets, interest in what these little Canadian sisters are eating and wearing and playing with once more takes an upward trend. In the field of radio, Carnation Milk Co., Milwaukee and Toronto, continues to be the only ether advertiser to use the quintuplets consistently as an advertising theme.

Since the girls were five months old, the use of Carnation Milk in their diet has been continuous. In a recent broadcast of the Carnation *Contented Hour* (Mondays, 10 p. m., NBC-Red), it was announced that they had consumed well over 2,500 large cans of this evaporated milk.

Confidence in Radio

THE Carnation *Contented Hour* has been broadcast without a break for more than five years. Tying in scientific baby feeding with the universal interest aroused by the Dionnes furnished a logical basis for its radio-program advertising.

"The fact that we have been on the air continuously for more than five years should show our confidence in radio advertising," said Stanley D. Roberts, advertising manager of Carnation Milk Co. It dovetails nicely with our advertising in other media and satisfactorily accomplishes the job we have set for it. Our product is primarily of interest to housewives and mothers and our program reaches a maximum number of these at an impressionable hour. This is substantiated by a consistent volume of fan mail, by requests for literature and by the sale of our cook books."

The *Contented Hour* is a home type of program of music of a popular and semi-classical nature. One well-known radio critic recently described it as "the kind of program you like to tune in when you have donned comfortable slippers, settled back in your easy chair and lighted your favorite pipe". Inaugurated in Chicago in 1931, with 26 NBC stations, outlets have been increased until now the *Contented Hour* is heard over 55 stations in the United States and Canada.

The major elements of the program have remained intact. Morgan L. Eastman, who conducts the largest orchestra broadcasting from Chicago was the original director and still occupies the podium. The Carnation quartet has been with the *Contented Hour* from the beginning.

Not long after the program's inception, the contralto voice of a Lullaby Lady was introduced for a special "children's spot" and this feature has been retained. Another feature is a "contentment spot" in which the sponsors pay tribute to famous men and events whose anniversaries are coincident with the date of the program. In the past two years, guest stars of various magnitudes have been introduced. Among the most notable of these are Amelita Galli-Curci, Richard Bonelli and Gladys Swarthout.

Fr. Coughlin to Resume Radio Series in Autumn

WITH the termination of Father Coughlin's fall and winter broadcast series on April 26, it was disclosed that he will resume his independent hookup on or about Oct. 20, or practically on the eve of the national elections. The Coughlin network cost him approximately $210,000 for lines and station time during the last six months.

Father Coughlin's National Union for Social Justice, which the Detroit radio priest was promoting over his independent Sunday afternoon 45-minute hookup, had total receipts of $101,060 and expenditures of $96,388 during the period from Jan. 1 to Feb. 20, 1936, according to its accounting filed with the Clerk of the House of Representatives in Washington as required under the corrupt practices law. Of the receipts, $76,692 was a loan from the Radio League of the Little Flower, and major expenditures were $46,686 to E. W. Hellwig & Co., New York agency handling the hookup, and $8,083 to WJR, Detroit.

ASSOCIATED OIL Co., San Francisco, big sports broadcaster, on April 18 sponsored on the NBC Pacific Blue network a broadcast of the California-Washington crew race, keyed from KJR, Seattle.

WJAY Ghost Reporter Defies Gangsters' Bomb In Civic Cleanup Program

UNDAUNTED by threats of reprisals, which already have taken form in the bombing last month of the home of its owner, WJAY, Cleveland, on April 20 brought its *Ghost Reporter* back on the air to continue his "constructive discussions" of civic problems. Monroe F. Rubin, operator of WJAY, and his wife and three children narrowly escaped injury and possible death the morning of April 9 when a bomb exploded on the front porch of their Cleveland home, undoubtedly planted there by local racketeers.

The anonymous *Ghost Reporter* quit broadcasting immediately after the incident, but on April 20 Mrs. Edythe Fern Melrose, WJAY manager, brought him back on the air to continue his talks from an undisclosed remote control point. Said Mrs. Melrose:

"The *Ghost* will reveal situations detrimental to the welfare of the city and the welfare of citizens without being malicious. Rather than demand of city officials that steps be taken to correct bad civic conditions, the *Ghost* will make recommendations. Light, spicy gossip will also be included in the program. He will call the attention of listeners to good work by civic-minded persons who help advance Cleveland civicly."

Mr. Rubin's home was bombed three weeks after the station's *Ghost Reporter* went on the air in hollow tones revealing the inside of gambling, racketeering and vice in the city. By asking listeners to flood the office of the police chief with telephone calls demanding a cleanup of obscene literature on the newstands, the *Ghost* claimed credit for half-filling the central police station's property room with filthy magazines. When he began revealing the workings of slot-machines and bookie-joints rings, members of WJAY staff received numerous threatening telephone calls. Gamblers stopped at the home of one of WJAY's staff members and warned him that "we're nice boys but we don't stand for any monkey business", and asked him to pass the word along to the *Ghost Reporter*. Following the bombing, the *Ghost* announced that he was leaving the air "rather than endanger the lives of innocent children".

GEBHARDT CHILI POWDER Co., San Antonio, has completed more than ten consecutive years on WOAI, San Antonio.



DRINKERS AND SELLERS — The Dionnes, as Carnation would have you know, are big consumers of its irradiated milk. Here they are, doing a bit of promotion for their sponsor.

The Buffalo Times

A BUFFALO NEWSPAPER FOR BUFFALONIANS

WEATHER: Snow, probably heavy, this afternoon and tonight. Tomorrow partly cloudy. Slightly colder tonight.

SCRIPPS—HOWARD | 53RD YEAR, NO. 163—IN TWO SECTIONS—SECTION ONE | TUESDAY EVENING, MARCH 17, 1936 | Phone: Cleveland 5600

SPORTS FINAL
Latest Racing Results
PRICE TWO CENTS

SNOW PARALYZES CITY

Arena Collapse May End Hockey Here

SKATING CARNIVAL LEAGUE PLAYOFF GAMES CANCELLED

Frank B. Baird Understood to Be Reluctant to Replace Structure Damaged by Snow

Collapse of the Peace Bridge Arena roof today beneath tons of drifted snow cancelled local playoff games in the International Hockey League and the two-day carnival of the Buffalo Skating Club.

The collapse caused damage of $25,000 and may mean an end of professional ice hockey for Buffalo. Frank B. Baird Sr., owner of the building, was understood to be reluctant to replace the structure and no other is now available.

No one was hurt when the entire roof crashed under the weight of eight to 10 feet of snow.

Several employes were in the front office and members of the team were gathering for a scheduled practice session. The roof caved in about 9 a. m. Had the players been a minutes earlier they could not [illegible] falling girders and

FIRST COUGHLIN SHRINE BURNED

Priest Watches as Original "Little Flower" Is Lost in Flames

Auto Demolished by Tons of Snow Which Collapsed Arena's Roof



Here is an automobile which was parked outside the Peace Bridge Arena in Fort Erie when part of the roof and front wall collapsed [illegible] buried in brick, mortar and snow. No one was in the machine, no one

15-INCH BLANKET BREAKS RECORD, HALTS TRAFFIC

Work Started on Clearing Downtown as Council Votes $25,000 Funds

NO LETUP IS IN SIGHT

Elmwood Music Hall Ordered Vacated, Broadway Auditorium Use Is Banned by Stranahan

Paralyzed by a record-smashing blanket of snow, more than 15 inches deep, Buffalo late today saw no respite as Weatherman James H. Spencer predicted more for tonight. The fall reached 15 inches deep shortly after 4 p. m.

Elmwood Music Hall, where the Buffalo Hobby Show is going on, was ordered vacated soon after the roof of the Peace Bridge Arena at Ft. Erie caved in, inspiring fear the roof of the ancient auditorium might also collapse. One wa[illegible] the snow.

Broadway Auditorium will no[illegible]

[illegible] RACE [illegible]LTS | *Exhibition Baseball* | LATE NEWS FLASH [illegible]

TUESDAY morning, March 17th, Buffalonians awoke to the heaviest snow in the history of the weather bureau with no indication of a letup. Thousands of cars were abandoned in the streets. Employees trudged five and six miles through the deepening drifts to reach offices and shops. Street car lines, and bus lines discontinued service. At the height of the evening rush hour Buffalo was without a single street car or bus. Cab companies closed their switchboards and refused to accept calls. Hotels were filled to overflowing with stranded workers unable to find transportation. Traffic was at a complete standstill. Buffalo was paralyzed by the worst snowstorm in history.

EARLY Tuesday the switchboard at BBC was swamped with calls from secretaries of clubs, lodges, church organizations, theaters asking for radio announcement of cancelled activities. More than three hundred courtesy announcements were broadcast notifying listeners that schools had closed, that all social activity had been suspended, that transportation was demoralized.

WGR

OWNED AND OPERATED BY BUFFALO

REPRESENTED BY FREE &

But 10,000 People braved blizzard for BBC GULF SHOW

THE show *had* to go on! Bottle and Beetle had arrived in Buffalo from New York. A 200-voice chorus had been gaged. Three dance orchestras had been contracted. The 74th Armory had been filled with chairs. Gulf stations had stributed thirty thousand tickets. The show *had* to go on -and BBC put it on.

each courtesy announcement was broadcast notifying lis-ners of cancelled social activities they were reminded that e gala hour-long broadcast that evening had *not* been can-lled. Special announcements were made on both WGR and KBW. Street car officials were contacted and special bus rvice was promised from population points to the scene the broadcast. City officials were called and parking space as cleared.

uffalo was paralyzed—snowed-in—but BBC took ten thousand eople out of their homes on the night of the worst snow-orm in history! BBC's ability to act quickly, to meet an nergency with typical BBC initiative took the show that *uldn't* go across and *made* it go big!

et that same BBC initiative do a job, a real radio job, for ou. It can.

WKBW

BROADCASTING CORPORATION
LEININGER, INC.

REPRODUCED FROM BUFFALO TIMES MARCH 18, 1936

CROWD BRAVES STORM TO HEAR HYGRADE SHOW

Don Wilson Estimates 10,000 Attended Broadcast From 174th Armory

NOTED STARS ON PROGRAM

Gertrude Lutzi, Billie Richmond, Ward Wilton, Three Treys Appear

By OVIATT McCONNELL
Times Staff Writer

If you didn't rush out today and buy some of that Good Gulf Gasoline, it means that the radio waves have lost their charm, or else that there's a lot of snow and you don't really care for gasoline today.

Anyway, it was plugged for fair last night when the Hygrade Petroleum Corp, put on its gala radio broadcast in the 174th Infantry Armory, with a notable aggregation of big names of radio and plenty of local talent, making the air lanes hum with that mixture of music, gags and commercial suggestion which radio audiences accept with pleasure.

It was part of Hygrade's announcement that it has espoused Gulf activities locally (after having divorced Shell) adding 17 Gulf stations and 140 Gulf dealers to its own group of 78 Hygrade stations and more than 300 dealers in Western New York.

Big Turnout Despite Weather

You understand that such announcements as this, however interesting they may be in themselves to the trade, must be made palatable for general consumption, and this was ably accomplished as the Big Broadcast went out over the air waves from the armory, while a crowd looked and listened and applauded in the big auditorium.

It was a remarkable audience, considering the weather. There were no street cars. There were no taxicabs. Those who had the temerity to drive their own cars really wished they hadn't. Most of that audience walked.

A great pie-shaped section of seats on the main floor of the big hall was filled and the better parts of the gallery were filled. Don Wilson, the comedian-announcer of the Jack Benny programs, told the radio audience there were 10,000 persons in the hall. There may have been all of that.

Impressive Show

It was an impressive show for those who came ... stay at the

List of Cities Affected by Daylight Saving Time . . . . . .

DAYLIGHT saving time is being observed this year by a large number of cities, the period for the most part extending from 2 a. m. April 26 to 2 a. m. Sept. 27. The attached list of cities using daylight saving time has been compiled by the Merchant's Association of New York.

CONNECTICUT

Has no State law providing for Daylight Saving observance. The State law making it an offense to show other than Eastern Standard Time on clocks or time pieces publicly displayed has been repealed. Daylight Saving will be observed in 1936 in the following places:

Ansonia	Manchester	Rockville
Bethel	Meriden	S. Manchester
Bridgeport	Middletown	S. Norwalk
Bristol	Milford	Southington
Danbury	Naugatuck	Stamford
Danielson	New Britain	Torrington
Darien	New Haven	Wallingford
Derby	New London	Waterbury
Greenwich	New Milford	Watertown
Hartford	Norwalk	Willimantic
Killingley	Norwich	Winsted

DELAWARE

Bellevue	Naaman	Ruthvy
Claymont	Newark	Stanton
Edge Moor	New Castle	Wilmington
Holly Oak	Newport	

GEORGIA

Albany Americus
Atlanta and surrounding towns

IDAHO

Burke	Kellogg	Wallace

ILLINOIS

Chicago adopted Eastern Standard Time on March 1, 1936, by virtue of a City Ordinance. Although the change in time has not been officially approved by the Interstate Commerce Commission, it is expected that Chicago and its suburbs will henceforth observe Eastern Standard Time the year 'round.

The following cities, towns and villages have adopted similar ordinances providing for observance of Eastern Standard Time, effective March 1, 1936:

Brookfield	Hinsdale	Northbrook
Chicago Ridge	Homewood	Orland Park
Deerfield	La Grange	Palos Park
Dolton	Lake Forest	River Grove
D'n'ers Grove	Lansing	Riverside
Elmhurst	Lemont	Round Lake
Evergr'n P'k	Libertyville	South Holland
Flossmoor	Lisle	W. Springs
Franklin P'k	Mannheim	W. L. Forest
Glencoe	Matteson	Wilmette
Glenview	Maywood	Winnetka
Harvey	Morton Grove	Zion
Hillside	Naperville	

Daylight Saving will be observed in the following Illinois communities for the period April 26-September 27, except where otherwise noted:

Ashburn	Elmwood P'k	Mt. Greenw'd
Aurora	Eola	Oak Lawn
Barrington	Evanston [3]	Ontarioville
Bartlett	Fox Lake	Rondout
Belmont	Glenwood	Roselle
Bensenville [5]	Golf	St. Charles
Berwyn [1]	Grays Lake	Spaulding
Blue Island	Highland P'k [4]	Steger
Broadview	Hines	Techny
Chicago Hts.[2]	Hollywood	Thornton
Chicago Lawn	Ingleside	Waukegan [5]
Cicero	Itasca	West Dundee
Cl'r'nd'n Hills	Joliet	Westmont
Cloverdale	Kensington	Wheaton [1]
Clyde	Lake Bluff [1]	Wooddale
Congress P'k	La Vergne	Woodstock
Crete	Long Lake	Worth
Des Plaines	Medinah	
Elgin	Morton Park	

[1] March 1-October 1. [2] March 17-November 1. [3] March 1-November 1. [4] March 2-November 15. [5] March 8-September 27.

MAINE

Auburn	Hallowell	Poland
Augusta	Kennebunk	Portland
Bangor	Lewiston	Readfield
Bar Harbor	Lincoln	Richmond
Bath	Lisbon	Rockland
Bowdoinham	Lisbon Falls	Rumford
Brunswick	Liv'rm're Falls	Skowhegan
Bucksport	Madison	Thomaston
Calais	Mechanic Falls	Warren
Canton	Monmouth	Waterville
C'm'b'rl'd Mills	Newport Junct.	Westbrook
Danville Junct.	Norridgewock	Wilton
Deering Junct.	North Berwick	Winslow
Dixfield	North Jay	Winthrop
East Newport	Oakland	Woodfords
Eastport	Ogunquit	Woodland
Fairfield	Old O'ch'd B'ch	Woolwich
Farmington	Old Town	Yarmouth
Freeport	Orono	Y'k Harbor
Gardiner	Pittsfield	

NEW YORK

Accord	Great Neck	Philmont
Albany	Greendale	Phoenicia
Alden	Green Island	Piermont
Altamont	Greenlawn	Pine Hill
Amenia	Greenport	Plandome
Amityville	Greenwich	Plattsburgh
Amsterdam	Hadley	Pleasantville
Angola	Haines Falls	Point O'W'ds
Asharoken	Hampt'nb'gh	Port Chester
Athol Sp'gs	Harmon	Port Jefferson
Ardsley	Harrison	Port Jervis
Athens	Hartsdale	Port Wash.
Babylon	H'st'gs-on-Hd	Poughk'psie
Baldwin	Haverstraw	Pulvers
Ballston Spa	Hawthorne	Purchase
Bay Shore	Hempstead	Q'ens V'l'ge
Bayville	Herkimer	Quogue
Beacon	Hewlett	Ravena
Bedford	Highland	Rensselaer
Bellmore	Highl'd Falls	Rhinebeck
Bellport	Hillsdale	Rhinecliff
Berlin	Hollis	Richm'd Hill
Big Moose	Hoosick	Riverhead
Bloomingb'g	Hoosick Falls	Riverside
Blue Point	Hudson	R'kv'l Center
Bolton	Hudson Falls	Rome
Bowm'sv'le	Hunter	Roosevelt
Brainard	Huntington	Roscoe
Brewster	Hurley	Rosendale
Braircliff M'r	Hyde Park	Roslyn
Bronxville	Ilion	Round Lake
Brooklyn	Irvington	Rye
Buffalo	Islip	Sag Harbor
Burnside	Jamaica	St. Johnsv'le
Burt	Jamestown	St. Josephs
Buskirk	Jericho	Saranac Lake
Cairo	Johnsonville	Saratoga Sp'g
C'mpb'll Hall	Johnstown	Saugerties
Cambridge	Katonah	Sayville
Canajoharie	Kerhonkson	Scarborough
C'l't'n-on-Hd'n	Kingston	Scarsdale
Catskill	Kyserike	Schenectady
Cedarhurst	Lake George	Schroon Lake
C't'r M'riches	Lake Mahopac	Schuylerville
Centerport	Lake Placid	Sea Cliff
Chappaqua	Lake View	Seaford
Chautauqua	Lancaster	Selkirk
Chatham	Larchmont	Shandaken
Chestertown	Lawrence	Slingerlands
Clarence	Liberty	Smithtown
Clark Mills	Lindenhurst	Southampton
Claverack	Little Falls	Southold
Clinton	Lloyd Harbor	Sp'gfi'd G'd'n
Coeymans	Lockport	Spring Glen
Cohoes	Long Beach	Sp'g Valley
Cold Sp. Hbr	Locust Valley	Staatsburg
Commack	Long Isl. City	Standish
Congers	Luzon	Stuyvesant
Copake	Lynbrook	Suffern
Corinth	Lyon M'ntain	Summitville
Cornwall	Malone	Syosset
Cottekill	Malverne	Tannersville
Craryville	Mamaroneck	Tarrytown
Crystal Run	Manhasset	Tivoli
Croton on Hd.	Marcy	Tonawanda
Delmar	Massapequa	Troy
Depew	Mech'nicv'le	Tuckahoe
Derby	Mellenville	Tuxedo
Dobbs Ferry	Melrose	Utica
Dolgeville	Merrick	Valhalla
Dover Plains	Middletown	Valley Falls
E. Aurora	Middleville	Valley Stream
E. Clarence	Millbrook	Van Hoesen
E.Greenbush	Millerton	Voorheesville
E. Hampton	Mineola	Walden
E. Northport	Mohawk	Wallkill
Elizabethtown	Monroe	Walloomsac
Ellenville	Monticello	Wantagh
Elmsford	Montrose	Wap'gers Falls
Esopus	Mount Kisco	Warrensburg
Fair Oaks	Mt. Vernon	Warwick
Farmingdale	Mount'n Dale	Wassaic
Far Rock'w'y	Napanoch	Watervliet
Ferndale	Newburgh	Wawarsing
Firthcliffe	New Hartf'd	Wemple
Fl'schmanns	New Lebanon	Wende
Floral Park	New Paltz	West Athens
Flushing	Newton Hook	Westbury
Fonda	New Rochelle	W. Hampton
Forest Hills	New York	West Hurley
Fort Edward	Niagara Falls	Westmoreland
Fort Plain	Niverville	West Point
Fort Salonga	Northport	W. Waterford
Frankfort	N. Tonaw'da	Whitehall
Fr'klin Sprgs.	Northville	White Plains
Freeport	Nyack	Whitesboro
Garden City	Oriskany	Williamsville
Gardiner	Ossining	Wingdale
Gasport	Oyster Bay	Winterton
Ghent	Palatine Br.	Woodbury
Glen, The	Parksville	Woodhaven
Glen Cove	Patchogue	Woodmere
Glens Falls	Pawling	Woodridge
Gloversville	Peekskill	Woodstock
Goshen	Pelham	Wurtsboro
Gowanda	Pelham Manor	Yonkers
Granville	Phillipsport	

In Rochester, where a referendum resulted in a small majority in favor of standard time, many industrial concerns alter their schedules so as to give employes the benefits of Daylight Saving.

MASSACHUSETTS

Observance required by State law.

MICHIGAN

Practically every community in the entire State now follows Eastern Standard Time the year 'round.

MINNESOTA

Minneapolis: Unofficial observance in business establishments.

NEW HAMPSHIRE

Has a State law, similar to that of Connecticut, prohibiting the observance of other than Eastern Standard Time.

Notwithstanding this law, the following cities and towns are reported as planning to observe Daylight Saving by starting the working day in industrial establishments, stores and offices one hour earlier during the period from April 28 to September 29:

Bartlett	Lakeport	Portsmouth
Berlin	Lincoln	Raymond
Concord	Manchester	Salem
Derry	Nashua	Seabrook
Franklin	Newton	Westville
Hooksett	Penacook	Wilton
Laconia	Plaistow	Windham

NEW JERSEY

Asbury Park	Hackettstown	Pitman
Atlantic City	Haddonfield	Plainfield
Atl. Highl'nds	Ham'nton	Pleasantville
Barnegat City	Harrison	P't Pleasant
Bayonne	Hasbr'k H'g'ts	Princeton
Belleville	Hawthorne	Rahway
Belmar	Highlands	Raritan
Bloomfield	Hightstown	Red Bank
Bernardsville	Hoboken	Ridgewood
Boonton	Irvington	Riverton
Bordentown	Jersey City	Roosevelt
Bound Brook	Kearney	Roselle
Bradley Beach	Keyport	Rumson
Bridgeton	Lakehurst	Rutherford
Burlington	Lakewood	Seabright
Butler	Lamb'tville	Sea Isle City
Caldwell	Lodi	Secaucus
Camden	Long Branch	Somerville
Cape May	Lyndhurst	SouthAmboy
Carlstadt	Madison	South Orange
Carteret	Manasquan	Sp'g L'ke B'h
Chatham	Milltown	Summit
Collingswood	Millville	Sussex
Cranbury	Monm'th B'h	Swedesboro
Cranford	Montclair	Tenafly
Dover	Morristown	Toms River
East Orange	Netcong	Trenton
Egg H'b'r C'y	Newark	Tuckerton
Elizabeth	N. Brunswick	Union
Elmer	N. Bergen	Vineland
Englewood	Nutley	Weehawken
Fairhaven	Ocean City	Westfield
Flemington	Ocean Grove	W. New Y'k
Fort Lee	Orange	W. Orange
Freehold	Park Ridge	Wildwood
Garfield	Passaic	Williamst'n
Glassboro	Paterson	Woodbridge
Glen Ridge	Penns G've	Woodbury
Gloucester	Perth A'b'y	Wrightst'n
Hackensack		

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission; a few small towns located near the Indiana State line follow Central Standard time.

PENNSYLVANIA

Aliquippa	Ellwood City	Paoli
Allentown	Erie [1]	Parkesburg
Ambler	Fallstown	Pen Argyle
Ambridge	Gap	Philadelphia
Analomink	Glen Loch	Phoenixville
Atglen	Greenville	Pittsburgh
Bangor	Hamburg	Pocono Sum.
Bath	Henryv'le [2]	Pomeroy
Beaver	Homestead	Pottstown
Beaver Falls	Jenkintown	Quakertown
Bethlehem	Johnstown	Reading
Birdsboro	Kittaning	Rochester
Braddock	Lancaster	Royersford
Bristol	Langhorne	Schwenksville
Carnegie	Lansdale	Scranton
Catasauqua	Lehighton	Sewickley
Chester	Malvern	Slatington
Christiana	Marcus Hook	Spring City
Coatesville	McKeesport	Stockertown
Conshohocken	McKee's R'ks	Stroudsburg
Coraopolis	Media	Swarthmore
Cresco	Monaca	Tarentum
Danielsville	Mt. Pocono	Thorndale
Del. Water G.	Mountville	Trainer
Downingtown	Nazareth	Wayne
Doylestown	New Bright'n	Wernersville
Dravosburg	New Hope	West Chester
Easton	Newtown	W. Pittsburgh
E. Pittsb'gh	Norristown	West Willow
Eddystone	Northampton	Whitford
Elizabeth	Palmerton	Wind Gap

[1] During June, July and August.
[2] During July and August.

RHODE ISLAND

Entire State

VERMONT

Bennington South Shaftsbury
Burlington

TERRITORY OF HAWAII

Honolulu and throughout Territory.

INDIANA

Connersville	Hobart [1]	New Carlisle
Crown Point	Ind. Harbor	Richmond
Elkhart	Kendallville	Rome City
Fort Wayne	Lagrange	South Bend
Gary	La Porte	Valparaiso
Goshen	Mich. City	Whiting [1]
Hammond	Mishawaka	

[1] In March, 1936, began to observe Eastern Standard Time the year 'round.

CANADA

Amherst, N. S.	Napanee, Ont.
Aurora, Ont.	June 28-Aug. 30
Beauharnois, Que.	Niagara Falls, Ont.
Bowmanville, Ont.	Oakville, Ont.
Brampton, Ont.	Orillia, Ont.
Burlington, Ont.	Oshawa, Ont.
May 3-Sept. 15	Ottawa, Ont.
Chicoutimi, Que.	PortArthur, Ont.
May 2-Sept. 26	E.S.T. all year
Coaticook, Que.	Port Colborne, Ont.
Cobourg, Ont.	Port Hope, Ont.
May 18-Sept. 19	June 1-Sept. 8
Cooksville, Ont.	Quebec, Que.
Cornwall, Ont.	Regina, Sask.
Cowansville, Que.	C.S.T. all year
Danville, Que.	Richmond, Que.
June 11-Sept. 30	St. Catharines, Ont.
Dolbeau, Que.	St. Jerome, Que.
Drummondville, Que.	Saint John, N. B.
Dunnville, Ont.	St. Johns, Que.
Erindale, Ont.	St. Lambert, Que.
Estevan, Sask.	Sh'winig'n Falls, Que.
C.S.T. all year	Sherbrooke, Que.
Farnham, Que.	Sorel, Que.
Fort Erie, Ont.	Speedwell, Ont.
Fort William, Ont.	Sudbury, Ont.
Gananoque, Ont.	June 8-Sept. 6
Granby, Que.	Thorold, Ont.
Grand Mere, Que.	May 31-Sept. 7
Guelph, Ont.	Three Rivers, Que.
May 10-Sept. 7	Timiskaming, Que.
Halifax, N. S.	Toronto, Ont.
May 30-Sept. 13	Trenton, N. S.
Hamilton, Ont.	Valleyfield, Que.
May 2-Sept. 12	Verdun, Que.
Hawkesbury, Ont.	Victoriaville, Que.
Hull, Que.	Waterloo, Que.
Kingston, Ont.	Welland, Ont.
Lachute, Que.	Westmount, Que.
Leaside, Ont.	Weston, Ont.
Levis, Que.	Weyburn, Sask.
Magog, Que.	May 1-Aug. 31
Matane	Whitby, Ont.
Metis Beach	Yorkton, Sask.
Moncton, N. B.	C.S.T. all year
Montreal, Que.	

IN EUROPE

The following European countries will observe Daylight Saving in 1936 during the respective periods indicated:

Great Britain and Northern Ireland from April 19 to October 4.
France, from March 28 to October 4.
Belgium, from April 19 to October 4.
The Netherlands, from May 15 to October 3.
Portugal, from March 29 to October 4

SOUTH AMERICA

Daylight Saving will be observed in the Argentine from November 30, 1936, for six months.

Network Program Shifts On Daylight Saving Time

WITH the introduction of daylight saving time on April 26, the following network programs have shifted their broadcast time. The entire schedules shifted to daylight time when the change was made, the listings thus remaining the same with the exception of the programs listed here:

CBS

Pet Milk Sales Corp., St. Louis (canned milk) to Tues., Thurs., 12:15-12:30 p. m. Originates KMOX and is not heard in New York.

A. S. Boyle Co., New York (Old English floor wax) to Tues., 8-8:30 p. m. with rebroadcast 12:30 a. m.

Atlantic Refining Co., Philadelphia (petroleum products) to Sat., 7:30-8 p. m.

Continental Baking Co., New York (Wonder bread) Mon. thru Friday, rebroadcasts shifted to 11:15 p. m.

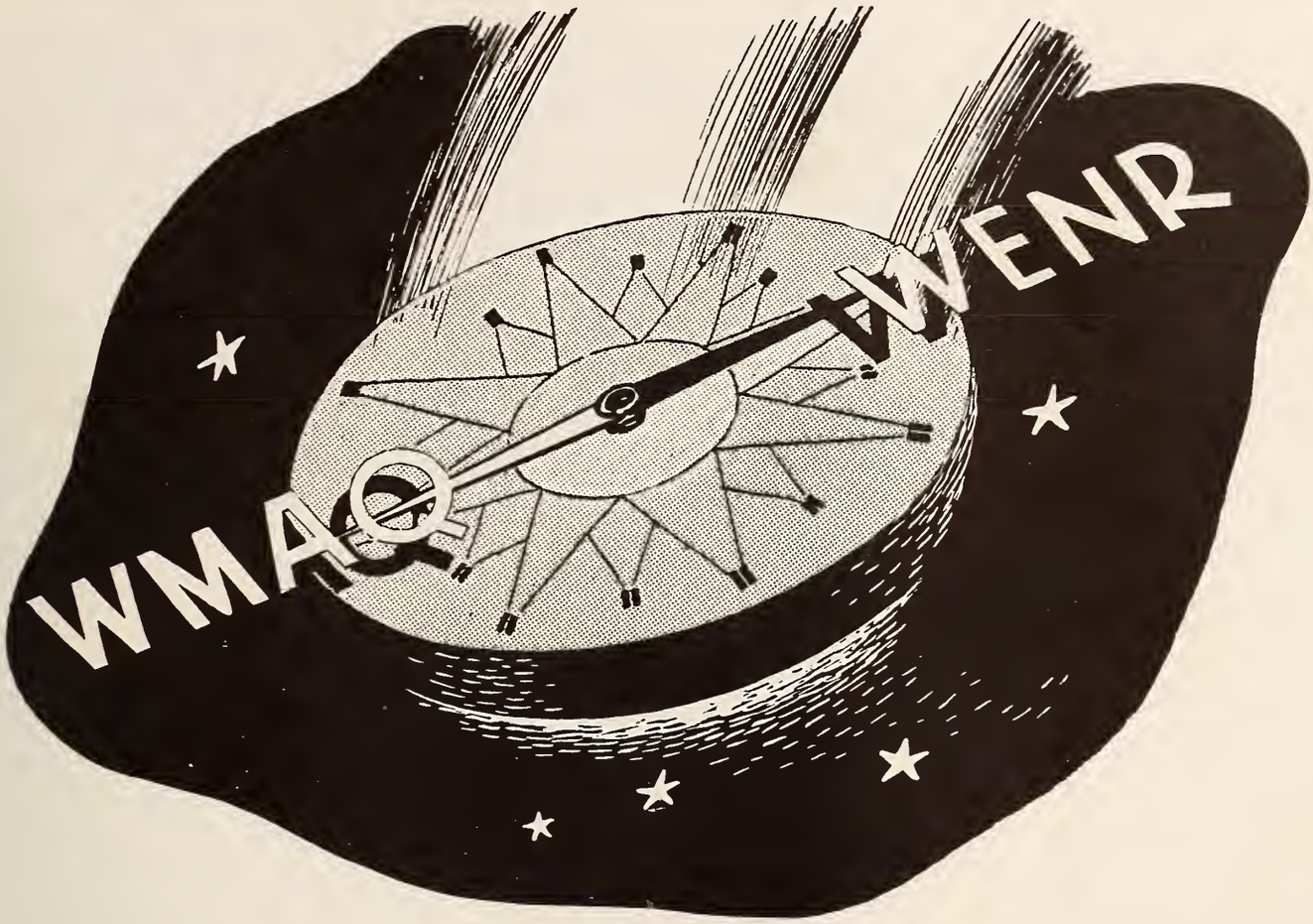
Fels & Co., Philadelphia (Fels-Naptha soap) to Tues., Thurs., 12:15-12:30 p. m. (WABC, WCAU only).

NBC

Macfadden Publications Inc., New York (True Story magazine) to Fridays, rebroadcast shifted to 12:30 p. m.-1 a. m.

MBS

Lady Esther Co., Chicago (cosmetics) to Sun. 6:30-7 p. m., over WGN, CKLW, WFIL, WCAE, WBAL, WLW.



POINTING TO GREATER SALES

Prime movers of merchandise, WENR and WMAQ have pointed the way to greater sales to many an advertiser in America's second market. Either station reaches, attracts and influences a major portion of the tremendous purchasing power in this rich territory. Let us point out to you how they do it.

WENR
50,000 WATTS
NBC Blue Network

WMAQ
50,000 WATTS
NBC Red Network

CHICAGO

Two of NBC's Managed and Operated Stations

Merchandising Notes

Pictures at the Door—C'mon in!—Attention Druggists—Appearing for Fels—Elgin's "America First"

MILLS BAKING Co., Detroit subsidiary of the Continental Baking Co., is making a house delivery of fan mail pictures of Ann Worth, heroine of their radio scrip show, *Ann Worth, Housewife*, broadcast five days weekly on WXYZ, Detroit, and the Michigan Network. The Mills Baking Co. provides house delivery of its products and the drivers make the picture presentation in response to letters written in by the radio listeners to *Ann Worth, Housewife*.

The build-up on the give-away was started recently in the theme of the story, Ann Worth entering her picture in a national magazine's contest for the perfect housewife and winning first prize. The announcer informs the radio audience that they may have an autographed picture upon written request. Several thousand requests came in the first week. Canadian listeners, and others off the routes of the Mills bakegoods deliverymen received their photos by mail.

* * *

DURING the first quarter of 1936, WOR, Newark, received 873,347 pieces of listener mail, 89.9% of all the mail received in 1935, which totaled 971,405. In 1934, WOR handled 537,719 pieces and in 1933, 710,692.

The increase in audience mail is traced to the station's increase to 50,000 watts, granted in the spring of 1935.

For the first week in April the ten top mail "getters" were:

Proctor & Gamble (Oxydol)	13,282
Vim Electric Co.	3,578
American Washing Machine	3,154
Purity Bakeries Corp.	2,205
Gordon Baking Co.	1,814
Ex-Lax	1,569
Bathasweet	1,517
Martha Deane (participation)	1,402
Illinois Meat Co.	1,215
Uncle Don (children's hour)	1,199

The total of all fan mail for the week was 37,694, compared with 24,876 the same week in 1935; 15,758 in 1934; 27,186 in 1933.

The leader of the above list, Proctor & Gamble, was offering a special premium and each listener had to send in 10 cents and a label from a package of Oxydol to obtain the premium. Most of the other mail was in response to free samples or other types of offers.

* * *

SPECIALIZED surveys to determine the program preferences of doctors, lawyers, school teachers, clerks, laborers, housewives, boys and girls, and adolescents, have been started by Leo Col, merchandising director of WMT, Waterloo, Ia. The material will be used as a basis upon which programs for WMT will be built and sold for specific audiences.

* * *

KMBC, Kansas City, has issued a colored folder titled *C'mon in!* to promote its early morning farm program. It is well illustrated and contains an insert exploiting KMBC coverage. Attached is a business reply card offering information on the program.

WOAI, San Antonio, sends a list of its drug-sponsored programs each month to druggists in the trading area. Included is information on contests, promotional work and special offers. During the week of May 4 Sommers Drug Stores of San Antonio are holding a Sommers-WOAI-Radio Week, featuring products advertised on the station. Window displays and counter decorations promote these products and newspaper advertising features radio artists and WOAI-Sommers tieins.

Recently WOAI obtained permission to take photographs in several public schools. "How many of you have heard the radio program called the *Texas Rangers*," groups of children were asked. The response was almost unanimous in every case. Kellogg Co. sponsors the program, with N. W. Ayer & Son Inc. as the agency.

* * *

CBS has published a neatly illustrated and quick reading brochure on the success of Ward Baking Co.'s *Scoop Ward* merchandising, which included a club in which 700,000 adolescents had enrolled in 13 weeks, with requests coming in at the rate of 12,500 a day.

"Sales have increased considerably and indications are that the good will and increased business which this program has brought us will be permanent," the sponsor is quoted as saying. A sample continuity is included in the brochure.

* * *

TO PROMOTE their spring and summer enrollment, the Miami (O.) Jacobs Business College is carrying a series of 18 spot announcements over WHIO, Dayton. Copy for announcements is written by the present students at the school, with the best copy receiving $10 as prize. Judges will be WHIO officials and best 18 spots of 30 words each will be used in the campaign.

TIDE WATER OIL Co., New York (Veedol) is making a "we foot the bill" offer over the five stations included in its spot campaign in Tide Water territory, offering to replace the Veedol oil put into the crankcase with any other make of oil after a period of ten days if the purchaser is dissatisfied.

Motorists who try out the money-back offer must obtain from their Veedol dealer a sales slip as proof of purchase. If they wish to have the Veedol oil drained after the trial period and replaced with another brand the sales slips are forwarded to the New York office of the oil company. The offer is being advertised on the air only. Lennen & Mitchell Inc., New York, is the agency, also handling Old Gold cigarettes and Woodbury soap money-back offers.

* * *

FELS & Co., Philadelphia (Fels Naptha soap), is sending its broadcast team of Tom, Dick and Harry to cities on its special MBS hook-up for personal appearances. The two-fold purpose of the promotional plan is to publicize the broadcast team and advertise the product.

Starting the tour in Cleveland, where the program is broadcast on WGAR, the team appeared before civic clubs, food and drug distributors groups and hospitals. The itinerary of the Fels group includes Chicago, Cincinnati, Newark and New England. Young & Rubicam Inc., New York, is the agency.

* * *

WRC and WMAL, Washington, are "naturals", Vincent F. Callahan, commercial manager, wants advertisers to know. To convince them he has mailed a promotion folder with two dice attached. The dice add to 7. Title of the promotion piece is *From 7 to 11 It's a Natural*, referring of course to 7 a. m. and 11 p. m.

* * *

ABOUT everything in the way of data about Texas can be found in the *Texas Almanac*, 1936 edition, just published by A. H. Bello Corp., Dallas. Considerable information on the Texas Centennial is contained in the current edition. The Almanac was first published in 1857.



PROFESSOR AN EDITOR—As head of "Kaltenmeyer's Kindergarten", sponsored on an NBC-Red network by Quaker Oats Co., Prof. August Kaltenmeyer (Bruce Kamman) has become editor of the Kaltenmeyer Kindergarten Kazette, which has issued its Vol. I No. 1 edition. The account is handled by Lord & Thomas, Chicago.

DEALER display copy and colo pages for five magazines are bein furnished by the J. Walter Thomp son Co., Chicago, for the Elgin Na tional Watch Co., in connectio with its offer of $10,000 in prize in a radio "America First" con test being promoted over 48 sta tions for high school and prepara tory school students.

Twenty chaperoned two-wee tours to Yellowstone or Glacie National Parks will be given t that many boys and girls in th contest, which also contemplate the distribution of 50 watches an $1,000 in cash awards. Contestant are asked to write not more tha 30 words on "Why Buy Americ First".

President F. X. A. Eble, of th Elgin Watch Co., says the com pany is a member of the Made i America Club, of New York, an this effort is the most widesprea yet attempted.

* * *

ENOCH MORGAN'S SONS Co New York (Sapolio), which ha just started on an NBC-Blue ne work with its *Spotless Town Ga zette*, mentions chain stores carry ing its line and offers a plasko utility box free to listeners send ing in the top of a Sapolio powde can or sales slip. The campaign placed by Maxon Inc., Detroit, re vives the series of Spotless Tow jingles, a household name at th turn of the century.

* * *

THE 500th broadcast of the *Lon Ranger* dramatic series was ob served in April, the thrice-weekl period having made its bow o WXYZ, Detroit, on Jan. 30, 193 Since November of that year Gor don Baking Co., Detroit (Silve Cup bread) has been sponsorin the series, now broadcast o WXYZ, Michigan and Mutual net works, and WSPD, Toledo. Th feature is said to have establishe a record for half-hour broadcast in one series.

* * *

TITLED *Have You Heard This On* a new promotion series by CB presents thumb-mail success sto ies of CBS advertisers. The sto ies are mimeographed on a small sized letterhead. At the bottom i this printed message: "If you hav just heard one . . . about Columbi popularity or features, coverag etc. and etc. . . . send it in or te it to the advertising and sales pro motion department. It will b circulated on one of these sheet to everybody interested and wi help accumulate an informal scrap book of good stories we all shoul know."

* * *

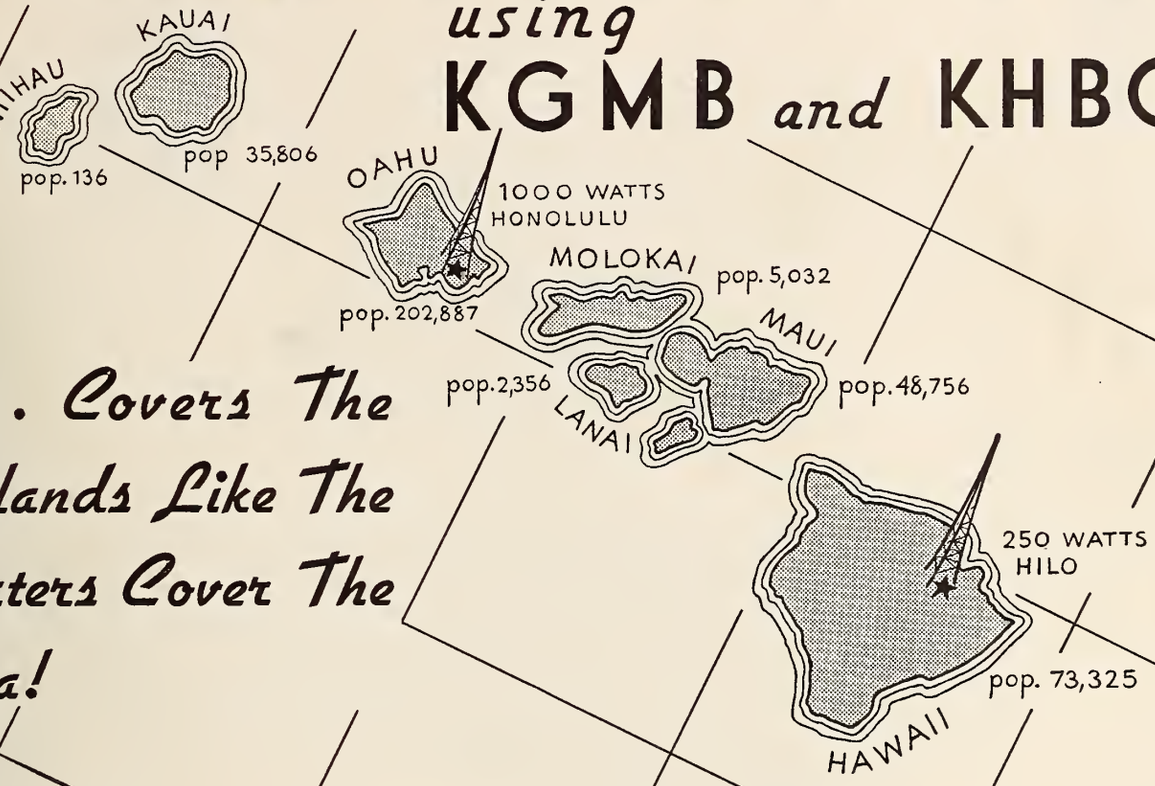
RADIO listeners who open a thrif account or make a loan throug the Modern Industrial Bank, Ne York, will be the guest of Gabrie Heatter for a four-hour tou through the NBC studios. The pro gram is heard over the NBC-Blu every Sat. and Sun., 5:45-6 p. m The response from the first air an nouncement was so encouragin that the bank will continue the of fer indefinitely.

* * *

THE telephone desk of WGAR Cleveland, has been equipped wit a filing index containing names o all clients using the station as wel as places selling their products Hundreds of calls have been re ceived from listeners since th service was installed, according t John Patt, WGAR manager.

HONOLULU BROADCASTING CO., LTD.

using KGMB and KHBC . . .



.... Covers The Islands Like The Waters Cover The Sea!

Hawaii Is American

Two thirds of population are American Citizens

Standard of Living Is American

68% of homes have radios
33% of homes have telephones
78% of homes have electric meters
70 Million Dollars worth of Products from Mainland United States enter Hawaiian Island homes annually

English Is the Universal Language

English is spoken and understood by over 90% of the population and has been the language of the schools since 1812.

Radio Is The Universal Voice

To reach the 69,048 modern homes in the Islands—

By printed word—it is necessary to use all of the eight English language papers as well as 31 foreign language and dialect newspapers and magazines published in the Islands, while—

By spoken word—it is only necessary to use The Honolulu Broadcasting Co., Ltd.'s Affiliated Stations KGMB, Honolulu and KHBC, Hilo, as shown on the map above

HONOLULU BROADCASTING CO., LTD. ☆

KGMB
HONOLULU, OAHU

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. · CHICAGO, 228 N. LaSALLE ST

KHBC
HILO, HAWAII

THIS HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST.. *IT PAYS!*



INSPECTION — Lenox R. Lohr, NBC president, and Chester H. Lang, G. E. advertising manager in charge of WGY, discuss new G. E. metal tube while Lohr visits Schenectady on one of his tours of NBC owned and managed stations.

Want to Listen!

A UNIQUE departure in radio audition invitations has been devised by John Black, New York author, journalist and lecturer. On April 22 he mailed to some 500 advertising executives, station heads, retail and other commercial captains a regular printed invitation requesting the pleasure of their presence at their radios on April 25 to hear his broadcast *Getting Ready for Forty* over WNYC, New York. Bringing out that the program is available for "commercial engagements", the invitation said the program was the fifth in a series titled *Keeping Young After Forty.*

Repeal of Davis Zone Classification Passes Senate and Awaits House Action

REPEAL of the restrictive Davis Amendment to the Radio Law, which limits allocations of broadcasting facilities to zone quotas based on population rather than sound engineering principles, awaits only House approval to become law. The Senate without a dissenting vote eliminated the provision and approved a return to the old law on April 24, after the FCC had recommended this action.

The bill now goes immediately to the House where it will be referred to the Interstate & Foreign Commerce Committee. There is no known opposition to the bill and Chairman Rayburn (D-Tex.), in charge of the bill, has informed BROADCASTING he saw nothing that might block its passage at an early date. The measure then would go to the President for signature.

Always on the Spot

THE Davis Amendment has been the most controverted piece of legislation in radio history. It was placed in the law in 1928, and in 1932 the old Radio Commission set up the so-called quota system, under which specific quotas of radio facilities were set aside for each of the five radio zones and for each state within the zone according to population. While not rigidly adhered to either by the Radio Commission or by the FCC, the effect of the law has been to limit allocations of stations, power and time on the air in the wide open spaces of the West which could accommodate them because of the population limitations.

The Amendment, it is felt, served a useful purpose originally, but had been outmoded for several years. For the last four years Congress has been asked at each session to repeal the provision and permit a return to the old law under which the FCC would not be restricted to allocations according to quota. The new provision of law, as passed by the Senate, would read:

"In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same."

The practical effect of elimination of the Davis amendment, it is believed, will be improved broadcasting facilities for many stations, especially those in the local and part-time classifications. This would result, it is felt, under judicious administration of the provision.

Most likely to benefit will be those areas of the West and Midwest, restricted because of sparsity of population, but which technically can accommodate increased facilities. The present quota system automatically would be dissolved and the arbitrary classification of the country into five radio zones disproportionate in size, but practically the same in population, also would be terminated.

Technical Barriers

HOWEVER, it is pointed out that there are few places in the country where new stations can be fitted in without violating technical regulations. Thus, it is felt, there will be no wholesale licensing of new stations but rather improvements in the status of existing stations if the law is administered by the FCC with care and discretion. Some local stations may develop into regional status, while part-time stations, heretofore prevented because of quota restrictions, may blossom into full time outlets.

Even more significant, should all these transpire during the months, would be the possible augmenting of existing limited networks like MBS and Inter-City with such stations of increased status. NBC and CBS also might be interested here and there. Networks have been loath to add 100-watters and more or less scorn part-time outlets.

Broadcasters fear one thing with the repeal of the Davis amendment. They look with concern upon indiscriminate licensing of new stations or of wholesale boosts of smaller ones to the point where their economic security might be threatened through increased competition. They feel such action might have a deleterious effect upon the industry as a whole.

The FCC Broadcast Division, on the other hand, in recent weeks has shown a definite tendency toward exercising extreme caution in parceling out new facilities of any kind. In all important cases it has been designating them for hearing.

Storer and Pickard Sell CKLW Interest



Mr. Storer

DISPOSAL of the American interests in CKLW, Windsor - Detroit 5,000-watt outlet of MBS, to a syndicate headed by E. S. Rogers, president of the Rogers - Majestic Co., Toronto, and operator of the 10,000-watt CFRB, Toronto, was consummated in April. George B. Storer, who founded the station about five years ago, announced he had sold his interests and will retire from the board of Essex Broadcasters Inc., CKLW's American affiliated company. Sam Pickard, CBS vice president and one of the original stockholders, also disposed of his interests.

The reason for the sale to Canadian interests was reported to be pressure from Canadian governmental circles, exerted through the Canadian Radio Commission, although a formal statement from Mr. Storer said that his manufacturing interests are now taking up all of his time. Mr. Storer is president of Standard Tube Co., a steel fabricating concern. He also is chief owner of WSPD, Toledo; WWVA, Wheeling, W. Va. and WMMN, Fairmount, W. Va., and he holds minority interests in WJBK, Detroit, and KIRO, Seattle.

CKLW will remain a member of MBS, and present plans do not contemplate any major staff changes. Arch Shawd will continue to manage the station for the Rogers interests, and Malcolm G. Campbell will continue as president of Western Ontario Broadcasting Co., the CKLW operating company. No changes in the setup of the other Storer stations, whose operating head is J. H. Ryan, of Toledo, are contemplated, and Mr. Storer has stated that he has no intention of selling these interests.

CKLW was originally founded as CKOK, securing a Canadian license on the theretofore unused 540 kc. frequency. Later it was shifted to 1030 kc. The establishment of the station was largely designed to give CBS a Detroit outlet, and until last fall it served as the Detroit unit of that network. In shifts last September WJR left NBC and joined CBS while WXYZ replaced it on NBC and CKLW replaced WXYZ on the Mutual network.

Stoughton With WSPR

MILTON W. STOUGHTON, formerly account executive with William B. Remington Adv. Agency, Springfield, Mass., has been appointed commercial manager of WSPR, Springfield, recently licensed by the FCC to operate on 1140 kc., with 500 watts limited time. The station is operated by the Connecticut Valley Broadcasting Co., of which Q. A. Brackett is president. Mr. Stoughton was sales manager of WBZ, Springfield, in 1928, afterward serving in Chicago as sales representative for Westinghouse stations. When NBC took over programming of Westinghouse stations, Mr. Stoughton was placed in Boston in charge of New England sales.

KSD
IN ST. LOUIS
The Pioneer
First in St. Louis

To Establish Listener Protection Against the Unworthy

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics--a protection which listeners and advertisers appreciate.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



LEVELLER OF MOUNTAINS

KPO has a way of hurdling high obstacles. It serves the important communities beyond the mountains in Oregon, Idaho and Nevada —just as well as those in northern California. Let us show you how KPO can put over your local or spot campaign in these areas.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

One of NBC's Managed and Operated Stations

WCAU to Award Prizes To Juvenile Musicians

TO STIMULATE juvenile interest in good music, WCAU, Philadelphia, has announced an annual "Musical Achievement Award" of $500 to be given the outstanding instrumental soloist between grammar and high school ages. Dr. Leon Levy, WCAU operator, announced April 18 that the first award will be given in the latter part of 1936 after an audition board, to be selected, makes its recommendations to a board of governors who will hear the finalists in November.

On the board of governors are seven outstanding Philadelphians, Mrs. Mary Louise Curtis Bok, of Curtis Institute; Eugene Ormandy, conductor of the Philadelphia Orchestra; Alfred Reginald Allen, manager of the Philadelphia Orchestra; J. Francis Cooke, publisher of *Etude Magazine;* Ellis Clark Hammann, of the Philadelphia Art Alliance; George L. Lindsay, musical director of the Board of Education; David Hocker, chairman of the youth committee of the Philadelphia Orchestra.

ENDOWED PROGRAM
Admirer Gives KSTP Fund to Aid Kiddie's Hour

WITH a donation of $600 from an adult admirer of his programs, Thomas Dunning Rishworth, KSTP educational director and "Uncle Tom" of its radio hour, this summer will carry out what is believed to be one of radio's most unique stunts for child listeners.

He will sponsor and act as personal guide for a 12-day tour for his youthful listeners through Glacier Park. Free transportation will be provided for three lads who have been with Tom's hour regularly for the last five years: Bob Savard, Bill and Bob Anderson.

The trip is being inaugurated in the belief that it will whet the youngsters interest in his program, provide new material for his fall series, during which many of those who take the trip are expected to be heard, and also in the belief that it will be of vast educational benefit to the juvenile listeners. The tour will start from the Twin Cities July 26, returning Aug. 6.

Buffalo Local Licensed

ITS six weeks of test operation completed, WBNY, new Buffalo station licensed to Roy Albertson, formerly manager of WEBR, Buffalo, was licensed for full operation April 14 by the FCC. Mr. Albertson, manager, announced that Jack McLean, formerly with WGR and WKBW, has been named production manager, with the announcing staff consisting of Ralph Hubbell, James Wells, William Iverson and Robert Sherry. The studios are located in the Nellany Bldg., and the 253-foot Blaw-Knox vertical radiator is atop a warehouse in East Eagle St. WBNY, Mr. Albertson said, will become Buffalo outlet of the new Empire State Network being organized under the direction of Burt Squire, manager of WINS, New York. It operates with 100 watts night and 250 watts day on 1370 kc.

NBC page and messenger boys at Chicago are being taught sound effects under direction of M. W. Wood, chief NBC Chicago sound effects technician.

S. Gordon Person Group Leases WAP

College-Owned Station Will B Operated Under 15-Year Pact



Mr. Persons

WAPI, Birmingham, within th next ten days wi be leased to ne operators for 15 - year tern bids on operatio contract coverin the state - owne station havin been received i Birminghar April 20. According to usually re liable reports, the station will b leased to interests headed by S Gordon Persons, operator o WSFA, Montgomery, and an NAI director, who in recent months ha been holding the federal post o chairman of the Rural Electrifica tion Authority for Alabama. Th new operator, under the leas terms, is to take over the statio Aug. 15, 1937, guarantee the in stallation of a 50,000-watt trans mitter, assume all legal responsi bility and pay an agreed annua fee for the use of the property.

The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University, and for several years has been operated under lease by B. H. Hopson, who, so far as is known, has made no offer to renew.

Three Bids Considered

WHEN original bids were considered, the three bidders whose propositions were kept open were Mr. Persons; Continental Radio Co., Scripps - Howard subsidiary which has withdrawn its bid and Ed Norton, formerly with WMBR, Jacksonville, Fla. There were several other bidders, but the committee representing the three institutions and the State of Alabama, eliminated them from further consideration. These included Victor Hanson, publisher of the *Birmingham News* and *Age-Herald,* which originally owned WAPI but which turned it over some years ago to the state. Mr. Hanson's newspapers recently purchased WSGN, Birmingham. Another bidder was Maison Blanche stores, operating WSMB, New Orleans.

Newspaper Gets Three

SALE of KGGM, Albuquerque, N. M., to the *Pampa* (Tex.) *Daily News* interests, subject to FCC approval, was consummated in April. J. Lindsey Nunn, publisher of the Pampa newspaper, and Gilmore Nunn, his son, who is general manager of the newspaper, purchased the station from A. R. Hebenstreit. The Nunns recently opened KPDN, new 100-watter in Pampa, and several weeks ago, in partnership with Charles C. Alsup, purchased 33⅓% interest each in KICA, Clovis, N. M. Mr. Alsup is commercial manager of KICA. Charles T. Miller and Leonard E. Wilson, the latter manager of KICA, thereupon purchased KIDW, Lamar, Colo. 100-watter. The Nunn family last month also purchased the *Lexington* (Ky.) *Herald.*

NBC has shifted the *National Farm & Home Hour* to 11:30 a. m. (EDST) on the Blue network six days a week following the change to daylight saving time April 26.



Advertisers seeking intensive coverage of the 4th market of the nation find that Don Lee Network's strategically located stations give them smashing localized coverage of California.

• The Don Lee Network consolidates into one great primary audience the listeners of these important concentrated markets.

• A station with local prestige plus network popularity . . . COVERAGE WITHOUT WASTE.

• For spots or Network, write or wire:

CALIFORNIA is
2nd in Cosmetic sales
2nd in Automobile sales
3rd in Drug sales
5th in Food sales
4th in Total Retail sales of the entire nation.

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street - - - San Francisco Office, 1000 Van Ness Avenue

★ THE ONLY CALIFORNIA NETWORK ★

They wrote behind our back!



Two of the country's foremost radio station managers, replying to inquiries from other station managers, wrote more enthusiastic ads for ASSOCIATED RECORDED PROGRAM SERVICE than we have yet written.

Here are excerpts from their letters:

"Behind-Our-Back" Writer No. 1 said:

"I have checked over practically all of the available recorded services and, without doubt, Associated is the best. Their library is so built that you can handle any kind of program production required on any station . . . I am sure you will find that you will have no difficulty in selling a big portion of the library to local sponsors."

"Behind-Our-Back" Writer No. 2 said:

"In our experience we have never had such recordings as those recorded by Associated Music Publishers. They have spared no expense to make their output perfect . . . We are using it to good advantage and, during an entire year, we think our sales will come within 20% of its entire cost—and I think that as time goes on we will make a profit on it. We would not be without it even if we got less than 50% return of the cost."

Welcome!

- ASSOCIATED
- WHN, New York
- KLZ, Denver
- KSO-KRNT, Des Moines
- WIOD, Miami

Well, there's not much we can add to those statements. So we'll merely invite you to hear some of the recordings from the Associated library which now contains more than 1400 titles, ranging from grand opera to all the current TOP TUNES. You will agree, we believe, that these recordings are superior to anything you have heard. Meantime, write for a copy of our new brochure.

Associated
Recorded Program Service

"....that can handle any kind of program production required on any station."

Produced by

ASSOCIATED MUSIC PUBLISHERS INC. 25 WEST 45th ST. NEW YORK CITY

KWKC Allies to KWTO And Reorganizes Its Staff

HAVING secured authority from the FCC to change its call letters to KCMO, the former KWKC, Kansas City 100-watter, has been reorganized under the direction of Lester E. Cox, operator of KWTO-KGBX, Springfield, Mo., and A. F. Schliecker has been named general manager. The station will be sold in combination with the Springfield station under a joint rate. Formal change to the new call letters awaits removal to new downtown studios.

Mr. Cox and Thomas L. Evans, Kansas City businessman, have contracted with Mrs. Wilson Duncan, widow of the late owner of the station, to operate it, and the FCC has authorized the temporary use of the old transmitter of KGBX. Henry H. Pattee has been appointed program director; Al B. Gregory, news director; Terry O'Sullivan and Moreland Murphy, announcers.

College Disc Exchange

PLANS for a transcription library service for educational broadcasting stations are being formulated under the direction of Carl Menzer, manager of WSUI, University of Iowa station at Iowa City, who will explain the project before the meeting of the National Association of Educational Broadcasters to be held during the annual meeting of the Institute for Education by Radio at Ohio State University, Columbus, May 4-6. The service will be known as a Transcription Exchange, and tentatively it is planned to rotate a high-grade recording machine among the various college stations so their usable broadcasts can be repeated elsewhere. Already such a recorder has been installed at WHA, Madison, with talks, dramatizations and university band selections placed on discs.

DEISEL - WEMMER - GILBERT Corp., Detroit (R. G. Dun cigars) has contracted for a 13-week campaign of daily announcements on WISN, Milwaukee. Simons-Michelson Co., Detroit, is agency.

Ice Man and Railroads

By Station Break

THE ICE MAN and the railroads brought this one to mind. More specifically . . . Mary Pickford's program for the ice industry and the reported lifting of the ban on broadcast advertising by several groups of railroads revived our interest in radio as a medium for cooperative advertising.

* * *

COOPERATIVE campaigns are growing in number . . . due to the fact that competition is becoming more and more a matter of entire industries pitted against each other. *This trend will continue in volume and intensity.*

* * *

TO OUR way of thinking . . . radio has received too small a share of the cooperative advertising dollar. It seems as if the same conservatism which has brought many industries to the point of needing cooperative campaigns to pull them out of the hole has dictated their choice of older advertising media . . . *in spite of the needs of the situation.*

* * *

IT SEEMS to us that radio is the ideal cooperative advertising medium. Cooperative advertising has two main objectives . . . reaching as many prospective customers as possible . . . and educating them to want the product or service in question.

* * *

RADIO affords ready contact with large numbers of potential listeners . . . with nearly three out of every four homes. A skillful program will win the *immediate* attention of many of these.

* * *

RADIO is a news medium. To the extent that the information regarding the product is *new or at least novel* . . . and to the extent to which it is presented in *dramatic* fashion . . . it will more readily win a hearing. There are many classes of products in which listeners have a considerable interest, and with regard to which information as to developments will constitute *news.*

* * *

RADIO is educational. The principal job of cooperative advertising is an educational one. An educational message tends to be more convincing *when backed by the emotional power of the human voice* than when presented in cold print. The possibility of *dramatizing the usefulness* of an article also recommends broadcasting to the cooperative group.

* * *

REMEMBER . . . cooperative campaigns are *not interested in brands* but in *classes of commodities as a whole.* Brand ballyhoo is not necessary . . . which simplifies the problem of the radio copy and adds materially to its potential effectiveness.

* * *

RADIO lends itself *particularly well to coordination with dealer promotion and point-of-purchase advertising.* It is easier to merchandise radio advertising in dealer outlets than probably is the case with any other medium. This means that the individual companies cooperating in the campaign will find it especially easy to tie in the campaign with their own sales efforts . . . a point where so many cooperative efforts break down.

* * *

AND LET'S not forget the *good will* value of radio! Many industries . . . especially the older and more self-satisfied ones . . . need consumer good will in large quantities. We don't mean to infer that no

709 REPLIES a Minute

(THAT'S "TOPS")

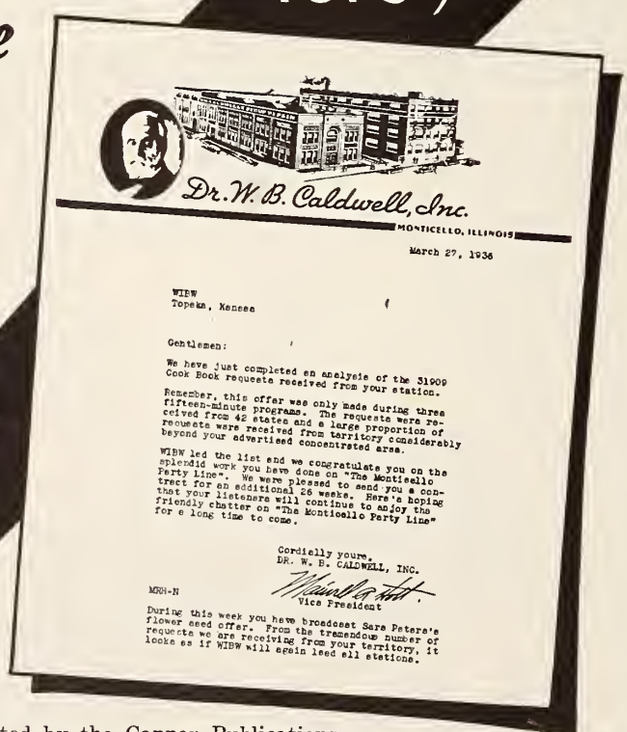
31,909 replies from three, 15 minute programs. That's "tops" in productive results.

WIBW *will produce* FOR YOU

Our experienced merchandising staff knows the proven methods of appeal to the large Kansas buying audience. They will help make your next campaign a success . . . to merchandise it throughout . . . to set new peaks of distribution. Others have discovered that WIBW produces low-cost results! Why don't you?

REMEMBER . . . . . KANSAS BUYS AND YOU CAN'T REACH KANSAS WITHOUT WIBW

FREE RECORD. If you keep a record of program response, here's what you've been looking for! A conveniently ruled, Program Response Record Book. Send for your free copy! Address WIBW or our nearest office.


Dr. W. B. Caldwell, Inc.
MONTICELLO, ILLINOIS
March 27, 1936

WIBW
Topeka, Kansas

Gentlemen:

We have just completed an analysis of the 31909 Cook Book requests received from your station.

Remember, this offer was only made during three fifteen-minute programs. The requests were received from 42 states and a large proportion of requests were received from territory considerably beyond your advertised concentrated area.

WIBW led the list and we congratulate you on the splendid work you have done on "The Monticello Party Line". We were pleased to send you a contract for an additional 26 weeks. Here's hoping that your listeners will continue to enjoy the friendly chatter on "The Monticello Party Line" for a long time to come.

Cordially yours,
DR. W. B. CALDWELL, INC.
MRH-N
Vice President

During this week you have broadcast Sara Peters's flower seed offer. From the tremendous number of requests we are receiving from your territory, it looks as if WIBW will again lead all stations.

WIBW TOPEKA KANSAS

Owned and operated by the Capper Publications
Don Searle . . .
General Manager.

Represented by the Capper Publications
WIBW — THE VOICE OF KANSAS

New York	420 Lexington Ave., Mohawk 4-3280
Chicago	180 N. Michigan Ave., Central 5977
Kansas City, Mo.	21 W. 10th St., Harrison 4700
Cleveland	1013 Rockwell Ave., Cherry 5775
Detroit	General Motors Bldg., Madison 2125
San Francisco	201 Sharon Bldg., Douglas 5220

cooperative advertising has been done over the air. In recent years paints, coffee, oranges, grapefruit, prunes, lamb, fresh fish, sardines, salmon, gas appliances, cement, harness, ice, milk, crabmeat, and travel resorts are among the products which have been advertised cooperatively on the radio. But there's been too little of it. It's time precedents were smashed on this point!

* * *

IMAGINE railroads refusing to use radio after the success of the C & O!

* * *

WHILE we're on cooperation . . . there are other types of cooperation which can be engendered by the radio. One of these is employe cooperation. A & P was wise is using Kate Smith for more than advertising coffee. Her appearances at large meetings of employes in various centers . . . her speaking of "my" company . . . made her the personal representative of the company. "Like me, like my company," if you will. Don't forget that A & P had a strike recently . . . Someone thought fast and straight to the line.

* * *

IN THE same tenor . . . we like Philco's idea of sponsoring an all-employe-dealer amateur hour over a Philadelphia radio station . . . There are approximately 10,000 persons who help either to make or sell Philcos.

* * *

WE ALSO like the MBS department store cooperative broadcast. It's one of the smartest things done in retail radio advertising thus far. It suggests a much wider use in developing local cooperative dealer campaigns of various types.

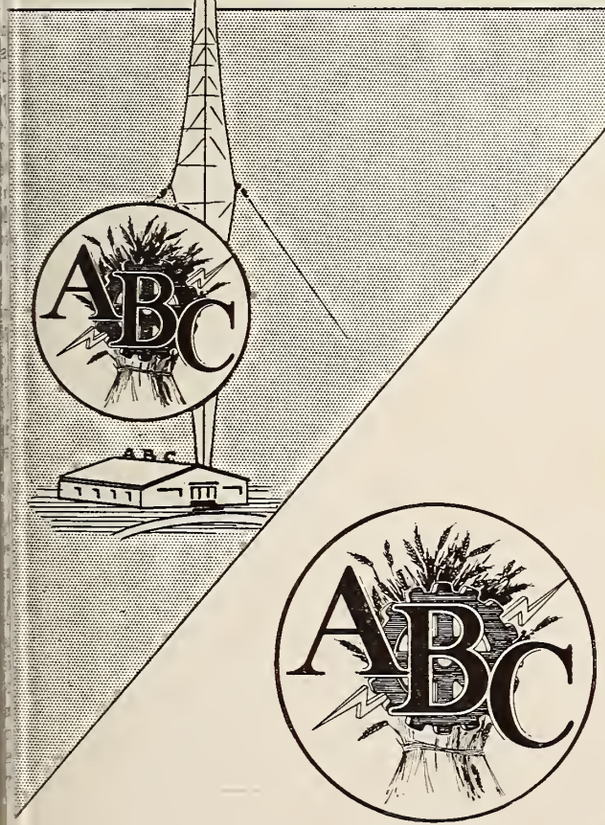
* * *

A NOTE for next month . . . By somewhere in the neighborhood of June 15 two billions of dollars will be placed into circulation by the bonus. It is estimated automobiles will get 100 million . . . wives' and children's clothes more than 80 million . . . and about 17 millions for apparel for the bonus recipients themselves. *A retail advertising opportunity in almost every town and hamlet* . . . and a national one as well.

Two FTC Citations

UNFAIR competition is charged by the Federal Trade Commission in a complaint against Grove Laboratories Inc., St. Louis (proprietary) for alleged claims that it will "kill colds dead" and "strike at the cold itself, not merely at the symptoms". Twentieth Century Business Builders Inc., Chicago is charged with operating an unfair puzzle contest and with misrepresenting the value of merchandise for which credit vouchers have been awarded.





. . . . with

INTELLIGENT COORDINATION

Producing the type of network facility that offers the highest order of interest - arresting and attention - holding program, coupled with advertising productivity, the Affiliated Broadcasting Company went on the air on April 18th.

No blaring of trumpets nor sounding of keynotes marked the opening of the initial program — just a good, workmanlike job done in a sound and intelligent manner—that's the A B C story. A story based on intense coverage in a concentrated area.

Combining the Facilities of:

WIND ---------- Gary	WISCONSIN GROUP:	INDIANA GROUP:
ILLINOIS GROUP:	WHBY ------ Green Bay	WEOA ------ Evansville
WJBL ---------- Decatur	WOMT ------ Manitowoc	WBOW ---- Terre Haute
WCLS ---------- Joliet	KFIZ ------ Fond du Lac	WLBC ---------- Muncie
WTAX ------ Springfield	WRJN ---------- Racine	WTRC ---------- Elkhart
WHBF ----- Rock Island	WCLO ------- Janesville	WWAE ------ Hammond
WIL ---------- St. Louis	WHBL ------ Sheboygan	
	WKBH ------- La Crosse	
	WDGY Minneapolis, Minn.	
	WKBB --- Dubuque, Iowa	

State groups available separately if desired. Station WIND, Gary, may be included with any state group, if available.

. . . . all are Proved Stations!

Write for detailed coverage data

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago

Lincoln Building, New York **New Center Building, Detroit**

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.

Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Rates a la Card

THE OLD bogey of national versus local rates has bobbed up again. Efforts were made by the agencies handling the new Ford spot campaign to place it at local rates. The program is national, just as is the record-breaking Chevrolet series now running in its second year.

We don't blame Ford or its agencies for attempting to secure the lowest possible rates. But we do blame the stations that yield to their importunities. The business is there just the same at the national rates, and acceptance at lower than what the card specifies is a showing of weakness that long has stigmatized many stations and lost the respect of all with whom they do business, not to say their own self-respect.

We doff our hat to Ed Craney, enterprising owner of KGIR, Butte, Mont., for fighting this issue through in Montana. He used good sense in bringing home to his broadcaster-colleagues the fact that if the Ford account was accepted at other than national rates, then Chevrolet and a host of other spot accounts, with local dealer tie-ins, would have to be accorded this rate benefit if discrimination were to be avoided.

Many stations have found the solution of the rate problem in resorting to one rate. That, to us, seems to be an equitable, foolproof and sound policy.

Seeing the Light

PRAISING with a few faint—very faint—damns, the ANPA report on radio's relationship with the press marks the end of an era of bitter antagonisms that really came to an end, though many publishers were too obtuse to admit it, several years ago when radio proved it could gather its own news, fight its own battles and generally get along without those newspapers that refused to recognize that it was here to stay as a news and advertising medium. On our part, we are glad to welcome the proffers of cooperation from the press at large in maintaining radio along with the press as "free institutions".

Chairman Harris' committee report was filled largely with truisms that almost any radio executive, and certainly the great mass of radio executives who came to the broadcasting field from the ranks of journalism, have cited again and again over a period of years. Its left-handed censure of UP and INS for selling news to radio stations for sponsorship purposes is practically the only objectionable part of the report, and that subject was definitely settled by the two press associations themselves a year ago. It is needless to argue the erroneous basis of the charge that news on the air is being "comingled" with advertising, and hence threatens the precious institution of honest reporting, beyond repeating what everyone in radio knows—that competent editors, every whit as well qualified as newspapermen, which they really are, handle radio news and that the sponsor has no more to do with the news content of broadcasts than has a newspaper advertiser.

The publishers have come to the viewpoint that most of us in radio have held and preached for years—that there is room in the news and advertising field for both; that radio must be maintained as free as the press; that the federal government's license control over physical facilities of the ether should not be exerted to thwart freedom of speech and opinion; that "the functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions." Indeed, the ANPA report came within a hair's breadth of arguing our own long-standing insistence that radio licenses should be issued for three-year instead of mere six-month periods as a safeguard against political domination or reprisal.

No Boondoggle This

REVEALING as are the findings published in the April 15 issue on use of free "radio advertising" by the Federal establishment, nothing stands out so much as the WPA "radio workshop" experiment undertaken at a cost of $75,000 work relief funds by the U. S. Office of Education. Without in the least disparaging the motives of Dr. Studebaker and Mr. Boutwell in attempting to show the way to other educators toward the proper use of radio facilities, we think the same money might be spent to better advantage in at least one other direction.

So far as work relief is concerned, the project now employs only 50 persons, two of them "borrowed" at executive salaries from one of the networks and the rest taken off other WPA and CCC rolls. So far as pointing the way to other educators is concerned, we seriously doubt whether this inexperienced little group in the short space of six months can accomplish that long-sought end. Certainly the first few programs, which could be written just as well if not better by any one of dozens of continuity writers we know, did not represent any great forward step toward that end; indeed, almost unfairly, some of the press greeted these first efforts with the well known "razz".

We think we can suggest a much more effective, far-reaching and permanent use for that $75,000 fund and perhaps for that selfsame staff of young zealots whom Mr. Boutwell has gathered around him. At the various colleges and universities that are now carrying radio programs more or less regularly, with the willing cooperation of the broadcasters, some excellent work is already being done; more than that, nearly every educator has his own idea (and the number of educators and ideas is legion) as to how radio should be used in education.

Why not establish a central Federal agency to gather and make available to any and all educators not only these ideas but the actual success stories of those now using radio in education, either in the form of program scripts, disks or books of direction. Thus, for example, the work of Levering Tyson and his National Advisory Council on Radio in Education, the successful educational programs of Prof. Waldo Abbot at the University of Michigan, the radio ideas of Dr. Walter Pitkin of Columbia University, the mass of radio material already compiled by Dr. Cline Koon of the U. S. Office of Education, and perhaps even the thoughts of that redoubtable crusader, Joy Elmer Morgan of the National Education Association, could be made available through one central and official clearing house. These are only a few of the hundreds of available sources of material that come immediately to mind.

It certainly is not up to the commercial broadcasters to do this job, for they have met their obligations by their willingness to carry educational programs without charge, provided only that such programs have audience interest. Today there is no such central agency for the exchange of experience and ideas, and it is idle to expect the educators, divided so hopelessly among themselves when it comes to the subject of radio, to establish one. Here is a plan that will meet *all* their needs, that will furnish "tailor-made" scripts and proved experience to educators casting about for proper ways to use radio—a plan for a constructive agency to which the onerous term "boondoggle" could hardly be applied even if it is supported by Federal funds.

The RADIO BOOK SHELF

SOME years ago John Caples really started something when he conceived that epochal line: "They laughed when I sat down at the piano". Mr. Caples, now in charge of testing advertising at Batten, Barton, Durstine & Osborn Inc., has started something with his new *Advertising for Immediate Sales*, Harper & Bros., New York ($3). He has started a lot of people reading about modern advertising methods. A chapter devoted to radio reviews many of the outstanding radio successes and recites basic principles of broadcast advertising. A foreword is contributed by Bruce Barton.

NBC is distributing to advertisers a general edition of its *Let's Look at Radio Together*, originally published in limited edition for agencies. It contains a simple, illuminating story of radio's value as an advertising medium, based on a two-year survey of broadcast advertising.

We Pay Our Respects To —



HUGH KENDALL BOICE

COLD FIGURES, telling the statistical story of record sales achievements, may delight the business office and the stockholder, but it is always pertinent to inquire into the personalities behind those figures and the policies that produced them. Thus the CBS March billings of $2,172,282, which carried network radio beyond the $2,000,000 mark for the first time and represented the best month in the history of any radio network, focus the spotlight on William S. Paley and his smooth-working CBS organization as a whole. They are ample tribute in themselves to the astute direction and policies that CBS enjoys, not to mention the fact that they are indicative of the growing acceptance and power of broadcasting as an advertising medium.

Contemplating the remarkable monthly figures of CBS, which also brought its first quarter of 1936 to record proportions for any network, the inquirer inevitably turns his attention to the man whose particular job in the organization is the heading up of sales. He is Hugh Kendall Boice, since 1930 sales vice president of CBS, a tall, dark-complexioned, personable chap who, as you talk to him, impresses you as having a sort of quiet vigor and thorough command of every situation arising in his field.

"Ken" Boice will be the first to give credit for CBS' great achievements to the organization as a whole and to his dynamic assistants and sales and promotion force in particular. He would be the first to assert that neither he nor any single individual is alone responsible for his company's success. He has his own formula for selling radio time, to be sure, but that formula is based on the cumulative experience and ideas and team work of the men around him, largely men of his own selection.

Because, as an agency man of long experience he recognized the importance of sales promotion, Mr. Boice was particularly careful in choosing a man to head that department. Paul Kesten, a young man with a splendid advertising record [see this column in the Jan. 15, 1935, BROADCASTING] was chosen for the job. How well he did his work almost any agency and time buyer will attest, and Kesten today is vice president of CBS working with President Paley and Executive Vice President Klauber on general policy matters while the promotion work is carried on by Victor Ratner, who also was brought up from the ranks.

William C. Gittinger is the CBS sales manager and the veteran William H. Ensign is assistant sales manager, both of them top-notchers in their field, according to Mr. Boice. Their sales force is built almost entirely of men with agency experience. At CBS a salesman is assigned to one or more agencies and all of his effort must be confined to this assignment. Salesmen are paid salaries —and the CBS salary scale is a liberal one because these men are selling big bills of goods—because Mr. Boice feels that this method makes for teamwork and that teamwork is an absolute essential in sales effort.

Hugh Kendall Boice was born in Chicago Oct. 14, 1883. His father was engaged in the lumber business with Ferry & Bros., afterwards Cutter, White & Boice in that city. Previously he had been a railroad telegrapher in Utica, N. Y. and a copper mining man in Upper Michigan before going to the big city to make his fortune. His mother is a native of Quincy and one of the early Kendall family which was among the first to settle in Chicago. The parents sent Hugh to the Chicago public schools, and he was graduated from Chicago Manual Training School in 1901.

He did not go to college, for his eye was on advertising even as a high school lad. His impatience to launch his career in that field was evidenced by the fact that his graduation essay dealt with advertising. His first job was with Joseph T. Ryerson & Son, Chicago iron and steel jobbers, and he quickly rose to its advertising managership, a post he held for five years until in 1909 he was offered a job as a copy man on the staff of Critchfield & Co., Chicago. There he rose through the ranks to the agency's presidency. In 1910 he went to New York to open its office there. He sold his partnership in Critchfield in 1922 to join George L. Dyer Co., where he served as vice president and director until 1927 when he became associated with Lennen & Mitchell Inc.

It was at Lennen & Mitchell, where incidentally Ed Klauber also was serving, that Mr. Boice first became interested in radio. Some of the best known programs of the period were in his charge, including Tidewater Oil's sponsorship of Admiral Byrd and of Hugo Eckner of Graf Zeppelin fame. Ken Boice first put Lowell Thomas on the air under the sponsorship of *Literary Digest*, and he negotiated Paul Whiteman's first radio contract, which was for Old Gold.

He joined CBS in May, 1930, exactly six years ago, as sales manager and a year later was promoted to vice president in chrge of sales. He was precisely the sort of man that Bill Paley wanted, for his experience in advertising had embraced service as client, agency man and salesman.

Mr. Boice feels that CBS' selling efforts have been effective because of the sympathetic and understanding attitude his company and his staff have always maintained toward the advertising agencies and their accounts. He went into radio with an open mind, despite his successes in placing sponsored programs on the air, for he appreciated that little was known about radio as an advertising medium at that time. It was for this reason that he gave his earliest attention to the organization of a research and sales promotion setup that would give advertisers and prospective advertisers factual information on stations and markets and coverage.

Mr. Boice feels, although he admits it may sound trite, that much of CBS' success may be explained by its sincere efforts to maintain policies of fairness and to attract the better type of business. He asserts he would rather lose business and hold the respect of the advertising world than accept fly-by-night and questionable accounts that might score some immediate financial advantages.

Ken Boice's hobby is radio. His diversions are tennis and swimming and an occasional round of golf. He is not much of a "joiner" but he belongs to the Advertising Club of New York, and he finds time occasionally for a speech on the subject of radio. He has one son in Princeton, another who was graduated from Princeton in 1933 where he was hockey captain and who is now with a New York station, and a married daughter who presented him with a second grandchild on April 6 of this year.

PERSONAL NOTES

DE WITT LANDIS, former ad man and sports announcer with KGNC, Amarillo, Tex., has been appointed manager of KFYO, Lubbock, Tex., recently purchased by the Plains Broadcasting Co., subsidiary of the *Amarillo Globe & News* and operator of KGNC. T. E. Kirksey, who sold the station, is now vacationing but plans to purchase another station either in East Texas or Arkansas. KFYO will have a tieup with the *Lubbock Avalanche-Journal*.

I. R. LOUNSBERRY, executive vice president of WGR - WKBW, Buffalo, has been elected president of the Buffalo Athletic Club, the city's largest social and athletic organization. At 37, he is the youngest man ever to head the club.

SAMUEL H. COOK, president of WFBL, Syracuse, has returned from a winter at Pinehurst, N. C.

FREDERICK W. COLE, formerly of Lever Bros. Co., Cambridge, has joined WBZ-WBZA, Boston - Springfield, on a sales promotion assignment.

ADELE DE ETTE HOOVER, in NBC's San Francisco sales promotion department and Dana Edwin Bremner of Santa Rosa, Cal., who were to have been married on April 25, have postponed the ceremony because of the sudden and serious illness of the bride-elect's father.

G. NEILL FERGUSON, of the advertising staff of the *Press-Scimitar*, Memphis, has joined WMC, Memphis, in a sales capacity, it is announced by H. W. Slavick, WMC general manager.

JAMES L. HUGHES, manager of WHBF, Rock Island, Ill., is confined to his home suffering from a respiratory ailment which has kept him from his desk for about three months. He is making steady progress and his physicians expect he will be back on the job in another month or two.

NEAL BARRETT, manager of KOMA, Oklahoma City, has returned to his office after spending several weeks in a Fort Worth hospital for treatment to an infected foot.

HAROLD HOUGH, manager of WBAP, Fort Worth, is recuperating in Methodist Hospital, Fort Worth, from an attack of pneumonia contracted while in Washington early in April. He was removed from the train on a stretcher and placed under an oxygen tent, rallying after several days, and is reported to be out of danger.

GAR YOUNG, NBC trade news service, is the father of a 9¼ pound boy, John Campbell, born April 11 at Woman's Hospital, New York. They also have a daughter, Janna, age 3.

ALAN H. ESARY, formerly on the sales staff of KOL, Seattle, in April joined the commercial department of KHJ, Los Angeles.

PRESTON ALLEN, manager of KLX, Oakland, was reelected chairman of the Northern California Broadcasters Association at its April meeting in San Francisco. Ralph Brunton, operator of KJBS and KQW, who with Allen formed the association, was elected secretary.

WEBLEY EDWARDS, manager-assistant to Fred Hart in the operation of KGMB, Honolulu, will sail with Mrs. Edwards May 16 for his annual visit to the mainland. He will spend a week each in Los Angeles and San Francisco, and two weeks with his parents in Oregon, where he was a noted Oregon Aggies football star.

CARL CALMAN, for the last five years with WINS, New York, on April 13 was promoted by Manager Bert Squire to sales manager. Roland Bradley, who has resigned as program director, has been replaced by a day program director, Miss Dorothy Kempe, and a night program director, Albert Grobe. Richard Koch succeeds Mr. Grobe in full charge of all production.

CESAR SAERCHINGER, CBS European representative in London, and Fred Bate, NBC London representative, will be aboard the *Queen Mary* when it sails on its maiden voyage to New York May 27. They will visit their New York headquarters and also spend some time in Washington. Max Jordan, NBC European representative stationed at Basle, will be aboard the dirigible *Von Hindenburg* on its voyage to Lakehurst scheduled to start May 8.

The Serious Business

OUT of the Klondike rush of selling radio station time there came, inevitably, a melting down to hardpan . . . leaving a very few soundly built organizations, thoroughly experienced in selling advertising, and having the necessary acquaintance, contacts, and nation-wide resources.

Every man in the Raymer organization has spent more than ten mature, successful years in selling national advertising. Every one has, besides, the confidence of countless major sponsors of commercial programs and their advertising agents.

of Selling Time . . . . . .

KWK	St. Louis	NBC
WJAS	Pittsburgh	CBS
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
KSTP	Minneapolis-St. Paul	NBC
WRVA	Richmond	NBC
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WPRO	Providence	MB-YN
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
366 Madison Ave.	Tribune Tower	General Motors Bldg.	Russ Building
Murray Hill 2-8690	*Superior 4473*	*Trinity 2-8060*	*Douglas 1294*

JOHN ROYAL, vice president of NBC; John B. Kennedy, NBC commentator; Leo Fitzpatrick, vice president and general manager of WJR, Detroit, and president of the NAB; John F. Patt, general manager of WGAR and president of the Ohio Broadcasters Association, were guests at the combined Cleveland Rotary-Advertising Club luncheon April 23. Kennedy and Fitzpatrick were principal speakers.

JOHN W. LITTLEPAGE, Washington radio attorney, and Mrs. Littlepage are parents of a daughter, Frances, born April 15.

FRED EILERS, formerly of KYA, San Francisco, and a veteran radio engineer, has been named manager and chief engineer of KHBC, new 100-watt station in Hilo, T. H., operated by the Honolulu Broadcasting Co., which also operates KGMB, Honolulu. Mrs. Eilers has been named program director. She also was on the KYA staff.

PAUL S. WILSON, for six years a member of the Chicago NBC staff, is now a member of the WBBM, Chicago, sales department. He was formerly affiliated with Paul H. Raymer & Co., Chicago.

JOHN ESAU, recently of KTUL, Tulsa, has been named commercial manager of WBBZ, Ponca City, Okla.

NORMAN McLAUGHLIN, for three years manager of KERN, Bakersfield, Cal., has joined KFRC, San Francisco, as account executive.

HERBERT ACKERBERG, CBS stations relation manager, New York, arrived in Hollywood late in April in connection with projected activities of KNX under CBS operation.

T. W. BEARUP, member of the Australian Broadcasting Commission, and Mrs. Bearup, arrived in Los Angeles late in April from Melbourne for a brief visit.

R. O. BULLWINKEL, formerly with the Canadian Pacific Railway, has been appointed to the sales staff of KOMO-KJR, Seattle, by H. M. Feltis, commercial manager. He will handle the transportation classification for Totem Broadcasters.

J. R. KING, for the last nine years on the commercial staff of WEBC, Duluth-Superior, resigned April 25 to join the Norman Craig station representation organization in New York.

MARTIN CAMPBELL, manager of WFAA, Dallas, has been elected to membership in the Patten Ranch Hunting & Fishing Club.

ADELE DE ETTE HOOVER, in NBC's San Francisco sales promotion department, was married April 25 to Dana Edwin Bremner of Santa Rosa, Cal., in Berkeley, Cal.

MONTY MILLER has joined the sales staff of WBAL, Baltimore.

J. ERIC WILLIAMS, formerly of WATR, Waterbury, Conn., has joined the commercial staff of WDRC, Hartford.

James C. De Ball

JAMES C. DE BALL, former continuity writer for MacGregor & Sollie Inc., transcription producers and prior to that with KYA, San Francisco, died in Palo Alto (Cal.) Hospital, on April 13 after an illness of several weeks. He was 47, and is survived by his wife and two children. Before entering radio he was editor of various Pacific Coast newspapers.

WGRC is the call assigned to North Side Brdcstg. Co., New Albany, Ind., for a 250-watt daytime station on 1370 kc.

★★

30 Minutes a Week for 11 Weeks =

14,000 Inquiries from Omaha Alone!

• Here's a story of "station pulling power": Metropolitan Utilities District, Omaha municipal gas and water plant, bought a 15-minute "Mystery Chef" program on WOW twice a week. During the first 11 weeks, 14,000 housewives in Omaha wrote requesting cook-books. The Utilities District reported also "an excellent stimulation in sale of gas appliances as compared with 1935, due to the program." *Buy the "first" station and you buy sales!*

John Blair Co., Representatives
New York Chicago Detroit San Francisco

590 Kilocycles 5000 Watts
"COVERS THE NATION'S BREADBASKET"

WOW
OMAHA, NEBR.

ON THE N.B.C. RED NETWORK ★



The Golden Goldman Gong

HERE is the gong that has been laying golden eggs for WLBF, Kansas City, Kan. And in the photograph, made in the WLBF studios, you see Fred Goldman, president of the Goldman Jewelry Co., time-signal sponsor, striking the 25,000th time the Goldman hourly time signal had sounded over the station. This was at 12 noon, April 9. On the left is Herb Hollister, WLBF manager, and on the right, Harold Lederman, manager of the Kansas City Kansas branch of the store. The first time signal broadcast was Nov. 1, 1928, under Goldman sponsorship, and since March 1, 1932, it has been sounded every hour WLBF has been on the air.

KHBC, at Hilo, Hawaii, To Be Dedicated May 1

BUILT as an exact replica of its sister station in Honolulu, KHBC, Hilo, was to be dedicated May 1 with special programs staged locally and carried via short waves from the United States. The station will operate with 250 watts on 1400 kc., and will be sold in combination with KGMB, Honolulu, 1,000-watter owned by the same interests headed by Fred Hart. Complete coverage of the Hawaiian Island is assured with the two stations. Fred Eilers, for eight years with KYA, San Francisco, will be general manager, and Mrs. Eilers, also formerly with KYA, will be program director. The station's studio building, like that of KGMB, is constructed of sugar cane. Equipment is RCA throughout.

Three New Stations

AUTHORITY to erect three new 100-watt stations in communities now without stations was granted by the FCC during the last fortnight. The *Lewiston* (Mont.) *Democrat-News* on April 24 was granted a construction permit for 100 watts full time on 1200 kc. without a hearing. The *Abilene* (Tex.) *Reporter* was granted 100 watts full time on 1420 kc., Examiner Bramhall's findings as a result of hearings last June being sustained both on this report and on his recommendation that a similar application by William O. Ansley, of Abilene, be denied. Also sustaining Examiner Bramhall, the FCC Broadcast Division authorized James R. Doss Jr., operator of WMFO, Decatur, Ala., to erect a 100-watt daytime station at Tuscaloosa, Ala., on 1200 kc.

WESTERN UNION TELEGRAPH Co., San Francisco (telegraph service), on April 6 started for 13 weeks a test campaign on KSFO, that city, using two spot announcements daily, calling attention to its birthday and tourates, placing the account direct.

BEHIND THE MICROPHONE

ELLIS LEVY, northern California manager of the Thomas Lee Artists Bureau, an affiliate of the Don Lee Broadcasting System, has resigned to head the newly organized Western Booking Corp. in San Francisco, and has established offices at suite 307 Warfield Bldg., that city. Miss Olga Olson, Levy's secretary for the last two years, joins the new organization as office manager.

TURNER COOKE, announcer of WMAS, Springfield, Mass., since last July has been appointed program director. Jack Stevens, night announcer is shifted to the daytime schedule and now handles station publicity. Vernon Crawford, formerly of W1XBS, Waterbury, Conn., has joined the staff.

OSCAR H. FERNBACH, radio editor of the *San Francisco Examiner*, in April was confined to St. Luke's Hospital, that city, suffering from a heart attack and was away from his desk several weeks. Frank Smith filled in as radio editor during his absence.

CLARENCE GARNES, formerly of KTIL, Garden City, Kan., and KADA, Ada, Okla., has joined the announcing and promotion staff of WBBZ, Ponca City, Okla.

DON LARKIN, announcer of WHOM, Jersey City, has been promoted to director of publicity.

DONALD RALPH, announcer at KGGC, San Francisco, has gone to KROW, Oakland, in a similar capacity, taking the spot vacated by Dudley Manlove, who has joined the announcing staff of KYA, San Francisco. J. Lester Malloy, formerly of KJBS, San Francisco, succeeds Ralph at KGGC.

J. CLARENCE MYERS and Hugh K. Gagos, editors of the KJBS, San Francisco and KQW, San Jose, Cal. news broadcasts, have taken over the publicity for the two stations, succeeding Thomas Bickmore, resigned.

EDWARD KRUG, formerly of WJAS, Pittsburgh, has been promoted by WCAU, Philadelphia, to be night supervisor replacing Claude Haring, assigned to baseball with Bill Dyer.

AL GODWIN, formerly with WLW, Cincinnati, has joined the announcing staff of WWL, New Orleans.

PAT BRANIN, of Pocatella, Id., has joined the announcing staff of KDYL, Salt Lake City. Walter Wagstaff, KDYL credit manager, is the father of a girl born April 11.

JAN HASBROUCK, news editor of WBZ-WBZA, Boston-Springfield, has resigned to join the editorial staff of the *Boston Herald*.

JACK ODELL, announcer of WAAF, Chicago, was married April 25 to Billy Hean Washburn, radio actress. Nathan Caplow, WAAF producer, was best man.

TONY B. BENANDER, Memphis director, has joined the production staff of WMC, that city.

WAYNE LUTHER LATHAM, formerly of WHDH, Boston, has joined WSPR, new Springfield station recently authorized by the FCC. He was succeeded as WHDH program director by H. Blanche Frederickson.

DUDLEY E. WILLIAMSON, recently with WDSU, New Orleans, and before that with NBC in San Francisco, has joined the announcing staff of KFJZ, Fort Worth.

GARDNER OSBORNE, who resigned as Fanchon & Marco radio director, has established Hollywood Radio Bureau in the Olesen sound studio building, to act as a radio talent clearing house.

BILL GOODWIN, announcer of KHJ, Los Angeles, and previously its production manager, resigned in April to join the CBS production staff. He was transferred to New York for three months and then expects to return to Los Angeles as a production assistant.

TOM STONE, formerly of WMCA, New York, has joined the announcing staff of WFIL, Philadelphia.

MENDAL JONES, chief announcer of WJAY, Cleveland, has been named personnel director.

JIM DONOVAN, former Hearst newspaperman, has been named editor of the news bureau of WCOP, Boston. He is also Transradio commentator.

NELSON CHURCHILL has shifted from WHDH, Boston, to the WNAC, Yankee Network, announcing staff.

ARTHUR L. LEARY, production manager of WCOP, Copley Plaza, Boston, is the father of a baby girl, Allyn Marie, born to Mrs. Leary (the former Marie Forrest), at the Faulkner Hospital, in Boston.

JOHN CONTE, formerly announcing on Hollywood stations, on April 15 joined KHJ, Los Angeles.

JAMES J. McCLEERY, for four years on the production staff of the *Strange as It Seems* series, Hollywood, in April joined Raymond R. Morgan Co., Hollywood radio agency, as a script writer.

LARRY NEVILLE, continuity writer of KMOX, St. Louis, who was graduated from the St. Louis University last June and took his law examinations during the past winter, has just received his license to practice law in Missouri.

JERRY SULLIVAN, pioneer Chicago announcer (old WQJ) has returned to WBBM, Chicago, which he also formerly manned, as master of ceremonies on the new *Tenth Inning* baseball program.

PAUL PHILLIPS, formerly assistant continuity editor of WMCA, New York, is now a member of the staff of KMOX, St. Louis.

NORMAN CRANE, who has just concluded handling the General Motors *Amateur Contest* in Tulsa, has become master of ceremonies of the early morning *Sundial* program on WGST, Atlanta, performing also with Eddie Evans.

JAMES BEGLEY has been promoted to program director of KYW, Philadelphia, succeeding Arnold B. Hartley, who resigned to go to Hollywood.

SHELTON EARP, actor, has joined the staff of WBAL, Baltimore, to handle the Esso news program sponsored by Standard Oil Co. of New Jersey.

JOHN TILLMAN, announcer of WSB, Atlanta, was one of the Emory University debaters in a verbal contest with Catholic University, broadcast April 18 by NBC.

CHARLES O'CONNOR, NBC announcer, and Miss Emily Ryan, daughter of New York Police Inspector Thomas T. Ryan, were married April 22 in Elmhurst, Long Island. Miss Ryan has appeared in pictures and on the stage.

LEW VALENTINE, has returned to the announcing staff of WOAI, San Antonio, after being with WLW, Cincinnati, for some time.

DON McNEIL, NBC announcer, is the father of a second son, born in Chicago April 14.

HAMILTON G. FLOWERS, formerly of WLLH, Lowell, has joined WMEX, Boston, as an announcer.

HENRY GLADSTONE, announcer of WHDH, Boston, has joined WNAC and Yankee Network, Boston.

BILL HARDING, formerly of WSYR, Syracuse, WSPD, Toledo, and WGAR, Cleveland, has joined the announcing staff of WINS, New York.

EDWARD LUDES, NBC announcer and inventor of gadgets, has been asked to contribute a series of articles to the official magazine of the British Institute of Cinematography.

Educators Session To Be Held May 4-6

RECENT progress in educational broadcasting and clinics on methods employed will feature the program of the Seventh Institute, Education by Radio, to be held May 4-6 at Ohio State University, Columbus.

Persons prominent in the educational and radio fields will participate in the discussions. A special program for the afternoon session on May 4 has been arranged by H. B. McCarty, president of the National Association of Educational Broadcasters.

The conference agenda:

MAY 4

Welcome—George W. Rightmire, president, Ohio State University; E. L. Bowsher, Ohio Director of Education.
An Analysis of Educational Broadcasting—W. W. Charters, Ohio State University.
Reactions to the Report: Carl Menzer, WSUI, Iowa State University; Lester Ward Parker, Rochester; S. Howard Evans, National Committee on Education by Radio; Cline Koon, U. S. Office of Education.
General Discussion.
An American Views British Educational Broadcasting—Lester Ward Parker.
Lifting Listeners' Appreciation Levels—A. G. Woodfried, Ohio State College.
Radio a la Carte, Planning the Menu—Philo M. Buck, University of Wisconsin.
General Discussion.
Broadcasting in the Schools—B. H. Darrow, Ohio School of the Air, presiding.
Educational Broadcasting From Commercial Stations — Franklin Dunham, NBC director of education, presiding.
National Association of Educational Broadcasters (closed meeting)—H. B. McCarty, president, presiding.
Research in Radio Education—I. Keith Tyler, Ohio State University, presiding.

MAY 5

Clinic—Techniques of Script Writing.
Labor Speaks—E. R. Murrow, CBS.
Integrating Music and Information, "The New World" — Arthur Garbett, NBC western division.
Curriculum Instruction "Seventh Grade Science"—Harry A. Carpenter, Rochester Public Schools.
General Discussion.
News Commentation—H. V. Kaltenborn, CBS.
Children's Programs—Arthur Jersild, CBS.
Drama, "Men Who Made History"—Meredith Page, Ohio State University.
General Discussion.
Banquet.
Round Table Discussions of Typical Educational Projects.

MAY 6

Clinic—Techniques of Broadcasting.
A Demonstration of Contrasts in Techniques for Education—C. L. Menser, NBC Central Division.
General Discussion.
Preliminary Announcement of Exhibition of Educational Recordings.
Demonstration of Classroom Reception of Radio Program—B. H. Darrow and Wm. Atherton Du Puy.
Demonstration of Adult Group Discussion of an Educational Radio Program—Arranged by Jessie Allen Charters.
General Discussion.

WTAR Wins Smash Listener Preference

Greater Norfolk area Listens to WTAR More than All Other Stations Put Together

ROSS FEDERAL SURVEY figures show that WTAR is by far the most popular of all stations that reach into the compact and metropolitan Tidewater Virginia area with 300,000 population.

4805 phone calls were made over a week's time, February 25th to March 2nd, 1936. between 7:00 A. M. and 11:00 P. M. in Norfolk, Portsmouth and Newport News by Ross Federal men to be sure the figures are thoroughly representative of the actual facts. The column to the right speaks for itself. (The question mark "?" accounts for a residue—10.10%—of replies: "don't know" and "refused information.")

Reaches Major Market

MOST of the 300,000 population within 20 miles of the WTAR transmitter are city dwellers in the prosperous Norfolk - Hampton Roads market. Extensive port activity, together with industry, agriculture and distributing in proper balance, give the Greater Norfolk market an all year round sales potential of unusual attractiveness.

One index to the value of this market is given by the high ratio of radios to homes, 97.3%, brought out by the recent survey quoted to the right.

241 Products Use WTAR

IN 1935 WTAR made an outstanding record with 98.6% renewals or continuous broadcasting for the 241 products using time on the station to sell this responsive market. Many contracts have been renewed several times — a sure sign of sales satisfaction.

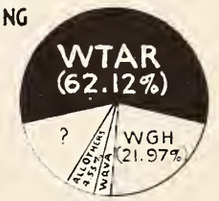
National Representatives —Edward Petry & Co.

ROSS FEDERAL Coincidental Survey Shows

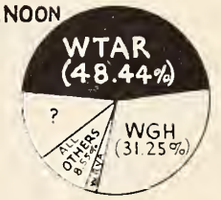
54.24%

of total audience listen constantly to WTAR

MORNING ★



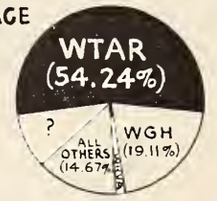
AFTERNOON ★



NIGHT ★



AVERAGE ★



97.3%

of homes in area surveyed have radios

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

COMPLETE NBC SERVICE

WTAR

★ ★ NORFOLK ★ ★

VIRGINIA'S OLDEST BROADCASTER

Regional Networks?

NORTHERN CALIFORNIA BROADCASTING SYSTEM

***VIRGINIA BROADCASTING SYSTEM**

—or "Spot"?

WJBK—Detroit, Mich.	WIL—St. Louis, Mo.
*WEBC—Duluth, Minn.	KJBS—San Francisco, Cal.
WMFG—Hibbing, Minn.	KQW—San Jose, Cal.
KARK—Little Rock, Ark.	WSPA—Spartanburg, S. C.

WHBF—Rock Island, Ill.
(Quad Cities)

*Represented in Chicago and Detroit Areas only

George Roesler

Radio Station Representatives
Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

WSPD

TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

Fifty-two of America's outstanding National accounts use WSPD to cover this Great Northwestern Ohio Market.

They know from experience that WSPD must be used to get blanket coverage.

WSPD TOLEDO OHIO

STUDIOS
COMMODORE PERRY HOTEL
TOLEDO, OHIO

TRANSMITTER
PERRYSBURG, OHIO

Future of Broadcast Services At Issue in Hearings of FCC

NAB, Television, Facsimile and Ultra-High Groups Face Opposition in 30,000-110,000 kc. Band

THE BROADCASTING industry, and related services destined ultimately to become a part of broadcasting, are preparing to attend the engineering hearing to begin June 15 before the FCC with the object of preserving for public entertainment, education and enlightenment a sufficient portion of the ultra-high frequency spectrum to accommodate television, facsimile and ultra-high or "apex" broadcasting.

This became evident after the full significance of the hearing call was brought to the attention of units in the industry. At the suggestion of James W. Baldwin, NAB managing director, the board of directors of that trade association authorized him to draft plans for presentation of a full case in behalf of the industry covering present services of broadcasting to the nation and the urgent need for preservation of sufficient natural facilities in the ultra-high spectrum to accommodate reasonable future needs. This was done at the special board meeting held in Chicago April 27.

Flanking the NAB, which will plead for adequate room for extension in those offshoots of radio which logically fall in the broadcasting category, will be leading experimenters in television, facsimile, and ultra-high frequency broadcasting. At present, a sizable portion of the band ranging from 30,000 to 110,000 kc., all of which is classified as experimental area, is allotted for these types of experimentation by broadcasters and related groups.

Military Demands

THE broadcasting industry, however, will be forced to resist the heavy demands of the Army and the Navy and of aviation, ships, police radio, and other non-public services for practically all of the ultra-high spectrum. As a matter of fact, it is apparent that the military services, in seeking an executive order to allocate for their use nearly half of this ethereal area, prompted the recommendation of T. A. M. Craven, FCC chief engineer, that the informational hearing be held. This recommendation was adopted April 3 by the FCC.

All things considered, the informal hearing is regarded as the most important technical conference since the 1928 general reallocation hearings before the former Radio Commission. These resulted in the allocations of today, insofar as broadcasting is concerned. Should any substantial portion of the facilities in the range from 30,000 to 110,000 kc. be assigned to services other than public, then the development of visual broadcasting and of ultra-high frequency sound broadcasting will be retarded perhaps by several years.

The conference is called to consider allocations over the entire spectrum. It is unlikely, however, that there will be any effort to disturb allocations in the range from 10 to 30,000 kc. because services in those bands are now well entrenched, and because of the heavy equipment investment in them. Beyond 110,000 kc., engineers have not yet devised tubes or transmitters which will function and this area is regarded as unusable.

The FCC on Feb. 24 made public the notice of the informal hearings. The notice is being showered upon all known interested parties in an effort to have as full a hearing as possible. It is expected that at least ten days will be required for the hearings.

In the notice the FCC asked that persons or organizations desiring to appear and testify to notify the FCC of that intention on or before June 1. This notification should state the number of witnesses to appear, the topic each will discuss and the time expected to be occupied by each.

The two-page notice said that the purpose of the hearing in substance is to determine present and future needs of various classes of service for frequencies above 30,000 kc., with the view of ultimately allocating them; of securing for the public and the FCC a keener insight into conflicting problems in the application of these new frequencies to the public service; guiding experimentation along more definite lines; reviewing present allocations above 30,000 kc., and assisting the government in preparing for the International Telecommunications Conference at Cairo in 1938.

The notice further stated that persons appearing should be prepared to show the dependence of the service they represent on radio rather than wire lines; probable number of people benefiting from the service; relative social and economic importance of service, including safety of life and protection of property; probability of practical establishment of service and degree of public support likely; degree to which service should be made available to public; and areas in which service should be provided.

Further set out in the notice was a list of technical requirements and apparatus limitations. Finally, all parties were asked to prepare exhibits showing the requirements for frequency bands and positions in the spectrum for their particular services, to be submitted before June 1. Cross examination of witnesses, it was added, will be limited to questions by Commissioners or members of its technical or legal staffs. The FCC chairman, however, may permit questioning of witnesses if questions are submitted in writing.

NATIONAL CARBON Co., New York (Eveready Prestone) through J. M. Mathes Inc., New York, is working out a coast-to-coast announcement campaign to begin in October.

RADIO will honor Thomas A. Edison, inventor, on more than 4,500 broadcasts during the May-August period. Edison secured a basic wireless patent in 1886 which he later sold to Marconi.

Program Awards By Women's Group Ignore Symphonies

None Good Enough, It is Held; Non-Musical Award to Vallee

STRIKING the industry by surprise when it failed to find a program of serious music suitable for its award in that class, the Women's National Radio Committee announced its selections April 22 at a luncheon in the Hotel Astor, New York. Awards were made by a committee which was guided to a certain extent by ballots sent to the mailing list of its publication *Radio Review*, to its own members and to all who wrote for ballots.

No award was made for serious music, it was stated by Yolanda Mero - Irion, committee advisory chairman, because none of the programs measured up to the standard set by the awards committee. "General Motors received the greatest number of votes, while Ford's Sunday concert ranked second," she said. "It was brought out in the discussion of the judges that the standard of General Motors this year was considerably below its own standard of last year, and that it would be inconsistent with the objectives of the committee to single out for high honor a program which had slipped backward." Honorable mention also was given *Frank Black's Symphony Hour* on NBC.

Cities Service Co., the committee decided, has the best program of light music. The best non-musical program chosen (comedy, drama or variety) was the musical variety *Rudy Vallee* hour sponsored by Standard Brands Inc. (Fleischmann's yeast) on NBC-Red. Best educational program, it was decided, was the NBC - Blue *American Town Meeting of the Air*, conducted by the League for Political Education. The CBS sustaining *Wilderness Road*, which was started March 2, was picked as the best children's program.

Freedom of Speech

THE advisory chairman thanked CBS for its continued presentation of New York Philharmonic concerts and praised NBC for presenting *Metropolitan Opera* programs. "The other fine musical hours sponsored by NBC and WOR are all thoroughly appreciated," she said, "but it is not enough."

Among guests at the luncheon were Lenox R. Lohr, NBC president, William S. Paley, CBS president, and Alfred McCosker, WOR president, all of whom spoke briefly. Anning S. Prall, FCC chairman, delivered an address and announced the awards.

Mr. Prall stated that in the conduct of radio "our fundamental obligation is to respect freedom of speech. It is inconceivable that, as in the dictator-ridden countries of Europe, or even in England where the radio is under state control, there could be imposed by the FCC regulations that would mean a denial of the same degree of free speech over the radio as is enjoyed by the press of our country," he said.

Honorable mention, in addition to those already mentioned, was given by the committee as follows:

Light Music — Fred Waring and Pennsylvanians, NBC and CBS, sponsored by Ford Motor Co.

Non-musical—Comedy, Jack Benny, sponsored on NBC-Red by General Foods Corp.; Fred Allen, sponsored on NBC-Red by Bristol-Myers Co.; Burns & Allen, sponsored on CBS by Campbell Soup Co.; Drama, Leslie Howard, sponsored on CBS by Lehn & Fink Products Corp.; Serials, *One Man's Family*, sponsored on NBC-Red by Standard Brands Inc.; *Today's Children*, sponsored on NBC-Blue by Pillsbury's Flour Mills; *Vic & Sade*, sponsored on NBC-Red by Procter & Gamble Co.; *Forever Young*, sponsored on NBC-Red by Procter & Gamble Co.

Educational — *American School of the Air*, CBS sustaining; *Chicago University Round Table*, NBC-Red sustaining.

Children's Programs — *American School of the Air*, CBS sustaining; Damrosch *Music Appreciation Hour*, NBC-Red sustaining; *Singing Lady*, sponsored on NBC-Blue by Kellogg Co.

Others not listed in the official announcement of awards but mentioned by Yolando Mero-Irion in her address, were:

NBC *Drama Guild* and CBS *Lux Radio Theatre*, runners up to Leslie Howard in the voting.

CBS Experimental Dramas mentioned as the best possibility for the future of drama created especially for radio.

The NBC-Blue *Farm & Home Hour*, which "polled a handsome vote".

"For news commentators, in proportion to all the votes cast, Gabriel Heatter (NBC and WOR) made the best showing, with Edwin C. Hill (NBC) second and Boake Carter (CBS) third."

Steady improvement was noted in the Rudy Vallee program, both in programming and advertising continuities.

The NBC *Standard Symphony* on the Pacific Coast and the MBS *Wallenstein's Sinfonietta* made good showings, she said.

Called Inconsistent

COMMENTING on the awards, the *New York Sun*, in a signed article by E. L. Bragdon, said the committee "was so inconsistent in giving the reasons for its selections that some of the value of the awards will be lost on advertisers and networks."

Failure to grant an award in the field of serious music was particularly criticized by the *Sun*. "Unless the music world is mute," said the article, "the Women's National Radio Committee will be kept busy for several weeks explaining their system and restating their objectives."

Coverage in India

THE New York representative of a leading import and export firm of Madras, India, walked into the New York offices of Modern Industrial Bank to apply for an industrial loan. It was approved. According to Jacob Leichtman, bank president, the bank's weekly program on WOR, Newark, had been picked up in Madras, India, by officials of the firm who immediately instructed their New York representative, authorizing him to apply for the loan.

HURRY - HURRY - HURRY



We have a few select periods still available, so don't delay in taking advantage of this opportunity. You owe it to yourself to investigate the excellent job we are doing for our present clients.

Do not overlook the rich St. Louis area in your advertising. Get in touch with us without delay.

THOMAS PATRICK INC.

HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

KWK

Committee Routine Delaying Action on Copyright Measure

Personnel of Subcommittee Is Unfavorable to Duffy Bill

WHETHER there will be copyright legislation at this session of Congress along the lines of the Duffy Bill, which would give greater protection to users of music against the rampages of music copyright combinations, depends upon the speed with which the subcommittee of the House Patents Committee functions during the next few weeks.

Upon conclusion of protracted hearings before the House Patents Committee on April 15, Chairman Sirovich (D-N. Y.) named a subcommittee of ten members, headed by Rep. Lanham (D-Tex.), to consider the three pending bills in the light of the testimony adduced during the hearings. In addition to the Duffy Bill, supported by the broadcasting industry, State Department, motion picture exhibitors and other groups of users, there are pending the Sirovich Bill, obviously inspired and supported by ASCAP, and the Daly Bill, also having the tacit support of ASCAP, but written essentially in the interests of the performing artists who seek to procure copyright protection for their "interpretative offerings".

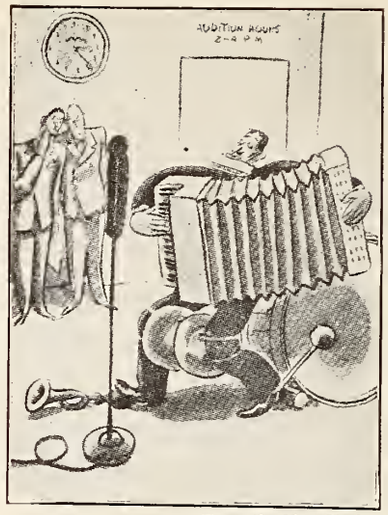
The personnel of the Committee is such as to lead proponents of the Duffy Bill to believe it will oppose the major provisions. Only two members of the subcommittee —Deen (D-Ga.) and O'Malley (D-Wis.)—have shown any disposition in opposition to the stand of ASCAP and in active support of the Duffy Bill. Other members of the committee either have been outspoken in their opposition or have been largely non-committal during the hearings.

Appears Unfavorable

THE FULL committee sentiment was largely in favor of ASCAP during the hearings and the subcommittee appears to be of the same complexion. The most important single provision of the Duffy Bill from the standpoint of users is that of elimination of the $250 statutory minimum infringement clause, which ASCAP has used with telling effect in forcing payment of royalties, at its own price, for performance of music.

Other members of the Subcommittee are Kramer (D-Cal.); Daly (D-Pa.); Barry (D-N. Y.); Perkins (R-N. J.); McLeod (R-Mich.); Hartley (R-N. J.); and Risk (R-R. I.). Reps. Daly and Perkins have been more or less outspoken in their ASCAP support, while the remaining members have been largely observers during the hearings.

Presumably the committee plans to evaluate the merits of the three pending bills and the existing copyright Act of 1909 and endeavor to write a new bill incorporating what they construe to be the best features of each. The Duffy Bill passed the Senate at the last session, and awaits only House action for passage. Administration approval has been more than hinted, and should some bill, perchance, get through the House and be agreed to by the Senate it is more than likely that the President will sign the measure.



From the New Yorker

"He says all he needs is a sponsor."

Because of a combination of factors, however, proponents of the Duffy Bill feel it has only a bare chance of getting through. The subcommittee is more or less stacked, it is known. Moreover, there is the race against time prior to adjournment expected early in June. And even after some bill gets out of subcommittee it still would have to face a barrage before the full committee and then the House itself, and finally, if the measure were revised in any great degree, it then would have to go to conference between committees of the House and Senate to compose those differences.

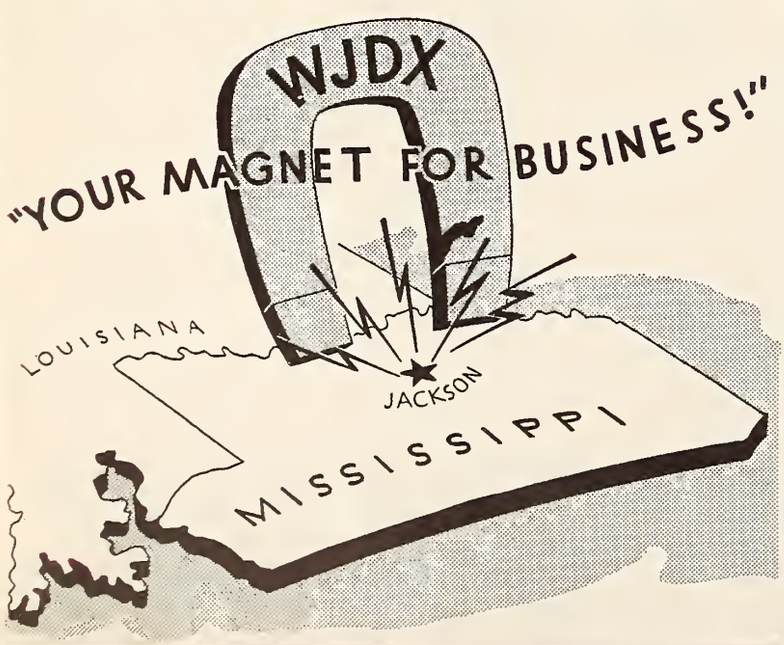
In connection with the $250 minimum infringement, which the Duffy Bill would eliminate, the consensus appears to be that this should be reduced, but perhaps not eliminated. The Duffy Bill would leave to the discretion of the courts the amount of damages, and ASCAP and its cohorts have been demanding retention of the $250 provision. Stipulation of even a lower minimum in the law would be in the nature of a point won by ASCAP.

After the subcommittee held its first session April 23 it was estimated that at least two weeks would elapse before that group could whip together a compromise bill. Even after the full committee action, assuming a bill acceptable to it were drafted, it would be necessary to procure a rule from the House Rules Committee to bring the measure before the House. That in itself presents a serious problem this late in the session, it was pointed out. All things considered, according to parliamentarians there exists less than a 50-50 chance for any legislation on copyright at this session.

In the waning days of the hearing, the Committee heard testimony from witnesses on design copyright, in which the broadcasting industry has no interest. There was also additional testimony against ASCAP from music using groups, and finally the rebuttal testimony of Dr. Wallace McClure of the Department of State, urging passage of the Duffy Bill, and Nathan Burkan, ASCAP general counsel. All parties were given until April 18 to file supplemental briefs.

WJDX

JACKSON,
MISSISSIPPI



"THE VOICE OF MISSISSIPPI!"

Mills in Northwest On ASCAP Survey

CONCERNED over the status of ASCAP in Washington State, where a receiver was appointed by the state courts to administer ASCAP affairs after it had been adjudged an illegal monopoly in violation of state laws, E. C. Mills, ASCAP general manager, is in the Pacific Northwest to get first-hand information on the situation. Mr. Mills departed for the Coast shortly after the conclusion of the public hearings before the House Patents Committee on the Duffy Copyright Bill April 15, and, it is expected, will be gone until about the middle of May.

Mr. Mills was in Seattle for several days, it is understood, but then took up headquarters in Portland, Ore. The action by the Washington state courts was such as to make any ASCAP official amenable to arrest within the state. Last fall, when Mr. Mills visited the Northwest in connection with the litigation, he headquartered in Portland for the same reason. The ASCAP catalog, under the State Supreme Court decision, is being made available through Tracy Griffin, Seattle attorney, who has been named receiver for ASCAP in the state. Under the court decree, no payments of money can be made to ASCAP as such.

There was the report that, because of the Washington court action, Mr. Mills was detained for several hours in Seattle by State authorities, but subsequently was released, and took up his headquarters in Portland.

While there has been no final adjudication, it is believed that the action of the Washington courts clouds the title to every ASCAP and Warner number [Warner was an ASCAP member at the time the receiver was appointed] and that both copyrights groups are placed in a somewhat baffling position insofar as suits for infringement of their copyrights are concerned. That is because a serious question exists as to whether they can produce clear title to their catalogs.

Leath Stores Expand

A. LEATH & Co., Chicago, operating 31 retail furniture stores near Chicago in the smaller cities of Illinois, has started a noon program of the inquiring reporter type on WCOL, Janesville, Wis.; WKBH, LaCross, Wis.; WCLS, Joliet, Ill.; WTAX, Springfield, Ill., and WHBU, Anderson, Ind., and will soon add WTAQ, Green Bay, Wis., in all of which cities they have stores, according to announcement by N. C. McQuery, in charge of the company's radio activities. The company has been using WROK, Rockford, Ill., for the last two years for spot announcements only, and is making some spot announcements over a few Iowa stations. The new programs are of 15 minutes duration, except Springfield, Ill., and Janesville, Wis., where the Leath Co. shares the time with other sponsors.

ROBERT S. TAPLINGER Inc., radio relations and publicity firm of New York, has opened a Hollywood branch at 8532 Sunset Blvd., with Miss Pauline Swanson, formerly associated with Mr. Taplinger at CBS, in charge.

ARMSTRONG PLANS 40 KW. APEX TEST

THE FIRST application ever filed for "super-power" on the ultra-high frequencies was submitted to the FCC April 28 by Maj. Edwin H. Armstrong, noted inventor of the feedback and superheterodyne circuits. He asked for 40,000 watts peak power for a general experimental station in New York City to operate on the channels above 41,800, 86,500 and 111,000 kc.

Developer of the so-called "wave spreader" embracing a radically new system of frequency modulation, Maj. Armstrong seeks the 40 kw. experimental station to permit him to complete an elaborate developmental program he has outlined to test the efficacy of his "spectrum conserver" method.

Maj. Armstrong advances the theory that with power of 40,000 watts on the ultra-high frequencies, coverage exceeding that procured with 500,000 watts on the conventional broadcast band can be procured. Moreover, he contends that the quality of the transmission in infinitely better. To accomplish this transmission, a band width of about 150 kc. is needed, which is a dozen times broader than the bands normally used.

OPPORTUNITY to meet the celebrities of radio was afforded newspaper executives attending the American Newspaper Publishers Association convention in New York the week of April 20, with an informal party given them at the Waldorf-Astoria.

Loucks Analyses Per Piece Plan

(*Continued from page 10*)

supplemented with additional numbers from time to time.

The third part of the program will be more difficult to achieve due to the fact that there are now outstanding many existing contracts and licenses. All of these, however, have termination dates. With the first two parts of the program carefully executed, the third part, or some modification thereof, is bound to follow.

This third part proposes that all stations and networks shall be classified with respect to their proper economic status. The number of classes is unimportant as long as the classification is fair and equitable and all economic elements are given consideration. At the same time it is contemplated that copyrighted musical compositions shall be classified in accordance with their type or character. Let us assume, for the purpose of illustration, that stations have been divided into six classes and musical compositions into the same number of classes. Each class of stations would be given an accounting factor and each of five classes of music would be given a performance price factor. Musical class "A" would embrace dance tunes and would carry a price factor of, let us say, 25 cents. If a class "1" station performed 1,000 class "A" tunes, each would be listed on its log in accordance with information taken from the catalog cards, and the station would owe $25 to the copyright proprietors. If a station in class five performed a similar number of dance tunes, it would owe $125, or 1,000 times its supposed price factor of $1.25 per performance. Prices in each of the five music classes would remain stationary and in the event any copyright owner was unwilling to permit his works to be listed in any of the five classes he would be privileged to list it in class six, a miscellaneous class in which would be listed all compositions the performance price of which does not coincide with the other five price categories. Thus the copyright proprietor would be permitted to fix any price he chose for any and all compositions he desired to list.

Merit of Compositions

NATURALLY, in an article such as this it is only possible to sketch briefly the plan. It is not possible to develop the many details which would be necessary to meet practical considerattions in putting the plan into operation. For example, there should be combined in the plan a provision for what might be called "bulk buying" if such method proves more satisfactory to both buyer and seller but the essential part of the plan is that price should be determined by competition among copyright proprietors and that merit of each composition should govern use and compensation.

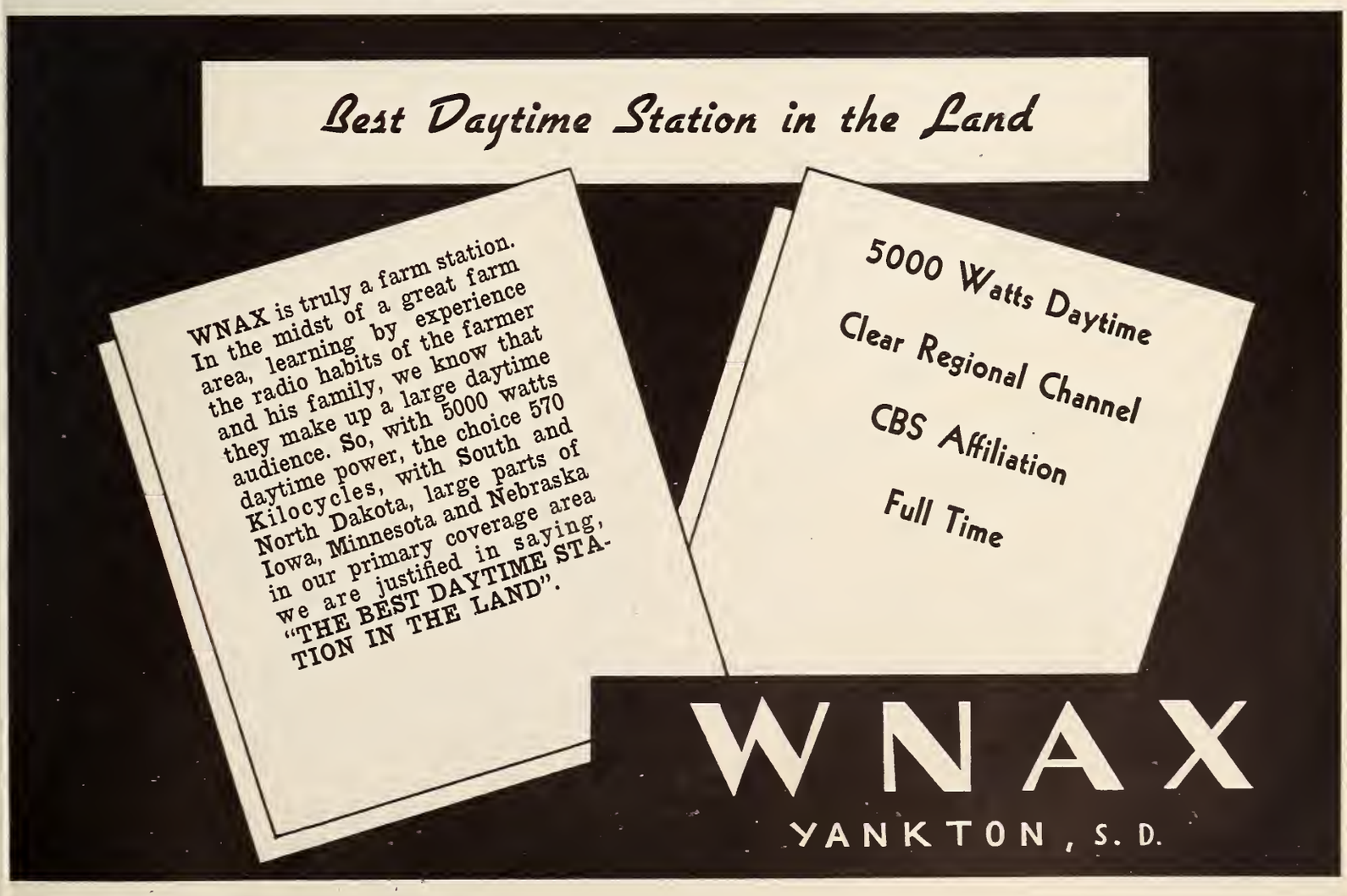
In actual operation such a plan as is here proposed undoubtedly would require extensive modification or amplification in order to make it feasible. Its success or failure will be almost entirely dependent upon intelligent and farsighted administration.

It is not contemplated that existing accounting or licensing facilities shall be duplicated but rather that they be coordinated and utilized in making the plan effective. But at the same time the plan should not be undertaken unless, in its preliminary stages, at least, the groundwork is laid for duplicating each and every facility to insure its sucess. Because it is the theory of the plan that the broadcasters shall find their own answer to their copyright problem without relying upon circumstances entirely in the control of others.

McNamee Joins Wynn

GRAHAM McNAMEE and Ed Wynn will be back together again when the Plymouth-Ed Wynn program moves from CBS to NBC-Red, May 12, 9:30-10 p. m. When Plymouth signed Wynn for the series, they sought McNamee but he was unable due to comitments pending at the time. With the shift to NBC, McNamee will be Wynn's straight man, a position John S. Young has been holding during the 13 weeks on CBS.

WILLIAM J. PURCELL, chief engineer of WGY, Schenectady, has returned to his desk after a long illness.



Wiley Harris—Colonel



Col. Harris

APPOINTED a Colonel on the staff of Gov. White of Mississippi, Wiley P. Harris, manager of WJDX, Jackson, Miss., has been elected chairman of the staff organization at its meeting last month in advance of inauguration. He thus receives the military rating of deputy chief of staff, being entitled to wear the official uniform and participate in the inauguration and all state affairs. Mississippi does not treat these appointments as lightly as did Kentucky, the average number being between 50 and 75 during an administration. Mr. Harris is an intimate friend of Gov. White.

WSPD on 5 KW

OPERATION with 5,000 watts daytime was begun April 28 by WSPD, Toledo, marking the second power increase for the station within a year. Last August the station, a CBS outlet, installed a new Western Electric transmitter, together with a vertical radiator, and increased its power from 1,000 to 2,500 watts by FCC authority. The station has been on the air for 15 years and during the last eight has been a CBS outlet, having been the 18th station to join that network. It is owned by the Toledo Broadcasting Co., of which George B. Storer is president, J. H. Ryan, vice president and general manager, and E. Y. Flanigan, commercial manager.

How Radio Prospects Develop

(*Continued from page 17*)

allot available time for the discussion of public questions to spokesmen for opposing views.

In allotting such time, we shall exercise our best and most informed judgment in maintaining program balance. By that we mean offering to the public all kinds of entertainment, instruction and information—the well balanced radio fare which it wants and to which it is entitled. We of course must be guided in such allotments of time by day to day developments, by the shifting of public interest, and by the relative importance of topics available for discussion.

I would like to explain what we mean by editorial control and editorial judgment. We do not censor ideas. We do not ask that the views of any speaker agree with those of any member of our staff nor have we views of our own which must be maintained or protected. Our practice of having proposed addresses submitted to us in advance is solely because of direct responsibility for what goes out over our stations. We examine proposed addresses first of all, to determine that they are interesting; second, that they are not libelous or slanderous; and third, that in questions of taste they are properly constructed to be heard in the living rooms of the nation by people gathered together in groups of both sexes and all ages.

Our reasons for refusing to sell time for public discussion and for insisting upon giving it away are three-fold. First, we believe that we have a public duty to bring such material to our audience regardless of the willingness of others to pay for it. Second, we believe that such discussion should be kept in balance by editorial judgment. If we sold time for the discussion of controversial issues, we would in fairness have to sell to all with the ability and the inclination to buy at a given moment. Thus we should surrender all possibility of regulating the amount of discussion on the air in proportion to other elements of well-balanced programming. Third, and by far the most important, we realize that if we sold time for the discussion of controversial public issues, for the propagation of the views of individuals or groups, we would necessarily allow a powerful public forum to gravitate almost wholly into the hands of those with the means to buy it.

In conformance with our refusal to sell time for discussion of controversial public issues, we limit our advertisers in their messages to the sale of their goods or services, or the promotion of public good will for their industry. As a simple example of what I mean, we would gladly sell time to a common carrier for the promotion of travel, but if we were asked to sell time to such a carrier which it would use to agitate for new rates or different regulation, we would refuse.

Picking a Program

THE CONTRACT having been signed, the problem of program selection is the next step and a highly important one. A number of agencies of course, with their experienced and efficient radio departments are able to take on this responsibility without a great deal of help from us. But we are in a position to handle the entire job at Columbia if we are asked to do so. Before a program gets to the audition stage, it must be considered in relation to the product to be advertised and the audience to be reached. There is also the matter of program balance. What kind of show immediately precedes and follows the new program? What entertainment is scheduled for the same time over other networks?

Coincidental with the work I have just outlined is the selection and notification of stations to carry the new campaign. This is a job for station relations and traffic departments. The sales and research departments are also needed in an advisory capacity. Selections of stations, of course, depends largely upon the specific problems of the advertiser concerned. Where is his best market? How can it be reached most effectively with the money he has appropriated? The time period he has selected and individual station facilities have also to be considered.

As stations are selected to carry the programs, they are notified of the starting date, the time, the duration of the contract, and other details. This, as a rule, is done by wire or teletype, as each station on the network is directly connected with our main office by one of these methods. The non-owned stations from whom we lease time are under contract to clear contract time for CBS advertisers on two weeks notice from New York headquarters. Any local business which they may take is therefore carried on the understanding that it is subject to change of time or cancellation on such notice.

When the desired network has been cleared and the program approved, there is still much to be done before opening date. Before that date, our publicity department works with the client and his agency to publicize the program. It prepares and releases photographs and news stories to magazines and newspapers. A separate division sends news releases to the advertising press and to business papers that are of special interest to the client.

Proposal to Create FCC Bar Drafted

PRELIMINARY plans for creation of a Federal Communications Bar Association to embrace in its membership lawyers admitted to practice before the FCC were made at a meeting in Washington April 27. Louis G. Caldwell, Washington attorney and first general counsel of the old Radio Commission, was named chairman of the organization committee of a dozen, and a general organization meeting is projected, probably in June.

Appointed to the organization committee, in addition to Chairman Caldwell, were Duke M. Patrick; Paul M. Segal; George O. Sutton; Paul D. P. Spearman; Ralph Kimball, counsel for Western Union; Ralph Van Orsdel, counsel for Chesapeake & Potomac Telephone Co.; Phillip K. Hennessey, NBC Washington counsel; Hampson Gary, FCC general counsel; Alfred Geiger, Washington counsel, Independent Telephone Association; Frank W. Wozencraft, general solicitor, RCA, and Howard Kern, vice president and counsel of Mackay Radio & Telegraph.

Mr. Caldwell named a subcommittee comprising Messrs. Patrick, chairman, Kimball and Geiger to prepare a report on organization to be subcommittee at a full committee meeting in three weeks. At that meeting plans will be made to call a general organization meeting of the some 300 attorneys throughout the country who have been admitted to FCC practice.

Mr. Sutton also was authorized by Chairman Caldwell to draft a proposal for the FCC proposing that it follow court procedure in recessing in July and August insofar as hearings are concerned, except on emergency matters. This suggestion will be made to General Counsel Gary.



3 BLANKETS FOR 3 "HOT-BEDS" OF SALES at ONE LOW RATE!!..

National, regional and local advertisers have found that to reach and sell the Missouri audience, they need these stations which blanket the leading trade areas . . . a test will prove the economy of 3 stations—3 markets—1 low rate.

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • KWKC • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS

SELL ALL SOUTH CAROLINA

5000 WATTS WIS 560 KILOCYCLES

G. RICHARD SHAFTO, MANAGER — COLUMBIA — FREE, JOHNS & FIELD, INC., NAT'L REPRESENTATIVES

PETTEY SUCCESSOR NOT YET SELECTED

JOHN B. REYNOLDS, assistant secretary of the FCC, is serving as acting secretary until the appointment of a successor to Herbert L. Pettey, who resigned effective May 1 to become associate manager of WHN, New York. Mr. Reynolds, named acting secretary on April 24, is not a candidate for the secretaryship, which is a non-civil service post paying $7,500.

It is indicated that two weeks or more may elapse before a permanent secretary is appointed. There is no disposition, however, to hold the post vacant for an indefinite period. About ten applications are pending for the post. Among those understood to be receiving primary consideration are: E. Willard Jenson, secretary of the Business Advisory Council of the Department of Commerce, a former assistant to Chairman Farley, and a registered resident of New York.

Joseph Wright, clerk of the Senate Interstate Commerce Committee, who is a native of Montana and a protege of Senator Wheeler (D.) Mont.

Thomas A. Brooks Jr., radio editor of the *New York Evening Journal*, and a native of New Jersey, who appears to have support of the New Jersey Congressional delegation.

Arthur O. Dahlberg, of Escanaba, Mich., an engineer formerly with NRA, now with the Department of Commerce, division of economic analysis.

Ernest Tomowske

ERNEST TOMOWSKE, owner and space buyer of Tomowske Adv. Agency, Spokane, died suddenly in mid-April. Heart failure was the cause of death.

NOW PINE RIDGE

Waters, Ark., Changes Name in Honor of Radio Duo

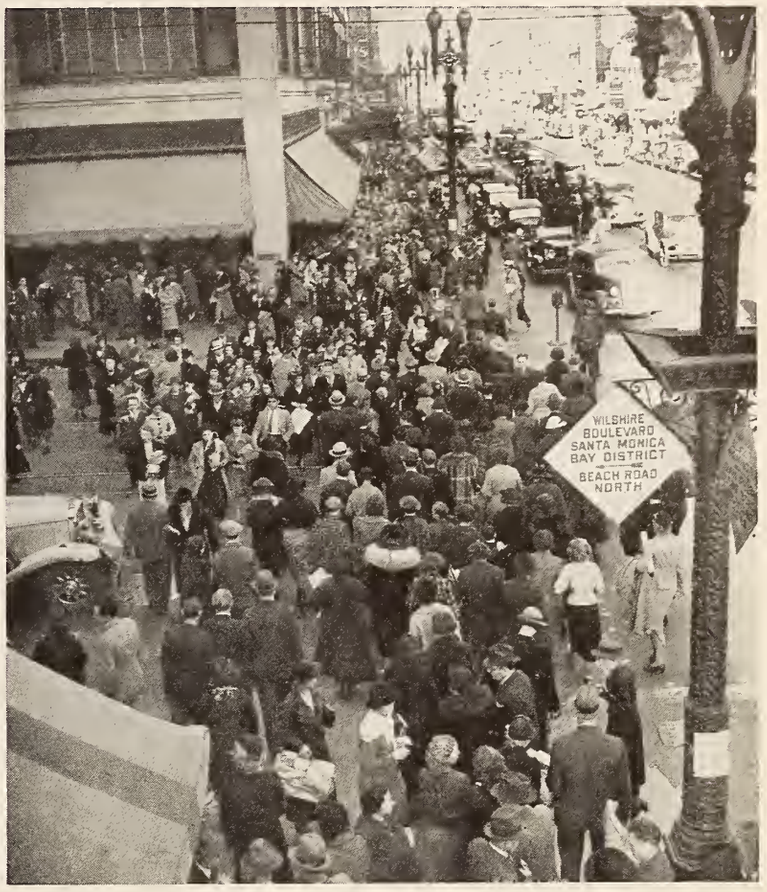
WATERS, Ark., has decided to abandon its name in favor of Pine Ridge, mythical locale of the *Lum 'n' Abner* NBC-Blue series sponsored by Horlick's Malted Milk Corp., Racine, Wis. A special broadcast marking the official shift in names was staged on the network April 26.

Participating in the program were Gov. J. M. Furtell, of Arkansas, the Little Rock high school band and the KTHS Barn Dance Band. Natives of the region impersonated Lum (Chester Lauck) and Abner (Norris Goff), who spoke briefly, as well as other characters in the series. The program marked the fifth anniversary on the air of Lauck and Goff. Charles Lyon, NBC announcer, was master of ceremonies for the event. Lord & Thomas, Chicago, has the Horlick's account.

Heine's Tobacco Tests

H. SUTLIFF Co., San Francisco (Heine's blend smoking tobacco), has placed its national advertising account with Charles R. Stuart Co. Inc., San Francisco agency, and on April 16 started sponsorship for 52 weeks of Captain Gene Sullivan's *Sportsman's Corner* on NBC-KGO, Thursdays, 8:30-8:45 p. m. (PST). It is the first radio effort of the organization which imports and exports as well as manufactures tobacco. The campaign will probably be extended to other NBC West Coast stations.

KFWB LOS ANGELES — WHERE PEOPLE BUY



A $10,000,000 SHOPPING DAY

When Los Angeles merchants stage their semi-annual "Dollar Day," the cash registers ring up a total of ten million dollars in retail purchases before the day is over.

That's what we mean when we say that Los Angeles is where people buy. It's an active market and whether you sell chewing gum or motor cars, Southern California is able and willing to buy your product.

FOR RESULTS AT LOW COST

There's no better or more economical way of reaching this army of buyers than through KFWB. In its primary service area are 2½ million people—81% of all Southern California—with a per capita income of $1351.00 annually.

KFWB's motion picture tieup and program assures a ready-made listening audience for your program. And its low rates guarantee a minimum cost per sale.

KFWB
LOS ANGELES
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS
FREE & SLEININGER
Exclusive Representatives

WCAE In Pittsburgh

Has . . . .

22% more listeners than NBC-Blue Outlet

82% " " " Columbia "

543% " " " leading local station

(Ross Federal Survey of 16,495 completed 'phone calls made during week ending Dec. 16, 1935)

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAC, Boston

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Winners), 7 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Florida Citrus Exchange, Tampa (grapefruit), 12 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
R. G. Sullivan, Manchester, N. H. (7-20-4), 150 *sa*, thru Broadcast Adv. Inc., Boston.
American Washing Machine Assn., Chicago, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Consolidated By-Products Co., Philadelphia (Marco pet food), 2 weekly *sp*, thru McLain Organization, Philadelphia.
Gruen Watchmakers Guild, Cincinnati, 60 *sa*, thru DeGarmo Corp., N. Y.
United States Rubber Co., New York, 12 *sa*, thru Campbell - Ewald Co. Inc., Detroit.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 78 *sa*, thru De-Forest Merchandising Bureau, Springfield.

WBAL, Baltimore

Wyeth Chemical Co., New York (Jad salts), 130 t, thru Blackett-Sample-Hummert Inc., Baltimore.
Gardner Nurseries, Osage, Ia. (seeds, plants), 3 weekly *t*, thru Northwest Radio Adv. Co., St. Paul.
Richardson & Robbins, Dover, Del. (soup), 1872 *sa*, thru Charles W. Hoyt Inc., N. Y.
Baltus Rolfs Inc., West Bend, Wis. (moth wool), 78 *sa*, thru Cramer-Krasselt Co., Milwaukee.
Seventh Day Adventists, Washington (religious), 52 *t*, thru Howell Adv. Agency, Washington.

KIRO, Seattle

General Mills Inc., San Francisco (Wheaties), daily baseball, thru Westco Adv. Agency, San Francisco.
Crescent Mfg. Co., Seattle (condiments), 6 weekly *sp*, thru Erwin, Wasey & Co., Seattle.
Associated Oil Co., San Francisco, track meets, thru Lord & Thomas, San Francisco.
Seattle Laundry Association, Seattle, 6 weekly *sa*, thru Strang & Prosser, Seattle.

WMCA, New York

United Drug Co., New York (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.
Sno - Flake Shoe Cleaner Co., New York, 2 weekly *sp*, thru Charles A. Mason Adv. Agency, Detroit.
General Electric Co., (regional distributor), 8 weekly *sp*, direct.
P. Lorillard Co., New York (Old Gold cigarettes), 1 *sp*, thru Lennen & Mitchell Inc., N. Y.

WHK, Cleveland

National Carbon Co., New York (Eveready Prestone) 26 *sa*, thru J. M. Mathes Inc., N. Y.
Lake Shore Electric Co., Sandusky, O. (transportation), 5 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

WCOP, Boston

Edgar P. Lewis Co. Inc., Malden, Mass. (Viva candy), 100 *sa*, thru Louis Glaser Adv. Agency, Boston.
Gardner Nurseries, Osage, Ia. (plants, seeds), 13 *t*, thru Northwest Radio Adv. Agency, Seattle.

KNX, Hollywood

Aetna Life Insurance Co., Los Angeles, 5 *sa*, thru Glasser Adv. Agency, Los Angeles.
Roman Meal Co., Tacoma (Speed-I-Mix), 5 weekly *sa*, thru Milne & Co., Seattle.
Reliance Mfg Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
Strasska Laboratories, Los Angeles (toothpaste), 3 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Murine Co., Chicago (eyewash), 3 weekly *sp*, thru Neisser - Meyerhoff Inc., Chicago.
Gilmore Oil Co., Vernon, Cal., weekly *sp*, thru Botsford, Constantine & Gardner Inc., Los Angeles.
Dr. W. J. Ross Co., Los Alamitos, Cal. (dog food), daily *sp*, thru Dan B. Miner Co., Los Angeles.
Oregon State Motor Assn., Portland, Ore., 6 weekly *sa*, direct.

WGY, Schenectady

Niagara Hudson Power Corp., New York, weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
New York Telephone Co., New York, 78 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati (white naptha soap), 70 *ta*, thru Blackman Adv. Inc., N. Y.
Sun Oil Co., New York, 3 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Philadelphia.
Niagara Hudson Power Corp., Albany (coke), daily *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WSB, Atlanta

Texas Oil Co., New York (Texaco) 39 *t*, thru Hanff-Metzger Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *sp*, thru Wade Adv. Agency, Chicago.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 130 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOR, Newark

Dryden & Palmer Inc., Long Island City (Gravy Master), 3 weekly *sp*, thru Samuel C. Croot Co. Inc., N. Y.
New York Telephone Co., New York, 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ford Motor Co., Edgewater, N. J., 3 weekly *t*, thru McCann - Erickson Inc., N. Y.
Breyer Ice Cream Co., Philadelphia, 3 daily *sa*, thru McKee & Albright Inc., Philadelphia.
Philip Morris & Co. Ltd., New York (cigarettes), weekly *sp*, thru Biow Co. Inc., N. Y.

WHAM, Rochester

E. I. DuPont de Nemours & Co. Inc., Wilmington, Del. (paint), 16 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Candy Cod Distributors, New York, 30 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Reliance Mfg. Co., Chicago (shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WSBT-WFAM, South Bend, Ind.

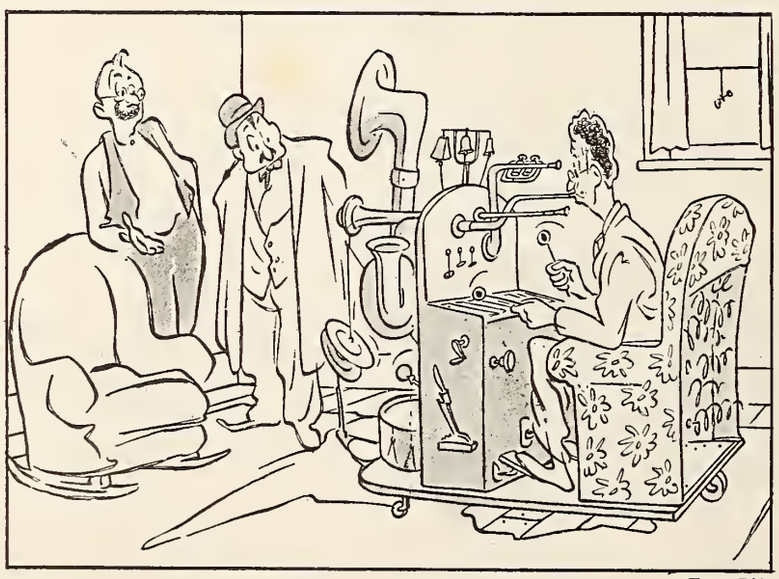
Ironized Yeast Co., Atlanta, 13 *ta*, thru Ruthrauff & Ryan Inc., N. Y.
M. J. Breitenbach & Co., New York (Gude's Pepto Mangan), 26 *sa*, thru Brooke, Smith & French Inc., N. Y.
Carter Medicine Co., New York, 3 weekly *ta*, thru Street & Finney Inc., N. Y.

WMAQ, Chicago

Chicago, Burlington & Quincy R. R., Chicago, daily *sa*, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.
National Biscuit Co., New York, (Shredded Wheat, etc.), 3 weekly *t*, thru McCann-Erickson Inc., Chicago.

WNBH, New Bedford, Mass.

New England Telephone & Telegraph Co., Boston, 46 *sa*, thru Broadcast Adv. Inc., Boston.
Procter & Gamble Co., Cincinnati (Ivory shaving cream), 125 *sa*, thru Blackman Adv. Inc., N. Y.



From Life

"He's going to play it on the Major Bowes hour, if he can get it into the studio."

WICC, Bridgeport, Conn.

Fairfield Pharmacal Co., Westport Conn. (No-Mal tablets), 7 weekly *sa*, thru Kelly, Nason & Roosevelt Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Johnson Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sa* thru John W. Queen, Boston.
Reid-Murdoch Co., Chicago (Monarch food), 7 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
McKesson & Robbins Inc., Fairfield Conn. (Pursang), 26 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.

KFI, Los Angeles

Continental Mills Inc., Seattle (Krus teaz), 13 *sp*, direct.
Clairol Inc., New York (hair rinse) 52 *sp*, thru Milton Weinberg Adv Agency, Los Angeles.
Gruen Watchmakers Guild, Cincinnati, 56 *sa*, thru DeGarmo Corp. N. Y.
Nash Motors Co., Kenosha, Wis. (autos), 26 *sa*, thru J. Walter Thompson Co., Los Angeles.
Washington State Apple Bureau, Seattle, 12 *sa*, thru Izzard Co., Seattle
Zenith Radio Corp., Chicago, 18 *sa* thru H. W. Kastor & Sons Adv Co. Inc., Chicago.
Bi-so-dol Co., New Haven (proprietary), 130 *t*, thru Blackett-Sample Hummert Inc., N. Y.

KWKC, Kansas City

F. W. Fitch Co., Des Moines (shampoo), 3 weekly *t*, thru L. W. Ramsey Co., Davenport, Ia.
Gillette Safety Razor Co., Boston (blades), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Phillips Petroleum Co., Bartlesville Okla., 13 *t*, direct.

KGO, San Francisco

James Graham Mfg. Co., San Francisco (Wedgewood stoves), daily *sa* thru Long Adv. Service, San Francisco.
General Electric Co., Bridgeport Conn. (washers and ironers), 2 weekly, *t*, thru Maxon Inc., Detroit
H. Sutliff Tobacco Co., San Francisco (Heine's blend tobacco), weekly *sp* thru Charles R. Stuart Co. Inc. San Francisco.

WHIO, Dayton

Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co. Inc., N. Y.
Ford Motor Co., Detroit, 16 *sa*, thru McCann - Erickson Inc., Cleveland
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WEAF, New York

General Baking Co., New York (bread), 6 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WJZ, New York

Beneficial Management Corp., Newark, weekly *sp*, thru Bermingham, Castleman & Pierce Inc., N. Y.

WDAY, Fargo, N. D.

Gardner Nurseries, Osage, Ia. (seeds, plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

WGN, Chicago

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 66 *sp*, thru Wade Adv. Agency, Chicago.

WBNY, Buffalo

Niagara National Bank of Buffalo 52 *t*, thru Ellis Adv. Co., Buffalo

KGGC, San Francisco

GallenKamp Stores Co., San Francisco (shoes), weekly *sa*, direct.

NBC Outlines Plan For WJZ's 500 Kw.

NBC PRESIDENT Lohr's intense interest in the technical side of radio, due probably to his own background as a military engineer, was manifested during the last fortnight in announcing NBC's plan to seek FCC authority to increase the power of WJZ, New York key of the Blue network, to 500,000 watts. The application, which will go to hearing before the Broadcast Division because it involves a question of policy in view of the present limitation of 50,000 watts on the clear channels, cites the need of WJZ to increase its coverage of the metropolitan New York area and the thickly populated nearby sections.

Unlike WLW, whose 500,000 watt transmissions were begun exactly two years ago this month, the WJZ application does not ask for experimental operation, thus being an endorsement by the network's engineers of the efficacy of super-power as demonstrated by WLW. Like WLW's the plant of the new WJZ would be built by RCA Mfg. Co., also a wholly-owned RCA subsidiary. Tentative plans contemplate building at or near the present site of WJZ at Bound Brook, N. J., though NBC engineers are still carrying on field tests to determine whether another site would be more favorable.

NBC is known to be particularly eager to secure better coverage not only of New York City proper but of Westchester County, where WJZ has many dead spots. The proposed new antenna would be a single steel tower 640 feet high, which Mr. Lohr said "will increase the efficiency of the present 50,000-watt transmitter and minimize fading, assuring improvement of reception." Mr. Lohr said he hoped the tower would be ready in time for NBC's tenth anniversary celebration next November.

"The population of approximately 20,000,000 within the primary service area of WJZ amply justifies this step to provide greater broadcasting efficiency," Mr. Lohr said. "The proposal is the outgrowth of the studies of coverage problems in the sector comprising New York, New Jersey, Pennsylvania and Southwestern Connecticut which the National Broadcasting Company has been conducting for years. RCA and NBC engineers are now at work correlating the design of the proposed new transmitting plant so that the company may proceed promptly upon receiving the approval of the FCC."

NBC Engineers under the direction of O. B. Hanson, chief engineer, and Raymond F. Guy, radio facilities engineer, are collaborating with RCA engineers in planning the new antenna system and transmitting equipment.

Pratt Resigns From NAB

ELMER W. PRATT, former Radio Commission attorney and examiner, who joined the NAB Feb. 1 as its attorney, has resigned to return to his private radio law practice. Original plans in connection with the NAB counselship did not materialize and Mr. Pratt elected to return to his former status.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

PLYMOUTH MOTOR Corp., Detroit (autos) on May 12 starts Ed Wynn in *Gulliver the Traveler* on 64 NBC-Red stations, Tuesdays, 9:30-10 p. m. Agency: J. Stirling Getchell Inc., N. Y.

CALIFORNIA ANIMAL PRODUCTS Co., Oakland, Cal. (Calo Dog Food) on May 7 starts for 13 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Thursdays, 2:15-2:30 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

SHASTA WATER Co., San Francisco (Shasta water), on May 4 starts for 13 weeks participation in *Feminine Fancies* on 8 CBS-Don Lee network stations, Mondays, 3:20-3:30 p. m. (PST). Agency: Brewer-Weeks Co., San Francisco.

GILMORE OIL Co., Los Angeles (gasoline & oil), on April 14 started for 13 weeks, *Watch Dogs* dramatized stories, on Western Network (KSFO-KNX), Tuesdays, 8:30-8:45 p. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Los Angeles.

WARREN Uninstructed Republican Delegation Committee, San Francisco (political) on April 15 started for four weeks *Political Talks* on 2 NBC-KPO stations, varied evening schedule. Agency: Pacific Adv. Staff, San Francisco.

Renewal Accounts

PACIFIC COAST BORAX Co., Wilmington, Cal. (20 Mule Team Borax) on May 19 renews for 52 weeks *Death Valley Days* on 5 NBC-KPO stations, Tuesdays, 8-8:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

GEORGE W. CASWELL Co., San Francisco (coffee) on May 11 renews for 52 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Mondays, 2:45-3:00 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Network Changes

U. S. TOBACCO Co. on April 20 added 10 stations to CBS series.

SSS Co. on April 29 shifted Music Box to 8:30-9 p. m. on 11 MBS stations.

LADY ESTHER Co. on April 26 shifted Wayne King to 6:30-7 p. m. on 6 MBS stations.

McFADDEN PUBLICATIONS Inc. on June 7 shifts Good Will Court to Sundays, 10:30-11 p. m. on MBS.

CBS Picks Derby Crew

IN ITS broadcast May 2 of the Kentucky Derby, under sponsorship of Brown & Williamson Tobacco Co. (Kool, Raleigh cigarettes), CBS will use Bryan Field, Westbrook van Voorhis (Hugh Conrad) and Bob Trout, the same crew used for the sponsor at the 1925 Derby. Pete Monroe, of the announcing staff of WHAS, Louisville, will assist. Field, who will give the acount of the race, is turf expert for the *New York Times*. Batten, Barton, Durstine & Osborn Inc., New York, placed the account. The broadcast is scheduled for 6:15-7 p. m. (EDST) on 71 stations.

In the first quarter of 1936 Business increased 65% above that of 1935 at

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

WLLH Is Granted Right To Test Booster Station

A NEW EXPERIMENT in synchronization of broadcasting stations, under which the "mother" station will have its signals intensified by the user of a "booster", was approved April 24 by the FCC. It granted the application of WLLH, Lowell, Mass., to install a booster at Lawrence, Mass., 9 miles distant to operate on the same frequency of 1370 kc., with variable power of 10 to 100 watts. The experiment is until July 1, with likelihood of renewal. It is the first time the FCC has ever authorized synchronization on a local channel.

Other synchronizations authorized by the FCC and its predecessor, Radio Commission are in the higher power categories. These include WJZ, New York and WBAL, Baltimore, after 9:30 at night; WBZ and WBZA, Boston and Springfield, Mass.; WBBM, Chicago, and KFAB, Lincoln, Neb.

Contest Suit Dismissed

WASHBURN-CROSBY Co. Inc., Minneapolis (General Mills subsidiary) was awarded a directed verdict in a suit for $10,000 filed against it by Mrs. Oscar Ness, St. Paul. Mrs. Ness claimed she was entitled to a duplicate $10,000 award in the sponsor's "Radio's Nameless Mystery Baby" contest, which closed in April, 1935. Mrs. Ness claimed she also had filed the name "Norita", which won the contest, but the sponsor denied receipt of such entry from her. Blackett-Sample-Hummert Inc., Chicago, handled the account.

WMBG

CBS Outlet
Richmond, Virginia

SALES MANAGEMENT'S

"Survey of Per Capita Spending Power" Shows:—

Among All Cities, Richmond Ranks 19th

In Cities of 250,000 — 500,000 Richmond Ranks 3rd

Use WMBG In This Preferred Concentrated Market

—

Exclusive Representation — FURGASON and ASTON



"PAUSE for Station Announcement"

BIGGER! BETTER! GRANDER than ever!

. . . a real circus
CAROLINA JAMBOREE
SATURDAY NIGHTS
Starting at 11:30 p. m.
FOUR SOLID HOURS of FUN and AMUSEMENT!
20 String Bands **20**
100 Artists **100**
A Real Barn Dance by People Who Started Barn Dancing!
Staged in Greensboro's MAMMOTH SPORTSRENA
Tune In—You Can Hear Us!
Write for Prices for Participation — Sponsorship

Your Station is WBIG in Greensboro, N.C.

AGENCIES AND REPRESENTATIVES

E. HAROLD GREIST, president of Gardner-Greist Co., Chicago, and vice-president of Gardner Adv. Co., New York, has moved to New York and taken charge of the New York office. The American Rolling Mills account formerly handled out of the Chicago office will hereafter be serviced out of New York.

WILLIAM BENTON has resigned as chairman of the board of Benton & Bowles Inc., New York agency, being succeeded by Chester Bowles. Mr. Benton retains his interest in the firm and also remains as a director but intends to devote his time to other unannounced interests. Atherton W. Hobler continues to serve as president of the agency. Ted L. Bates has been elected a vice-president and will continue to serve as account executive on the Colgate-Palmolive-Peet account.

STELLA UNGER, formerly program director of WMCA, New York, and more recently associated with the Radio Guild in the production of the *Borden Lou Little Club* program on WOR, Newark, has been appointed director of radio for J. P. Muller & Co., New York.

TERRY GUNN, formerly advertising manager of Acme White Lead & Color Works and the Kroehler Mfg. Co., and also an account executive with Henri, Hurst & McDonald Inc., Chicago, has joined the New York sales staff of Edward Petry & Co., station representatives.

FREDERICK W. ZIV, head of the Cincinnati agency bearing his name, is editor of "The Valiant Muse," an anthology of poems written by soldier-poets killed in the World War, published in April by G. P. Putnam's Sons, New York.

Williamson Shifts

GREGORY WILLIAMSON, formerly codirector of radio for Lord & Thomas, New York, resigned April 25 to join Pedlar & Ryan Inc., New York, as director of radio. Mr. Williamson had been with Lord & Thomas since the early part of 1934, associated with the production of the Lucky Strike *Hit Parade* on NBC and the *RCA Magic Key*. For a short time he had been with Lennen & Mitchell Inc., New York, as director of radio, but left to join Lord & Thomas. He entered radio in 1929 as a member of the NBC production department and served as both a writer and producer. The Lucky Strike dramatizations of Department of Justice and New York Police cases was one of the leading programs which he produced at NBC and which ultimately lead to his joining the Lucky Strike agency, Lord & Thomas. At Pedlar & Ryan Mr. Williamson will be in direct charge of the Proctor & Gamble-Camay soap program on NBC and the new Borden Co. Mel-O-Rol ice cream program starting on WEAF May 1.

BEN WARD, Pacific Coast art and radio director of N. W. Ayer & Son Inc., San Francisco, is in Hollywood supervising production of *Hollywood Talent Parade*, sponsored by Kellogg Co., (cereals) over the NBC-Pacific Red network on Thursdays, 9:15-9:45 p. m. (PST) from the network's studios in that city. He will remain in Hollywood for the duration of the contract.

KATHERINE STEINBERG, for the last year office manager of the Sidney Garfinkel Adv. Agency, San Francisco, has been transferred to the production department, assisting on radio as well as other accounts. Relia Smith succeeds her as office manager.

HINES M. HATCHETTE, formerly vice president and manager of WGAL, Lancaster, Pa., has joined Moss Associates, New York, as radio director.

RENEWAL of exclusive national representation agreements with Free & Sleininger Inc. has been announced by WHO, Des Moines; KSD, St. Louis, and KOIL, Omaha. WHO is entering its fifth year with the firm, KOIL its third and KSD its second year.

KEN NILES, drama coach at KHJ, Los Angeles, for six years, resigned April 15 to become associated with the Los Angeles office of the F. Wallis Armstrong Co. in connection with production of *Hollywood Hotel* and *Burns & Allen*. William Bacher, radio head of the agency in Los Angeles and producer of the two shows, spent three weeks in April on a trip to Hawaii.

MacGREGOR & SOLLIE Inc., Hollywood transcription concern, has been appointed representative for KJBS, San Francisco, and KQW, San Jose, in Southern California. George Roesler represents the stations in Chicago, Detroit and New York.

BETTY KING has taken the place of Ruth Bennett, recently transferred by Free & Sleininger Inc., from its Chicago offices to New York. Jessie Henriksen has also joined the Chicago office of Free & Sleininger.

BEACON ADV. AGENCY has been started at 48 W. 48th St., New York, by H. Martin Block and Theodore J. Funt. Roy Spector is account executive in charge of radio.

C. L. MOON, formerly national representative for the *New York Evening Post* and *World Telegram*, and previously identified with the magazine field, has been appointed Eastern representative of the Roesler station representative organization. Mr. Moon's headquarters are in the Lincoln Bldg., New York.

TOM WALLACE, Los Angeles agency man, in New York several months in connection with Townsend activities, returned to the West Coast in April.

SAMUEL MOORE Jr. has been named radio director of L. D. Wertheimer & Co., New York.

VAN AUKEN-RAGLAND Inc., Chicago, on May 1 will move into larger quarters in the Civic Opera Bldg., Chicago.

J. A. MORTON has been appointed sales representative of KIRO, Seattle.

G. M. BASFORD Co., industrial advertising agency, has moved its office from Pittsburgh to Leader Bldg., Cleveland.

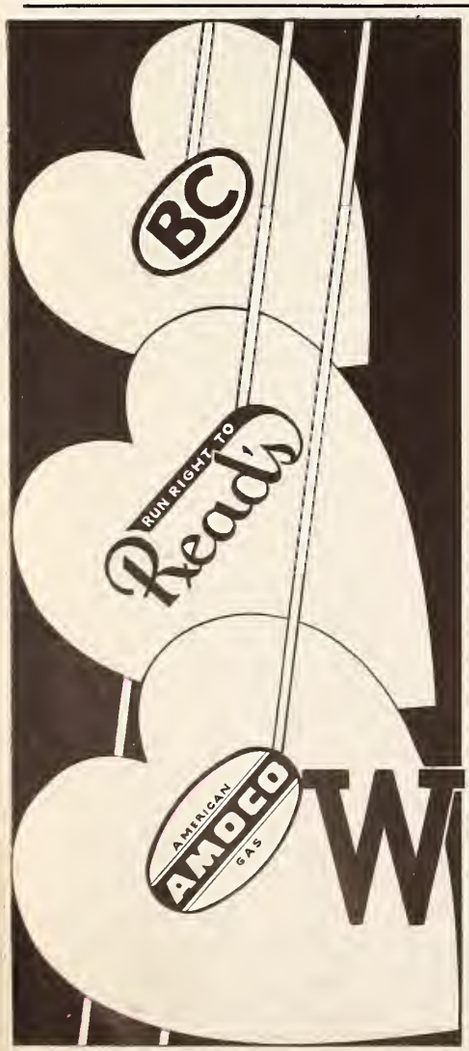
FANCHON & MARCO, Los Angeles theatrical producers, have moved their radio department to 1560 N. Vine St., Hollywood, adjacent to the Olesen sound studios. Transcriptions will be made of many productions. Gardiner Osborne remains as head of the F & M radio division.

WDAE, Tampa, has named E. Katz Special Advertising Agency as its exclusive national representative.

PHILIP MYGATT, radio writer of J. Walter Thompson Co., New York, has been transferred to the Hollywood office in a similar capacity. George Faulkner is also on the West Coast working on the new Frank Fay-Royal Gelatin program but will be back East before the end of May.

BRANHAM Co., New York, newspaper representatives which recently announced its entry in the radio representation field, has signed two more stations—WTJS, Jackson, Tenn., and KTBS, Shreveport. This makes a total of three, KRLD, Dallas, being the first station signed. KTBS is owned by the *Shreveport Times*, and has heretofore been represented by John Blair & Co. along with KWKH, also owned by the same paper. The former station goes over to Brandham May 1, and the latter station remains with Blair. WTJS is owned by the *Jackson Sun* and never has been represented in the national field before.

WILLIAM P. DAY, executive vice president of Lambert & Feasley Inc., New York agency, who recently engineered the purchases of four Southwest Broadcasting System stations by Hearst Radio Inc., has retired. Reports that he would join the Hearst radio interests were officially denied with the statement that Mr. Day's association with the station deal was based entirely upon his personal friendship with T. J. White, general manager of the Hearst enterprises.



3 HEARTS that 'BEAT' with WFBR Time!

Do you believe local advertisers know where the fishing's best? WFBR LEADS IN LOCAL TIME SOLD ON MAJOR NETWORK STATIONS! Do you believe national advertisers know? WFBR LEADS IN "LIVE TALENT" NATIONAL SHOWS! These 3 exclusive WFBR advertisers are among many who know WFBR is FIRST in leadership, listeners and results in the Heart of Maryland.

Maryland's Pioneer Broadcast Station

WFBR

BALTIMORE, MD.
NBC RED NETWORK
National Representatives:
EDWARD PETRY & CO., Inc.

LANGLOIS AND WENTWORTH
INCORPORATED
PRODUCED OVER
26,000
QUARTER-HOUR
RADIO PERIODS
LAST 12 MONTHS
420 MADISON AVENUE
NEW YORK

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

KENYON & ECKHARDT Inc., New York, has resigned as agency for Axton-Fisher Tobacco Co., Louisville (Spud cigarettes) and the account has been placed with Young & Rubicam Inc., New York. The agency had handled advertising of Spud cigarettes since its inception in 1927. Recently control of Axton-Fisher was acquired by Standard Commercial Tobacco Co., New York. Axton-Fisher has named Mc-Cann-Erickson to handle its Twenty Grand account.

JOHN T. ADAMS, formerly president of the Federal Broadcasting Co., and at one time vice president of Columbia Concerts Corp., a subsidiary of CBS, has joined J. P. Muller & Co., New York agency, in charge of the new business department. He formerly held a similar post with Lennen & Mitchell Inc., New York.

Weed Goes on Own

THE LEASING of WEEI, Boston, to CBS having broken up the New England Network as a cooperative enterprise, Joseph J. Weed, formerly head of the New York sales office of the network and its five affiliated stations, on May 1 will start his own station representative business with offices in the Borden Bldg., New York. His brother Neil will be associated with him in charge of the Chicago branch at 203 No. Wabash. Until WEEI transfers to CBS, the Weed organization will continue to represent it in the national field. It will also represent WTIC, Hartford; WJAR, Providence; WTAG, Worcester, and WCSH, Portland, the other four units of the New England Network.

New Radio Rep Firm

MITCHELL-RUDDEN-RUDDEN Inc., New York newspaper representatives, is the latest firm to announce its intention of entering the field of radio representation. Its first client, it was announced, is KFEQ, St. Joseph, Mo., heretofore represented by Wilson-Dalton Inc. The E. Katz Special Advertising Agency, newspaper representatives who recently also entered the radio field, has announced the addition of WDAE of the *Tampa Times* to its list, and its appointment as full national representative for WOWO, Fort Wayne, Ind. It now has a list of 12 stations, most of them owned by newspapers.

New Memphis Agency

FORMATION of the advertising agency Simon & Gwynn Inc., was announced April 23 in Memphis, to begin business May 1. The principals are H. N. Gwynn, sales manager and Milton Simon, production manager of WMC, Memphis, who resigned to enter their own business. The agency will be general although particular emphasis will be on radio and newspapers. Mr. Gwynn was formerly with the advertising department of the *Commercial Appeal*, which operates WMC, while Mr. Simon has specialized in script writing and radio merchandising.

KIRO, Seattle, which has just received an increase in power to 1,000 watts, has appointed John Blair & Co., station representatives, to handle its representation nationally. The station is under the general management of H. J. Quilliam. It recently moved into new studios in the Cobb Bldg.

RADIO ADVERTISERS

PRESCRIPTION LABORATORIES Inc., Detroit, is building the bulk of its advertising campaign for Ka-Fen pain relief, anti-acid and tonic salt laxative pills, around quarter-hour programs presented each morning over Michigan Network. Charles A. Mason Adv. Agency handles the account.

SPECIALTIES DISTRIBUTING Co., Detroit, has scheduled 15-minute time before baseball broadcasts over the outstate stations of Michigan Network, building a program around Gus Clark to advertise Grunow and Electrolux refrigerators and Friars Ale.

C. C. AUSTIN, general sales manager of Campbell Soup Co., Camden, with C. W. Habiland, western division manager of Los Angeles, were in San Francisco in April on a national survey for their organization.

MURINE Co., Chicago (eye lotion) through Neisser-Meyerhoff Inc., Chicago, is sponsoring *The Newlyweds* on KNX, Hollywood, three evening quarter-hours weekly for 13 weeks.

GILMORE OIL Co., Los Angeles, on April 14 launched a program on KNX, Hollywood, for four weeks with an evening quarter hour weekly called *Watchdogs*. Los Angeles office of Botsford, Constantine & Gardner, Los Angeles, handles the account.

WHITE KING SOAP Co., Los Angeles, through the Raymond R. Morgan Co., Hollywood, in April returned to KNX, Hollywood, for an evening quarter-hour weekly with Harry H. Balkin, character analyist.

JAMES H. RHODES & Co., Chicago (Colussus sponges, cleansers) has placed its account with Hanff-Metzger Inc., Chicago.

SCHUTTER-JOHNSON Candy Corp., Chicago, has named Ruthrauff & Ryan Inc., Chicago, as its agency.

PURATONE PRODUCTS Co., St. Joseph. Mo. (proprietary) has transferred its account to Guenther Associates Inc., St. Louis.

REIF-REXOIL Inc., Buffalo (oil burners) is advertising through Moss-Chase Co., Buffalo.

OMAHA FLOUR MILLS Co., Omaha (Omaha flour) has named Burns Hall Adv. Agency, Milwaukee, to service its account.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion, Ki-Moids) has appointed Young & Rubicam Inc., New York, to place advertising.

HARTZ MOUNTAIN PRODUCTS Co., New York (canaries, birdseed) has shifted its advertising to Hirsch-Turpen Inc., New York.

E. C. RICH Co., New York (Gibson specialties) has named Hirsch-Turpen Inc., New York, as its advertising counsellor.

MODERN INDUSTRIAL BANK, New York (saving and loan institution) shifted Gabriel Heatter from WJZ to WEAF April 27. Marschalk & Pratt Inc., New York, has the account.

PENN TOBACCO Co., (Kentucky Winners, Kentucky Club pipe tobacco), is sponsoring a new series of news broadcasts, daily except Sunday, which started on WBBM, Chicago.

GLAME Co., Hoboken, N. J. (nail polish) has appointed Franklin Bruck Adv. Corp., New York, to handle its account. No changes in the radio schedule, is contemplated. Program is now on WOR, Newark, and WFIL, Philadelphia, is planned.

HARRWID CANDY Corp., New York (Choo-Froot candy) has announced that Alvin Austin Adv. Agency, New York, will handle its advertising. Radio will be used in the autumn.

BRISTOL-MYERS Co., New York, has announced the appointment, effective July 1, 1936, of Pedlar & Ryan Inc., New York, to handle advertising for Ingram's shaving cream.

Timlin to Branham

JOSEPH F. TIMLIN has been placed in charge of the radio division of the Chicago office of the Branham Co., representatives of newspapers and radio stations. James H. Connolly has charge of the same department in the New York office. Mr. Timlin was formerly in the radio department of the J. Walter Thompson Co., Chicago, while Mr. Connolly was associated with N. W. Ayer & Son, New York, in the radio department.

WJAY

CLEVELAND
610 Kilocycles

Mrs. Dionne has nothing on us!

Producing five sales where our competitors produce one or two is pretty much of an old story to our 70-odd national and local advertisers—and incidentally, more local advertisers are on our station than any other in Cleveland—and they *stay* on—some of 'em for over five years now!

We think it's the capable, personalized selling that every product we handle receives; maybe it's our swell position on the dial — but whatever it is, we know your inquiries (and your sales!) will cost you less on WJAY—which should interest the man who is tone-deaf to everything but cash registers. Facts can be had, promptly. Write, wire or phone.

EDYTHE FERN MELROSE, MGR.

WJAY Cleveland

Nat. Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

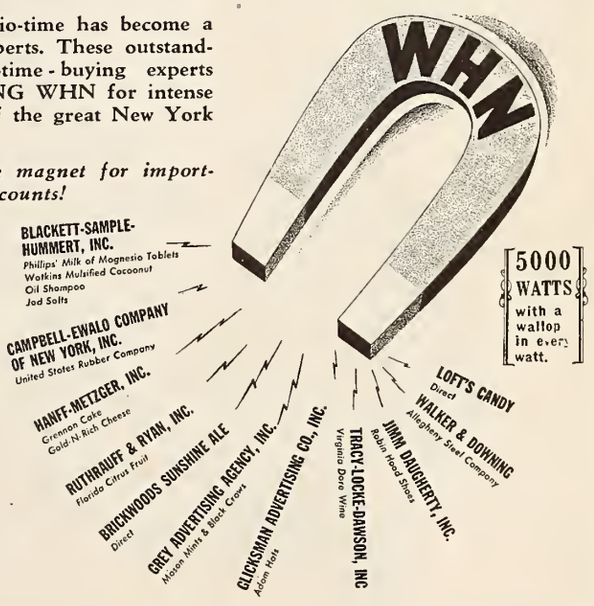
Tourists Push Business UP!

Mountain Carolina, of which Asheville is the center and trade capital, is now entering its tourist season—busiest time of the year! Use WWNC's blanket coverage to tap this great summer market!

THEY KNOW THEIR RADIO!

Buying radio-time has become a job for experts. These outstanding radio-time-buying experts are BUYING WHN for intense coverage of the great New York market!

WHN—the magnet for important new accounts!



The New York Station with National Prestige

WHN - NEW YORK

1540 Broadway . . . Times Square
5,000 Watts L.S. 1,000 Watts Night

National Advertising Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

New York — Chicago — Philadelphia — Detroit
Kansas City — Atlanta — Dallas — San Francisco

FLASH! As we go to press, Topping & Lloyd for Gordon & Dilworth Marmolade, renew for another 13-week period!

KVFD Sale Arranged

SALE of KVFD, Los Angeles regional, for a sum understood to exceed $50,000, to interests controlled by J. F. Burke, retired California capitalist, has been consummated, subject to FCC approval. KVFD, a limited time station using 250 watts on 1,000 kc., is now owned by the Los Angeles Broadcasting Co., which also operates KFAC, Los Angeles. E. L. Cord, motor car manufacturer, is the principal owner of the Los Angeles Broadcasting Co. The Burke group has formed the Standard Broadcasting Co. to operate the station. J. F. Burke Jr., is president with Mabel S. Burke vice president and Mr. Burke Sr., secretary-treasurer.

Supreme Court
OKAYS
TVA
•
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

TRAPPING THE ELUSIVE NOISE

Private Lives of Frogs, Even Junior's Snores, Are Captured for Sound Effects Library

By DON ALLEN
Production Manager
Standard Radio, Inc., Hollywood



Mr. Allen

I'M NOT at all sure I like this sound effect business. In the first place it has just about wrecked my home life because I am unable to do the simplest things, such as viewing a movie without mentally noting and more often exclaiming aloud about the possibilities of the effects as they pass before my eyes and ears. As an example I looked at a very entertaining picture the other night but the most vivid impression I retained was that of the very swell thunder which the movie outfit had dubbed into a storm scene.

And secondly, my friends in the radio business keep reminding me of the man who started to build a sound effects library for a large company and who ended, with his job far from complete, in a sanitorium.

Nevertheless I am up to ears in sound effects, have been for some months past and probably will be until I too land in a straight jacket or find an easier way of earning a living.

I got into sound effects because my company decided to make a library of such effects to sell to radio stations and because my experience in station production had been tied up (and what production man's life is not) with effects.

Of course we started out logically. First, we determined how existing effects could be improved upon and then very simply it followed all we had to do was to better them, figuring that here in Hollywood it ought to be easy. Why it wasn't easy is the reason for this story.

The Source of Sound

TO BEGIN with we figured we had a tremendous head start over anyone else by being on the spot in Hollywood. Here is the capital of the world's film industry and where they grind out the leaping celluloid, there you will find sound effects. Pictures are made first and effects are added later. I remember once seeing a dupe made of a film wherein some dozen people worked several hours to get the right kind of sound to fit the striking of a match!

In Hollywood with proper introduction you can get into any studio, see almost anything they do, but you can't get near their effects library. One large film studio values its sound effects at over a million dollars and I doubt if there is a studio in Hollywood, large or small, with less than a hundred thousand dollars charged off to effects.

So here, thought we, is a cinch. We can get experienced men and then all we have to do is record. We got experienced men all right and we've recorded, and recorded and recorded. And lucky for us we were in Hollywood or the job might never end.

Briefly here is how we did it. We employed a standard film portable sound unit, consisting of film recorder and crew, all mounted in a two-ton truck. We went to the harbor; we solicited and obtained cooperation of the police and fire departments; we stayed days around airports. We had to go to a small village and practically put the town on a two-hour vacation in order to get sawmill sounds without extraneous noise.

For that, my friends, is the thing that causes grey hairs when you go to pick up sound. One time you spend hours near a frog pond to get the croaking of the little so-and-sos only to have take after take spoiled by some nocturnal joy rider who decides to start his motor at the wrong time, and another time you have your choice takes of airplane motor takeoffs spoiled by singing birds in the background. It's unbelievable the grief one can encounter.

But we had laughs and thrills, too. One day I heard a movie outfit was going to wash out a plane for a shot they were making. By pulling a lot of strings we got permission to make a sound track simultaneously. The idea was for the pilot to throw his ship into a spin at about 3000 feet, stay with it long enough to make sure it would go, and then bail out at about 1500. Using radio control with the plane the director gave orders and the ship went into the spin. Down she came with the wind shrieking in the struts and the motor fully revved—1,500 feet but no pilot out—1,000 feet and still the stunt flier was in his seat. And then, as he came closer we could guess the trouble. He was caught!! And the plane completely out of control.

Just as I was about to cover my face so I wouldn't have to witness that awful crash a puff of white flicked over the side and a few seconds later the chute opened and our stunt man came down safely. The plane? Yeah, it crashed beautifully and we got the works!

The kick of the whole thing was the picture company had to rewrite their script as they didn't feel like going to the expense of wrecking another ship and they used the thrilling bail-out of the pilot instead of the original sequence while, we, interested only in sound, got the whole thing with the investment of a few hours of time and 174 feet of film.

Skids and Screeches

THEN there was the time when we were allowed to be in on the shooting of a spectacular auto skid. It was a chase scene and the car was to slide brakes down a short grade and turn completely around thereby making an otherwise impossible hairpin turn and eluding the pursuers. The stunt man does this by adjusting the brakes differently on the two sides of the car and with the help of a little moisture on the pavement it is supposed to work.

Okay, now here's the take. The car comes down the hill, the brakes screech and tires smoke, the car turns, heads up the other road as wanted except that the angle was a little too much for the driver and he goes over the curb and through a plate glass window of a phoney drug store the company had built on the corner. Such a glass crash!

Just Had to Chirp

AND for laughs. One morning we wasted a thousand feet of film on some auto effects because some over enthusiastic birds would insist on warbling. Although a block away they came through perfectly. Disgusted, we packed up and took the truck over thinking we might get the bird effects. The little birdies flew away, but we caught a dog, who thinking we were trespassers on his master's property, barked his head off for our microphone and hungry film.

And so on and on and on. Once we get the effect on film we dupe it to wax and you can really do tricks with a few feet of film and a crew of clever technicians. And also the continuity writer can look over the sound effect index and think of something to write into his next week's opus.

What worries me is that I may be headed for the funny house at that because last night as I was just about to drop off to sleep my last recollection before the Sandman got me was if I dared ask my wife if we could drive the sound truck by some evening.

You see I have a young son and because his adenoids have not yet been taken out he snores quite loudly in his sleep. And what a beautiful snore effect it would make!

WESTERN MONTANA
IN THE PALM OF YOUR
HAND . .



with
KGIR
BUTTE
MONTANA

Representatives
JOSEPH McGILLVRA
NEW YORK • CHICAGO
•
WALTER BIDDICK CO.
PACIFIC COAST

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Firestone Tire & Rubber Co., Akron

Lodge Clothing Co., Los Angeles

Orbit Gum Co., Chicago

Simpson Spring Co., N. Easton, Mass. (ginger ale)

Stuart Mfg. Co., Ltd., San Francisco (beauty culture)

Chas. H. Phillips Chemical Co., New York (face cream, toothpaste, milk of magnesia)

Sales Affiliates Inc., New York (Zotos permanent wave)

Beaumont Laboratories, St. Louis (4-way cold tablets)

Bi-so-dol, New Haven, Conn. (Bi-so-dol)

Tanback Co., Salisbury, N. C. (headache powder)

Aetna Life Ins. Co. & Aff. Cos., Hartford, Conn.

Oregon Mutual Fire Ins. Co., Portland

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal)

D'Arrigo Bros. Co., San Jose, Calif. (Andy Boy broccoli)

Coolerator Co., Duluth (refrigerators)

Westinghouse Elec. & Mfg. Co., Pittsburgh (refrigerators)

International Shoe Co., St. Louis

STANDARD RADIO Inc., Hollywood, is adding 50 numbers to its collection of 200 hill-billy, old-time and novelty selections under the title *Sons of the Pioneers*, already used by more than 100 stations. The five singers who perform the numbers are working with Bing Crosby in the picture "Rhythm on the Range". Stations which have purchased the Pioneers recently include WMMN, Fairmont, W. Va.; CFRN, Edmonton, Canada; WALR, Zanesville, O.; KGEZ, Kalispel, Mont.; CHNS, Halifax; WCSC, Charleston, S. C.; WKBN, Youngstown, O.; WIBW, Topeka; WSPD, Toledo; WTMJ, Milwaukee; WFDF, Flint; WCAZ, Carthage, Ill. Seven stations which have subscribed recently to Standard Library Service are WLAK, Lakeland, Fla.; WJAS-KQV, Pittsburgh; WHJB, Greensburg, Pa.; KGFJ, Los Angeles; WMAS, Springfield, Mass.; KMA, Shenandoah, Ia.; WDGY, Minneapolis. First shipments of Standard's new sound effects library went to KMOX, WTMJ, WIBW, WEBC, WGN, WAAF and Affiliated network.

ASSOCIATED MUSIC PUBLISHERS, New York, has signed the following new subscribers to its Associated Recorded Program Service: WHN, New York; KLZ, Denver; WSO-KRNT, Des Moines.

STUART MacHARRIE, formerly with RCA-Victor Co., and H. C. Webber, formerly in technical fields at Portland, Ore., in April became associated with the Radio Transcription Co. of America as field managers. They will work out of the Chicago office under the direction of Frank Gambrino. Mr. MacHarrie will be assigned certain Midwestern states, while Mr. Webber will cover the southern area.

BRAZIL, now boasting more than 50 stations deriving their revenues from advertising sources, offers a market for reasonably-priced transcriptions and program library services due to the popularity of popular music there, according to a Department of Commerce report from Rio de Janiero.

Bert A. Phillips Heads MacGregor & Sollie Sales



Mr. Phillips

BERT A. PHILLIPS, for the last two months commercial manager of KFRC, San Francisco, has resigned and on May 1 becomes sales manager of MacGregor & Sollie Inc., Hollywood transcription producers. His successor at KFRC is Henry M. Jackson, on the sales staff of the station since February 1935. Phillips has a background of nearly a decade of commercial radio experience. He was account executive for two years at KHJ, the Don Lee network station in Los Angeles when promoted to the San Francisco post. Prior to that he operated his own radio advertising agency in Los Angeles, and serviced many national accounts on both NBC and CBS networks. Nationally known in radio, he was radio committee chairman of the Los Angeles Junior Chamber of Commerce in 1934 and chairman of that committee for the U. S. Junior Chamber of Commerce in 1935.

L. Cy Whitaker, sales manager of MacGregor & Sollie for several years, remains in charge of the San Francisco offices at 65 Presidio Ave., from where all publicity and sales promotional work is being directed. Maurice Gunsky, head of the musical production department is also making his headquarters in San Francisco. MacGregor & Sollie has appointed Harry Bechtel, formerly KYA, San Francisco, chief announcer, assistant to John Fee, production manager. Kimball Sant, who formerly held that post has been placed in charge of the continuity department.

California Retail Chain Sponsors Don Lee Series

EIGHT Don Lee California stations are carrying *California's Hour*, sponsored by California Chain Stores Association through the Los Angeles office of Lord & Thomas. The series, scheduled for 26 weeks, includes Conrad Nagel, screen star, as master of ceremonies, Jane Froman and David Broekman's KHJ orchestra.

Each program is a salute to a California city, six local acts appearing from each city. Talent scouts are holding auditions over the state to obtain performers, both amateur and professional. Programs are staged from the Major Theatre, Los Angeles, and keyed from KHJ. First place winners will appear on the final program, the prize being $500.

KVCV is the call assigned by the FCC to the new full-time 100-watt station on 1200 kc. operated by Golden Empire Broadcasting Co. at Redding, Cal.



An Old Principle WITH A NEW APPLICATION

TRANSCRIPTION TURNTABLES

33 1/3 or 78 RPM transcription Turntables complete with:

- *Lateral and vertical Pick ups*
- *Built in Compensating Network*
- *Dynamically balanced drive motor of synchronous type*

No Wows-No Gears-No Vibration

● ● ●

PRECISION BUILT DIRECT RECORDING EQUIPMENT

Quality of results will speak for itself.

Write for a sample Recording.

ADDITIONAL SERVICES

- SLIDE FILMS
- SCRIPT WRITERS
- OFF THE AIR RECORDING
- WAX RECORDING
- COMPLETE TALENT BUREAU

We specialize in supplying quality discs, Cutting Sapphires and Needles.

When attending FCC hearings in Washington you are cordially invited to inspect our studio and equipment.

U. S. RECORDING CO.

633 - 635 EARLE BUILDING

NAtional 2975

WASHINGTON, D. C.

Gas Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas ranges), took spot and transcription announcements on 11 stations in California in a nine-day campaign which started April 24 and continues through May 2. The announcements are of one-minute duration, both daytime and evening. Approximately 300 announcements are on the schedule. Stations are KGO, KFRC, KYA, KJBS, KLX, KHSL, KFBK, KWG, KQW, KIEM, KTRB, KMJ, and KERN. Jean Scott Frickelton, San Francisco, is the agency.

LISTENERS of WLS, Chicago, contributed more than $22,000 in the station's drive for Red Cross funds for flood sufferers.

DOMINATING EAST TEXAS!

31,000 Families Will Buy Nationally Advertised Products in This Area.

Reach them with KFRO, the only local outlet serving this area.

Doing a Real Job at Reasonable Rates. Write

KFRO

"Voice of Longview"

Longview, Texas

STUDIO NOTES

WHIO, Dayton, inaugurated its new mobile transmitter at the Easter Dawn Services sponsored by the Dayton Chamber of Commerce and Council of Churches. Equipment is mounted in a truck and was built under direction of Robert Moon, assistant chief engineer.

EVERY Saturday morning an elderly woman has been coming to the studios of WKRC, Cincinnati, to hear broadcasts of the Cincinnati Conservatory of Music Symphony Orchestra. Unable to buy a radio set, she attended the concerts to satisfy her love of good music. Recently a collection was taken up among the WKRC staff and enough money was raised to buy her a radio set.

WORL, Needham, Mass., has been granted permission by the FCC to move its main studios to Boston. At present, besides having the main studios and transmitting facilities in Needham, WORL also maintains auxiliary studios and executive offices in the Myles Standish Hotel, Back Bay, Boston. Station officials are conducting surveys in Needham in anticipation of moving its transmitting tower to a new location. Plans for a new tower are also being undertaken.

WDNC, Durham, N. C., in April celebrated its second anniversary with a five-hour program which included addresses by Frank Pierson, president, and Frank Jarman Jr., manager. A portion of the program was keyed to CBS.

WMCA, New York, has acquired International News Service reports, with two printer circuits. Garnett Marks handles two daily broadcasts under local General Electric sponsorship with Paul Gregory handling early morning sustaining periods and Marks the afternoon sustaining period.

Ask Anything!

WANT to know anything? KNX, Hollywood, answers requests for information with its *Tree of Knowledge* program, both an information bureau and storehouse of facts. In charge is Norman Frescott, who with Leonard Cox, program director, was responsible for the innovation.

TODAY'S CHILDREN, radio daytime serial which has been running since June 20, 1932 and deals with problems arising in the everyday life of young people, made its 1000th broadcast April 27. The experiences of Mother Moran and her relatives, unsponsored for almost a year, were taken over by the Pillsbury Flour Mills, Minneapolis, on May 15, 1933 and the program observed its fourth anniversary on the air on March 26, 1936. Since sponsored by Pillsbury, it has been an NBC network program, now at 10:30 to 10:45 a. m. five days a week. Scripts are written by Irma Phillips and Walter Wicker and the principal characters are Mr. Wicker as Bob Crane; Irene Wicker as Eileen Moran; Bess Johnson as Fran Moran; Fred Von Ammon as Terry Moran; and Miss Phillips as Kay Crane.

JUDGE JOHN GUTKNECHT will be back on the air over WBBM, Chicago, on May 4, with the half-hour night traffic court broadcasts, presenting actual trials of traffic violators from the Chicago Municipal Traffic court.

KYW, Philadelphia, has raised four programs to NBC schedules in a month, the latest being *Candelori Conducts*, a musical program. Others now on NBC are *Top Hatters*, *Dress Parade* and *Let's Have Rhythm*.

ALLEGEDLY unethical practices of insurance companies are being dramatized by WBNX, New York, using actual names of companies, agents and victims. Court records serve as the basis of the continuities.

WROK, Rockford, Ill., gave intensive coverage to recent elections, broadcasting at ten-minute intervals for more than five hours. Some 30 entertainers were on hand to fill in between election bulletins, which were assembled by the 23 members of the WROK staff. Local candidates and political observers were put on the air during the evening.

LINUS TRAVERS, broadcasting the 40th annual Boston marathon, sat on a second-story window in the Yankee studios where he had a good view of the last lap.

KFRO, Longview, Tex., is cooperating with the Longview Drivers Safety Council in organizing a secret group called "T-Men" to curb traffic violations in East Texas. Windshield stickers for the safety campaign, furnished by James R. Curtis, KFRO president, have been placed on 5,000 autos.

KFEL-KVOD, Denver, has been covering a sensational perjury trial in the Colorado Supreme Court, with microphones placed in a booth in the Capitol building. KFEL-KVOD reporters write running accounts from the press table in the courtroom with messengers running the copy to the booth.

WITH increased power and a new transmitter, WWJ, pioneer Detroit station, on April 16 took the air with a special dedicatory program. Suitable obsequies were paid to the old transmitter before the modern equipment was turned on. The new transmitter is located at Eight Mile and Meyers roads. Among those participating were William J. Scripps, acting manager, who dedicated the transmitter; William E. Scripps, president of the *Detroit News;* C. C. Bradner, Ty Tyson and William Misher, announcers, and James V. Piersol, aviation editor of the *Detroit News*.

WFBL, Syracuse, cooperating with high schools and the board of education, is broadcasting a weekly question and answer program, with a well-known local educator reading the questions each week. Students are invited to write down answers and keep scores through the series. Teams of five are invited from each of the four high schools and records are kept of their ratings. The six highest teams will compete in a final broadcast. Cups and prizes will be awarded.

PITTSBURGH BREWING Co., sponsoring a Red Cross flood relief program over KQV last month, secured two "big name" stars in unexpected fashion when Tony Wakeman, KQV sports announcer, covering a three-hour amateur boxing show, brought Joe Louis and Jack Dempsey to the mike between bouts they were refereeing. Louis, usually regarded as taciturn, really "spoke up" and freely discussed his coming bout with Schmeling, making it one of the station's outstanding sports broadcasts.

LONELY men and women interested in meeting companions are invited to the studios of WNEW, New York, for its weekly *Blind Dates* program. The studio guests are invited to name what they want in a mate. Identities are by initial. Alan Courtney, WNEW announcer, handles the program.

KDYL, Salt Lake City, has revived the *All-Request Hour*, adding extra telephone facilities and personnel to take care of requests on the program, broadcast for an hour at midnight six nights weekly.

A CHILD minstrel show is being sponsored on WFBL, Syracuse, by Lobel's Clothing Store. The program consists of an all-juvenile cast with Bill Lundigan, station announcer, producing. Invitations are given out by the sponsor. Juvenile talent is picked from the best found during *Big Bill's Tiny Amateurs* series. Interlocutor, two end men and specialty acts make up the show.

WMCA, New York, has added the International News Service reports to its news sources, with news spots being made available for sponsorship.

WSM, Nashville, compiled an amateur program at the recent meeting of 6,000 Tennessee school teachers. Schools were represented at the meeting by bands, glee clubs and other entertainers, the prize winners performing on the air.

A NEW program on WJAY, Cleveland, is *Know Yourself*, based on character reading from handwriting. It is a daily feature in charge of Bill Cavanagh, new WJAY announcer.

WGST, Atlanta, is awarding a trip to New York to the winner of the *King Cole Kiddie Amateur Hour*. Finals were held April 17 and voting closed at midnight April 30.

"POWER ENOUGH"

to pay back handsome profits

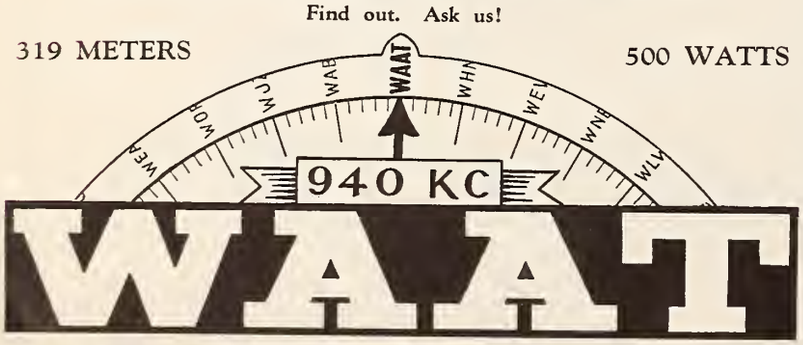
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



JERSEY CITY ★ AND SUBURBS



Cosmetic Appeals Basis of Drive to Sell Women Paint

Armstrong Uses Color Chart in Effort to Popularize Name

TO SELL house paint by an appeal similar to that on which rouge and face powder are marketed among women, Armstrong Paint & Varnish Works, Chicago, through Milton M. Mendelsohn, president of Morenus Adv. Agency, is making a radio experiment over WGN, Chicago. If it succeeds, the test may lead to broadcasts over a hookup of more than 20 stations, principally in the Midwest.

"People won't ask for paint by brand name," said C. B. Van Antwerp, vice president of Armstrong, in discussing the idea. "I can't tell you why, but they just don't.

"We believe, however, that the public could be made conscious of a paint name to the point where they would demand it. The way to get them to do this, we believe, is to impel women to buy house paint. If we could get a woman to buy paint because she felt it would do something for herself, as well as for the item to be painted, we'd have something. We'd have the cosmetic appeal. So we have made 'personalized color harmony' the slogan for our paint sales.

"In the past, color harmony has been sought solely with relation to the physical aspects of the room to be decorated—its size, location, type, use and furnishings, and seldom with the thought that a color used should be one in harmony with the natural color preferences of the woman of the house, forming an attractive and harmonious background for the enhancement of her own attractiveness. So we have arrived at the expression, 'Personalized Color Harmony'.

Just Try It On

"WOMEN, as a whole, know their best colors for dresses and cosmetics but have never had the importance of color background brought to their attention. The Armstrong Co. is now enabling them through its color selector to try out wall backgrounds for the home suitable to the housewife's natural colorings in exactly the same manner in which she would try on a dress.

"So, to radio listeners who write for it, a 'color selector' brochure, together with a color chart and samples, is being mailed free, so that she can make her selections before she visits her dealer.

"The 'color selector' [see photo] carries all the tints and graduations of color. Revolving upon it are four figures representing the general types of complexion and colorings of women. By choosing the one which most closely resembles her own colorings, she can easily see what background color is most flattering to her.

"Over the radio, we are able to talk to women, right in their own homes, about the color harmony idea.

"All dealers are supplied with display cards calling attention to our *New Beauty Color Tint* program and with large color selectors that conform to the small ones sent out.

"As long as women consult mirrors to see themselves as others see them, it is reasonable to believe, we think, that they will consult the Beauty Color Selector for the same purpose."



WOMEN AND COLOR — Armstrong Paint & Varnish Co. is using a chart like this, except it is in colors, to interest women in its line of paints and varnishes.

ADAMS HAT STORES, New York (chain retailers), will sponsor a ringside broadcast of the Canzoneri-McLarnin boxing match at Madison Square Garden, New York, May 8 on WMCA, WIP, WMEX, WPRO and WCBM.

NBC Artists Service has announced plans for the formation of Bob Ripley (Believe It or Not) Theatre Units for personal appearances.

THEATRE PROMOTES
R. G. Dun Cigar Broadcasts on —WXYZ-Michigan Network—

BERNARD SCHWARTZ CIGAR Co., Detroit (R. G. Dun cigars) is broadcasting a weekly half-hour program without use of continuity during the performance, the program being carried by WXYZ, Detroit, and Michigan Network. It is staged from the Regent Theatre, Kunsky-Trendle owned, which is giving the program considerable exploitation.

Titled the *R. G. Dun Big Broadcast*, the program is staged before the theatre audience and performers repeat lines from memory and remember cues as well. Direction is in charge of Brace Beemer, assistant general manager of Kunsky Trendle Broadcasting Corp., with 40 entertainers participating. Another program from the Regent is the *Children's Theatre of the Air*, a WXYZ Sunday feature. S. M. Epstein Co., Detroit, is the agency.

ANA Regional Sessions

THREE regional meetings will be held this spring by the Association of National Advertisers, replacing the usual semi-annual convention. An Eastern session will be held May 21-23 at Shawnee-on-Delaware, Pa.; the Midwestern session is slated for June 4-6 at French Lick Springs, Ind.; West Coast members will meet in California in June. All of the meetings will be closed and programs will be informal, with no outside visitors. The annual ANA convention will be held Oct. 8-11 at White Sulphur Springs, W. Va.

FCC Legal Victory

ANOTHER victory in radio litigation was scored by the FCC April 24 when the Supreme Court of the District of Columbia sustained the action of the FCC in setting for hearing the application of the Monocacy Broadcasting Co., for a new daytime station in Rockville, Md., adjacent to Washington, after it first had granted the applicant a construction permit. The applicant had sought to enjoin the FCC from holding the hearing on the ground that the application already had been granted, but the court upheld the FCC contention that Monocacy had a proper remedy at law in appealing to the Court of Appeals following the hearing, should the FCC decision then be adverse.

WTMV
in the
ST. LOUIS
AREA



Coverage—1½ MILLION
Staff—EXPERIENCED
Advertisers—
ENTHUSIASTIC

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

SPONSOR A
KFPY
News Period

Insure Favorable Attention for your Sales Message

Where there's news, there's a wide-awake audience. And when the Inland Empire's most complete news service goes on the air (in this $300,000,000 market), the results are overwhelming.

KFPY subscribes to the complete services of the United Press . . . maintains its own local reportorial and editorial staffs. Write or wire for rates.

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

TURN IT OFF, HONEY— IT'S JACK BENNY!

Sounds silly, doesn't it? And it is! Because Jack (and a hundred other N.B.C. stars) are popular *everywhere.* And there are hundreds of thousands of people in Kentucky *who can hear them more clearly over Station WAVE than via any other outlet on the dial.* . . . Result? An immense following for a small-ish station—a big-station audience at small-station cost. May we tell you about it?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AAAA Convention Features Radio

(Continued from page 7)

and the splendid cooperation which you have given to our continuity acceptance department are eloquent proof of your own ideals, of your realization that radio, in order to sell, must be highly acceptable to the American people."

In discussing his second objective, improvement in technical facilities, Mr. Lohr said that higher fidelity of reception and greater coverage are necessary components of listener enjoyment and a more universal use of radio.

"I believe rich rewards will come to both of us through definite steps we have initiated to improve our facilities," he added.

Talking of the relationship between broadcasters and advertising agencies, he said:

"The vast bulk of our business comes through agencies, with your accurate knowledge of radio, you are more in a position of placing orders than we are in selling them. It, therefore, becomes our function to render you constructive service and place at your disposal all our available facilities. I propose that our salesmen be clothed with the dignity and responsibility within our own organization to serve you best and I shall back them to the fullest in their endeavor. Their tact and good will can solve many irritating problems. I intend that we shall have capable salesmen, big enough to contact important men in the agencies, the type of men whose judgment and opinion you can respect and who can extend real help to you in your work with your clients.

"My most earnest attention will be given to an understanding of your problems and to seeking prompt solutions for them. I am fully aware of how disturbing it can be to you to be passed from person to person to secure an answer on a simple request, and the confusion of non-committal replies and the reversal of decisions. I hope to work in such close cooperation with our staff that these will be reduced to a minimum.

"You have had a keen realization of the difference between broadcast advertising and the other forms of advertising in that its effectiveness is directly proportional to its entertainment, educational and high general interest content.

Plans Cooperation

"RADIO has demonstrated beyond doubt its ability to sell—a million box tops in a few weeks from a 15-minute daytime strip program offers ample testimony of this. Twenty-two million sets are available and the million letters received by us during the month of March prove that they are used.

"As we seek to improve the present, we must not be unmindful of the years ahead. Radio has always been a changing art, and the future holds in store many revolutionary developments. Super-power with its increased circulation is undoubtedly before us, and the possibilities of short wave transmission not far behind. These will affect the present status of the art only by amplifying its usefulness. Other developments of our parent company the Radio Corporation of America, will come out of the laboratory for field tests this spring. Television and facsimile are to be welcomed rather than feared, for they will make available to you further means of reaching the American public with perhaps an even more convincing sales message than is possible today by sound alone. As soon as they have demonstrated their usefulness, NBC will have these facilities available for your use. I will not attempt to predict the time of their expansion to a point where they become economically a commercial possibility, nor can I envisage the new problems which their advent will create, but I feel safe in saying that the present method of broadcasting will continue unaffected for several years to come and will remain during this next period an unrivaled means of conveying a rapid and convincing sales message to untold millions of people."

At the April 29 session the following talks were given: "Plans of Convention", Thomas L. L. Ryan, president, Pedlar & Ryan Inc.; "Questions the Woman Consumer is Asking", Dr. Lillian M. Gilbreth, consulting engineer; "Don't Write Down — to the Irish", Bill Cunningham, sports columnist, *Boston Post*; "Bad Taste is Bad Business", Marion C. Taylor, merchandise editor, Conde Nast Publications; "See It as You Must", William L. Day, vice president J. Walter Thompson Co.; "A Little to the Right of the Left", Maurice Collette, vice president Batten Barton, Durstine & Osborn Inc.; "Things an Art Director Should Not Mention", Vaughn Flannery, vice president and art director, Young and Rubicam Inc.; "A Sales Manager's Slant", Earl Means, vice president in charge of sales, Bristol-Myers Co.; "Where are We Bound in Marketing Research", Frank Coutant, director of research, Pedlar & Ryan Inc.

The following talks were given at the closing session May 1; "Why Pick on Advertising?" Raymond Rubicam, chairman of the board, Young & Rubicam Inc.; "Business Broadened Responsibilities", Clarence Francies, president General Foods Corpoation; "Alone Together", Mrs. Jean Austin, Editor of *American Home*; "Something for Nothing, or Good Red Herring", Thomas H. Beck, president Crowell Publishing Company.

James W. Baldwin, NAB managing director, also attended the convention.

CBS REORGANIZING ITS CHICAGO STAFF

FIRST moves toward a reorganization of the CBS program department were taken in latter April with the resignations of Courtney Savage, CBS dramatic director; Shirley Ward, of dramatic auditions, and Dwight Cooke, member of the production staff. Victor Whitman has been assigned to Mr. Savage's post. These shifts follow the affiliation with CBS of Douglas Coulter, former vice president in charge of radio at N. W. Ayer & Son in New York, as assistant director of broadcasts.

Meanwhile, in Chicago Bob Kaufman, CBS-WBBM program director, announced his resignation effective May 2. For three years he had been with the network, serving the first two as publicity director of the Chicago Division. Prior to joining CBS he was with WJJD and WIND, Chicago.

Bobby Brown, one of Chicago's pioneer radio figures, on April 20 took over the work incidental to the newly created position of commercial program manager of the Chicago CBS-WBBM staff. He has been the head of WBBM's production department for a number of years.



LAYING OUR CARDS ON THE TABLE

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in *showmanship.* (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently far over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT
WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WSOC
Announces
as its New York
Representative
Hibbard Ayer
350 Madison Ave.
Effective
May 1, 1936
WSOC
Charlotte, N. C.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

WNOX New Studios

WNOX, Knoxville, Tenn., operated by Continental Radio Co., Scripps-Howard Newspapers subsidiary, has leased a building in the business section of the city to house its new studios. The five-story building, leased for five years, will house an auditorium studio seating 850 and will have three other studios and a client audition room as well as business offices. The two main studios are on street level, and performances will be visible to pedestrians through plate glass windows. The station made the lease after local musicians and stage-hands organizations had protested its use of the city auditorium for studio audiences. The building will be renovated at a cost of approximately $25,000.

Ellsworth Expands

W. M. ELLSWORTH, radio artists representative, Chicago, has enlarged its quarters at 78 E. Wacker Drive and has added three departments. Curt Ison Thomas, from the West Coast office, heads the department. James F. Parks is in charge of the station and agency contact department. Larry Kurtze, of New York, is directing the musical arrangement department.



RADIO BADGE—Here is a reproduction of the official radio badge, corresponding to the press badge, issued by the Board of Police Commissioners of St. Louis in recognition of the importance of radio as a news-gathering medium. Badges are distributed to all accredited staff members and executives of St. Louis stations and are honored by police in the same fashion as press passes. The innovation was introduced last October. The "No. 7" badge, above, is issued to E. P. Shutz, WIL commercial manager.



They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water...in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR

"CLEVELAND'S FRIENDLY STATION"

Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

FCC Avoids Haste In Radio Changes

Prall Says Greatest Good to Public Will Govern Action

FACED with the problem of dividing the newly-accessible 30,000-100,000 kc. band and with overwhelming demands from government, communications, visual and broadcast agencies for the facilities, the FCC is going to pursue a policy of gradual adjustments, said Anning S. Prall, FCC chairman, in a radio address May 1 over WIP, Philadelphia. Mr. Prall spoke at the semi-annual meeting of the Philadelphia National Emergency Council.

Maximum service for the general good of the public is the thought behind the FCC as it tackles the task of apportioning facilities and perhaps making adjustments in existing wave assignments, he explained.

Recognizing the rising public interest in television and facsimile, Mr. Prall warned that television is far from ready to leave the laboratory in workable form and took occasion to advise against investments in unknown companies which claim to have basic television patents.

Protecting Public

THE FCC is protecting the public, he explained, by holding to its experimental classification of visual radio, thus preventing exploitation. To prepare for the uncharted future of radio, he reminded, the FCC will cull from the industry all available engineering information at its allocation hearings scheduled to start June 15.

As a matter of fact, the FCC faces the problem of determining whether it will be advisable to reallocate the entire spectrum, he asserted. This, he recalled, would throw millions of dollars in equipment into obsolescence and would harrass the broadcast audience, now accustomed to pick up stations at particular places on the dial.

The problem of reallocating present radio services, Mr. Prall said, arises from the belief of many engineers that these services might be carried on more efficiently on different bands which have characteristics better suited to their needs. He paid tribute to the tremendous strides made in recent months by radio scientists in harnessing the ultra-high frequencies which a few years ago were deemed worthless.

Prall at White House

CHAIRMAN PRALL of the FCC conferred with President Roosevelt on April 29 regarding FCC functions and problems. No statement was made following the conference. T. A. M. Craven, FCC chief engineer, participated during a portion of the conference, presumably discussing the forthcoming June 15 technical hearing on ultra-high frequency allocations.

JELLO'S Jack Benny show ends its NBC-Blue network series June 21, but the popular comedian and his troupe will be back for the same sponsor next fall. Meanwhile, he will go to Hollywood to film "The Big Broadcast of 1937".

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC —an Advertisement*

By GENE T. DYER

This column will appear frequently from now on. It is YOURS as much as it is ours. Come on and use it!



ODD: More than ELEVEN newspapers use WGES, Chicago, either as an outlet for news or as promotional publicity medium. This includes TWO of Chicago's biggest metropolitan dailies!

* * *

WSBC is Chicago's FIRST and FOREMOST hundred watter: Most business in HOURS or DOLLARS AND CENTS—and most time devoted to "Public Service" broadcasts! Remember, we'll retract ANY mis-statement!

* * *

Speaking of "firsts" in Chicago: More local political business was placed on WGES in the April Primaries than on any other Chicago station regardless of size — some 120 broadcasts in all.

* * *

WCBD, our 5 kw station with transmitter at Zion, broadcasts more religious programs than any other commercial radio station in America! This is the station formerly owned by Wilbur Glenn Voliva and is the "radio voice" for more than a dozen religious organizations in and around Chicago, using more than 20 broadcast hours weekly.

* * *

These stations WGES, WCBD and WSBC do not accept medical accounts of any kind — still we're filled up with commercial business, all we want! Are we the ONLY STATIONS IN THIS CLASSIFICATION IN AMERICA? If we aren't we'll print your station call letters in this column in not less than 24-point type!



* * *

WGES: Our tenth year starts this month as the ONLY radio station in Chicago or the Central West broadcasting High Mass from a Catholic Church for such a period.

* * *

Merle Thorpe (Editor *Nation's Business*) once told me (at Kansas U. 1915) that only three could use the term "WE"—editorial writers, mice and Frenchmen. He didn't know then that there would be such a thing as radio news-commentators—equally privileged!

Gene T. Dyer

National Music Week

NATIONAL Music Week will be officially opened Sunday, May 3, when the *Magic Key of RCA* devotes its NBC-Blue network hour 2 to 3 p. m. (EDST) to the aims and purposes of America's spring music festival. David Sarnoff, RCA president and chairman of the National Music Week Committee, will talk during the program, discussing the event and the particular aims of this year's celebration. Sarnoff was elected chairman of the National Music Week Committee last year to succeed the late Otto Kahn who served in that capacity ever since Music Week became a national observance in 1924.

FOOD RESULTS!

★Eighteen food advertisers were represented on WLS (local) last month. Sixteen were old-timers, having used WLS on previous schedules.

★For news of WLS happenings in April, read our page advertisement in the May 15th issue of Broadcasting.

WLS Chicago

Editors Abandoning Antipathy to Radio As ASNE Hears It Called Aid to Press

THE COMPLETE reversal of attitude of newspaper editors towards radio, with which many American publishers are now trying to ally themselves in one way or another, was reflected in a paper on radio and the press read before the annual convention of the American Society of Newspaper Editors in Washington April 18 by Stephen Bolles, editor of the *Janesville* (Wis.) *Gazette* and until his recent illness a regular news commentator over that newspaper's station, WCLO.

Whereas former meetings of the editors' group were surcharged with antagonism toward broadcasting as a news and advertising medium, this year's sessions were marked by an attitude of eager curiosity about radio and a spirit of relative friendliness, the keynote being Mr. Bolles' remarks that radio is no enemy of printed journalism and that the publishers' attitude should be that of seeking to "annex" rather than futilely attempt to "eliminate or destroy."

"I have never known a newspaper to lose circulation because of a radio station," said Mr. Bolles. "I have examined figures of circulation in 51 cities with radio stations and find that in all of them newspaper circulation in the aggregate has gained. I have asked a score or more of newspaper publishers if they could trace the loss of an advertising account to radio. None of them answered 'Yes'."

Mr. Bolles cited the analogy of the stage coach experience with railroads and the railroad experience with buses, and asserted that the march of progress evidenced by radio has served to keep newspapermen awake and has even helped newspapers. He told how his city was isolated by storms on several occasions and got its AP reports via broadcasts from a Chicago station.

"It costs every live newspaper," he said, "some expenditure each year for promotion. In fact, promotion has become a necessary part of newspaper publication. * * * The radio station operated by the *Gazette* is the best promotion we know, and we are not alone in it."

The speaker asserted that newspaper readers get "a tangy taste" of news over the radio, which benefits the newspaper whether or not it owns the station. "I have never understood," he added, "why we have fought a news service of a bulletin nature over the radio because we started the example years ago with the big bulletin boards outside the newspaper offices." Declaring that "the freedom of the radio is indissolubly involved with the freedom of the press," Mr. Bolles continued:

Radio Promotes Newspapers

"RADIO will take newspapers into homes that never have had a copy. There are thousands of these homes much to everyone's regret. There are other thousands that do not know your newspaper big or little. They can learn about it from the radio. They can know about your features and your comics will have a real life in homes where people cannot even read the loop lines when they get them through the radio.

"It is not my purpose here to suggest any policy for a press association. I have my own opinion about it. For a newspaper owned and operated station I do not believe the flashing of a story no matter how important or unimportant will have any effect other than to stimulate interest in the printed story when the paper is out. * * *

"In the great city the streets are thronged in the middle of the day. Watch the moving mass. They have not heard the radio broadcast—never will hear it. They are the majority. They cannot be disturbed as possible purchasers for radio advertised products or commodities or services. They might as well be in Ethiopia so far as radio contacts are concerned. The men at work—the factory hands and store clerks—all that great mass of humanity that finds it necessary to be on the job and keep at it are not even possible radio addicts for 12 hours a day. But they take home a newspaper or one is delivered at home. Radio is young. It has come upon us in a few years. It took over 300 years to change a cheese press used by Guttenberg to a press more rapid. It took another century to print 25,000 eight page papers an hour. It took ten years to develop another means of communication which can do things a newspaper never could do—make isolation impossible—and we have been afraid of it.

"Radio has killed the expense of hundreds of useless extras. It has reduced costs by reducing numbers of editions. It can be made the trump card of the newspaper or a hair shirt just as one looks at it or uses it.

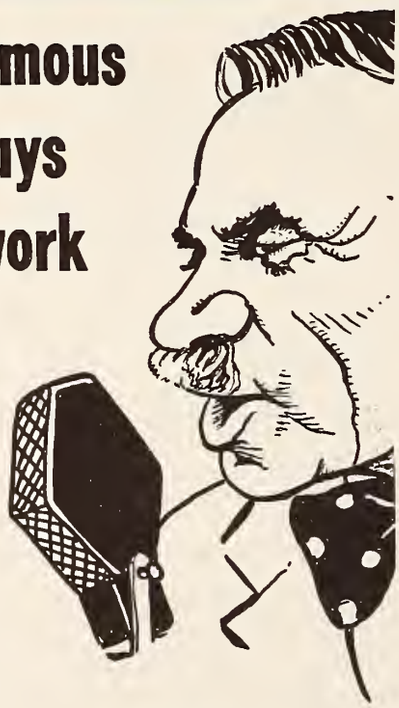
"There are questions of policy involved in radio which at most times are more the worry of the publisher than of the editor although to my idea, the worries of either should be that of both. These are the technical questions of policy: How much space should be given to radio programs? Should the name of the sponsor of a program be printed in the paper? When does news end and radio advertising begin?

"There are other questions constantly arising in every editorial room in every newspaper office whether that newspaper is the operator of a radio or not. I find a wide disagreement both by publishers and editors concerning these questions. Five years from now I do not believe one of them will be on the agenda of any newspaper editorial or publishers' organization for discussion. They will have faded out of the picture with the practical absorption of radio by the newspapers themselves."

Farm Editors Shown How Radio, Television Work

EN ROUTE to their annual spring conference with the Department of Agriculture in Washington, 50 farm paper editors from all parts of the country were taken on a tour of Radio City April 18, taking in the *RCA Magic Key* and the *Maj. Bowes Amateur Hour* programs, and next day went to Camden, N. J., to witness demonstrations of television, facsimile, short-wave transmission, recording, etc. Following their tour of the RCA Victor plant, they were given a dinner at the Bellevue-Stratford in Philadelphia, with President David Sarnoff of RCA and President E. T. Cunningham of RCA Mfg. Co. among the speakers. Frank Mullen, former NBC director of agricultural programs and now manager of the RCA information department, was in charge of the party and was toastmaster at the dinner.

Iowa's most famous radio figure buys the Iowa Network



● Henry Field is a pioneer in radio selling. He showed the world that a couple of old-time songs and a "personality" could move carloads of merchandise. Now, when he branches out from his own station in Shenandoah, Iowa, he chooses The Iowa Network (KRNT-WMT) to do the job. Which is proof enough that the Iowa Network has changed the radio set-up in Iowa.

John Blair & Co.
Representatives

Radio stations of The Des Moines Register and Tribune

THE IOWA NETWORK
KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

The Voice of Firestone is a favorite voice in over 150,000 Carolina homes listening regularly to
WPTF RALEIGH NORTH CAROLINA

WPTF . . . the favorite NBC station in the Carolinas is represented nationally by Free, Johns & Field, Inc. . . . ask for WPTF folder and data about the Carolinas.

The American Album of Familiar Music pleases more than 150,000 homes in the Carolinas . . . via
WPTF RALEIGH NORTH CAROLINA

Press Drops Radio Feud

(*Continued from page 9*)

casts have not affected the newspaper in any way.

"The use of political speeches that have been released by radio," said Mr. Gray, "is distinctively a matter for editorial judgment. Radio has become one of the many doormen who seek to announce political discussions. The *Congressional Record* is another such doorman. Keep in mind that radio is largely a commercial doorman. His service is a paid service. Speeches over the radio increase their interest to newspaper readers who want to see the text to confirm their oral record."

The publishers were advised by Walter W. Krebs, publisher of the *Johnstown* (Pa.) *Tribune* to secure stations of their own. Mr. Krebs' newspaper owns WJAC, a local station. He cited the experience of Pennsylvania publishers during the recent floods. His own newspaper plant was out of commission for five days, during which the newspaper broadcast its news reports to its subscribers. "Newspapers," he said, "are foolish not to own their own stations. They may not all be in flood areas, but all might meet with some emergency which might cause them to broadcast the news if they could."

Advertising Displays

THE report of the ANPA bureau of advertising, presented in brochure form and bulwarked by imposing displays of pie-charts and graphs and illustrations in the lobbies of the Waldorf-Astoria where the convention was held, used the recently discussed Clark-Hooper surveys to deprecate radio's effectiveness as an advertising medium —but its findings occasioned very little comment and slight reaction in the radio industry for obvious reasons. The ANPA bureau reported that its radio investigations, previously treated in these columns, based on figures furnished by Clark-Hooper Inc. and published in a study titled "Yardsticks on the Air", had been used in presentations for advertisers.

The effectiveness of those presentations, which attempt to show the relative smallness of radio coverage, especially when favorite programs "monopolize" listener attention, is amply answered by the rising total volume of practically all branches of broadcast advertising published monthly in BROADCASTING.

"Summed up," said the Bureau of Advertising's report, "it is evident radio is gradually being regarded as a supplementary medium, which is most useful to those advertisers who can afford campaigns in newspapers and magazines as well. Compilations of expenditures during the past year indicate clearly that most of the big radio advertisers were spending more money in newspapers than on the air."

Manhattan Merry-Go-Round is another NBC favorite in over 150,000 Carolina homes . . . which listen to
WPTF RALEIGH NORTH CAROLINA

MARSHALL FIELD
Celebrates Sixth Anniversary Of Its "Musical Clock"



MISS MARTIN

WHEN the WBBM *Musical Clock* program sponsored by Marshall Field & Co., Chicago, celebrated its sixth anniversary on the air April 14, Miss Halloween Martin, its voice, shared the birthday, and on that day had introduced its 60,000th musical selection in the series. Parker Wheatley, now associated with the University Broadcasting Council, of Chicago, has been the *Musical Clock's* announcer since its first appearance on the air on KYW, six years ago.

On April 18 Miss Martin fulfilled a lifetime ambition for the footlights when she made her debut as leading lady in the farce "His Royal Highness", in which she plays the part of an American girl in Europe, besieged by real and bogus princes. The play is being produced in the auditorium of the Marshall Field Garden Apartment homes, Chicago.

WILLIAM WRIGLEY Jr., Co., Chicago (chewing gum) has added KRNT, Des Moines, to the list of stations broadcasting the *March of Time*. Batten, Barton, Durstine & Osborn, New York, is agency.

JOHN C. LOONEY, of Boston and Detroit, has applied to the FCC for a new Boston station in the "high fidelity" band on 1570 kc., transmitter to be erected at Milton, Mass., with Hollis Baird as chief engineer.

Carolina crowds cheer as The Hit Parade marches by the 150,000 and more homes regularly served by
WPTF RALEIGH NORTH CAROLINA

In planning a campaign in the SOUTH be sure to get facts about WPTF from Free, Johns & Field, Inc.
WPTF RALEIGH NORTH CAROLINA



Long Distance is *fast, direct.* It takes you to any one anywhere in the broadcasting business in an average of less than two minutes. It gets information, gives instructions, makes appointments.

Long Distance is *two-way, personal.* You can discuss propositions, clear up difficulties, arrive at agreements — *carry on in full* as if you were face to face.

Long Distance is *economical.* It brings big returns on a small investment. You accomplish so much *more* that there are extra days on your calendar, extra dollars in your pocket.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

CHNS at Halifax Informs the World Of Mine Disaster

Technical Obstacles Overcome In Broadcasts From Scene

By WILLIAM C. BORRETT
Managing Director, CHNS
Halifax, N. S.

THE mine disaster at Moose River, Nova Scotia, which commenced at 11 p. m. (AST) on Easter Sunday, when Dr. Robertson, the late Herman McGill, and Alfred Scadding were trapped by a cave-in until their rescue April 23, gave broadcasting in Nova Scotia, particularly CHNS, the biggest job it has run into during the ten years of its existence.

The Moose River Gold Mine is located 70 miles from Halifax and is at the end of a branch country telephone circuit. With correspondents trying to serve their newspapers, this circuit was inadequate.

This is where radio first stepped into the picture. For the first seven days after the cave-in, the *Halifax Herald*, with which CHNS is associated, broadcast daily bulletin reports from the *Herald's* own correspondents, on the progress of the work being done, the telephone circuit being used whenever available. Stories were also sent in by automobile and in any other way possible. Shortly after midnight April 18, correspondents of the *Herald* got word through to CHNS that contact had been established with the entombed men through a 1¼ inch hole that had been driven down to the 141 ft. level. The station staff had just closed down but immediately everybody available was summoned back to his post.

The Halifax Amateur Radio Club immediately jumped into the scene, established a low - power battery transmitter at the mine with another in Halifax, and to these boys must go a tremendous amount of credit for the traffic they handled and the relieved pressure on the telephone circuit. All day Sunday and Sunday night and up to Monday evening CHNS remained on the air giving out the only radio information available and by that time.

A 15-Party Line

C. A. LANDRY, CHNS senior operator, along with J. Frank Willis, CRC announcer and L. A. Canning, CRC operator, and Lewis Murphy, volunteer chauffeur, arrived at the mine and set up a remote control amplifier and gave the first broadcast to listeners who by this time were intensely interested. Telephone communication with Moose River from Halifax, ends with a local circuit of iron wire serving 15 subscribers. This was the only phone outlet when the news that the entombed men were alive was made known. Telephone men at once set about clearing this iron circuit of grounds and cutting out the worst obstructions to transmission. Repeating coils were placed and a grounded phantom circuit developed, thus giving two circuits where one had existed before. Extra telephones were placed on these circuits as close to the mine as possible. These two channels were no sooner working than the demand for broadcasting facilities was received.

The broadcasts from the local station and the news dispatches going out on that first 30-hour run of CHNS, caused such widespread interest that it was no surprise to the station management when the CRC called upon them to supply remote control apparatus and remote control men to go to the mine. As there is no power available there and realizing that it might be a long job, a plentiful supply of B batteries was taken along.

From 6 o'clock on Monday night until 2 a.m. Thursday with but one or two short interludes remote control men gave a regular half hour bulletin service and went practically without any sleep during this whole time, taking rest whenever they could in the automobile that had conveyed them to the mine. These remote control men had the responsibility of cooperating with the telephone officials and seeing that their equipment was in good shape every half hour throughout this period, and they assisted the announcer in gathering information, which was almost impossible to get at times, as the officials in charge had all they wanted to do without bothering to answer questions. The information gathered early in the broadcast from those around the mine varied so in character that no chances could be taken later in broadcasting anything without official approval. The assistance given to the announcer by the Minister of Mines was of inestimable value as in spite of the fact that he had practically no sleep and was responsible for this whole job, he very kindly on several occasions spoke over the microphone and assisted them in every way in giving reliable information.

J. Frank Willis, the announcer, was working under most difficult conditions. While at first the broadcasting bulletins may not have contained very much real information, at the conclusion the whole world was enabled through his voice—via CRC, NBC, CBS and MBS— to get the definite information that the men had actually been rescued; and that there was no truth to many of the wild rumors that were being circulated by unknown individuals.

While the remote control men were having their troubles, so were those at CHNS. Two operators at the long and short wave transmitters, CHNS and VE9HX respectively, worked right through from early Sunday morning until Thursday morning, and at the main controls the station director along with the station staff pianist and a relieving control operator, stayed in the control room right through with only an average of three or four hours sleep in any day, and at one time did a 30-hour stretch.



AT MOOSE RIVER—J. Frank Willis, CRC regional production director and CHNS announcer, in action just before two entombed miners were brought to the surface. Behind him are Cecil Landry, senior operator of CHNS, and photographers, all around the waiting ambulance.

ACCURACY

PRECISION FREQUENCY CHECKS

A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week Measurements..... 5.00 per month

TRU-AXIS *LOW DRIFT CRYSTALS

Fully mounted in Isolantite variable air-gap type mounting. $37.50

*Drift guaranteed LESS than 4 CPS per °C per Megacycle.

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

BRIGHT SPOT!

Memphis, The South's First Market, continues to be one of the brightest spots on the National marketing map.

And WMC, by long odds enjoying the listener preference in this mighty market of over 2,000,000 trading area population, is the only station in this section bringing listeners their favorite NBC features.

Tell YOUR sales story over WMC . . . and sell Memphis . . . The South's First Market.

ASK A KATZ MAN!

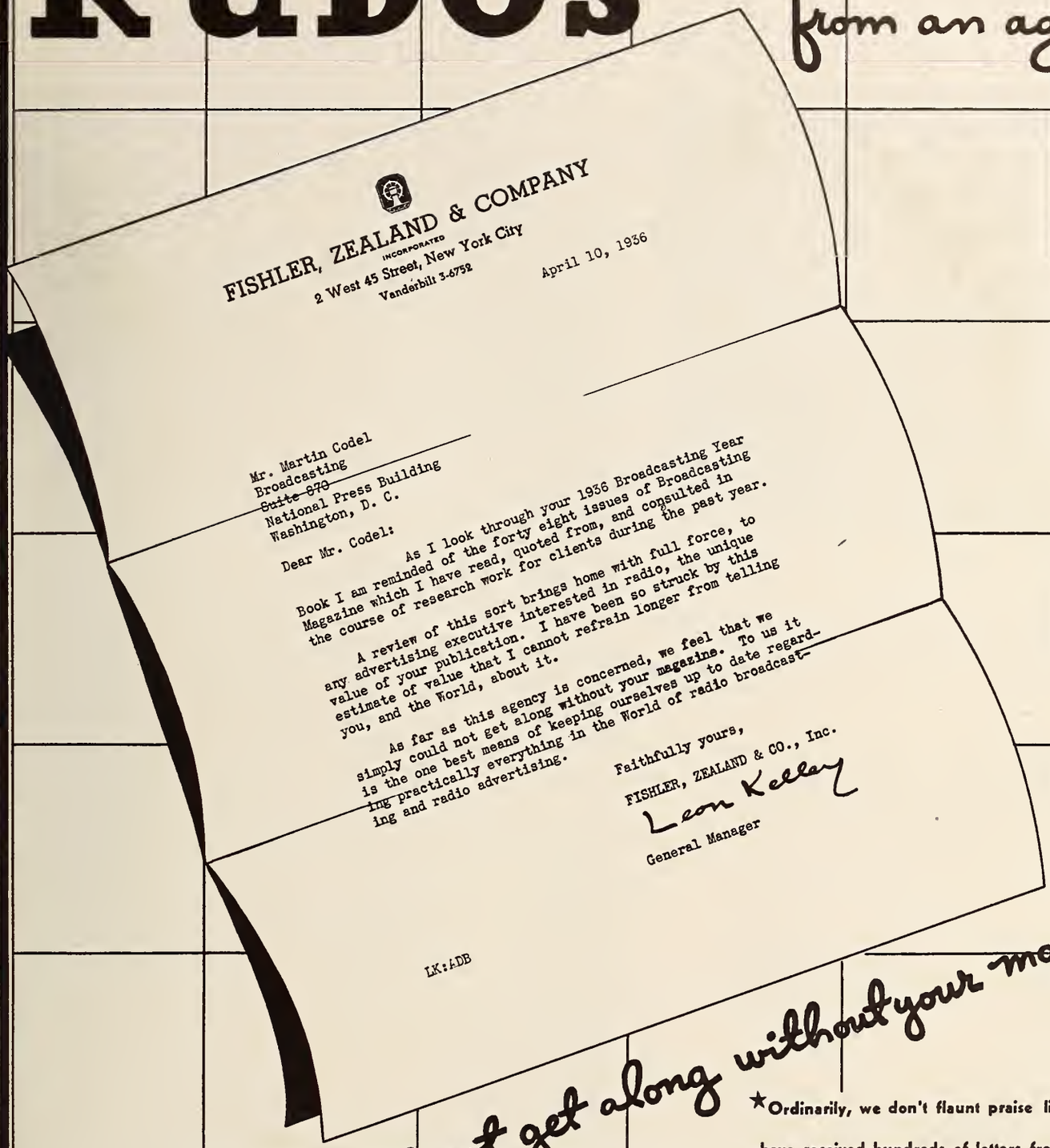


2,500 Watts Day — 1,000 Watts Night "In the Middle of the Dial"
Owned and Operated by the Commercial Appeal
Nationally Represented by
E. KATZ SPECIAL ADVERTISING AGENCY

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

TIDE WATER OIL Co., New York, has added sponsorship of the 11 p. m. Yankee Network news broadcast six nights weekly to its spot campaign. Lennen & Mitchell Inc., New York, is agency.

KUDOS★ from an agency!



FISHLER, ZEALAND & COMPANY
INCORPORATED
2 West 45 Street, New York City
Vanderbilt 3-6752

April 10, 1936

Mr. Martin Codel
Broadcasting
~~Suite 870~~
National Press Building
Washington, D. C.

Dear Mr. Codel:

As I look through your 1936 Broadcasting Year Book I am reminded of the forty eight issues of Broadcasting Magazine which I have read, quoted from, and consulted in the course of research work for clients during the past year.

A review of this sort brings home with full force, to any advertising executive interested in radio, the unique value of your publication. I have been so struck by this estimate of value that I cannot refrain longer from telling you, and the World, about it.

As far as this agency is concerned, we feel that we simply could not get along without your magazine. To us it is the one best means of keeping ourselves up to date regarding practically everything in the World of radio broadcasting and radio advertising.

Faithfully yours,

FISHLER, ZEALAND & CO., Inc.

Leon Kelley

General Manager

LK:ADB

"we simply could not get along without your magazine"

★Ordinarily, we don't flaunt praise like this, though we have received hundreds of letters from our agency readers revealing their intense interest in the current issues of **BROADCASTING**, as well as the Year Book. But this letter, frankly, made our breasts swell with so much pride that we couldn't resist asking permission to reproduce it.

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D.C.

Text of ANPA Radio Committee Report . . . .

(*Continued from page 9*)

space to this material. However, many publishers still contend that radio programs are nothing more nor less than free publicity, and should be treated as such.

Competition between the newspapers and the radio stations for the advertiser's dollar should not be objectionable because publishers have never denied the right of fair competition on the part of any other advertising medium.

As an indication that there is no hostile feeling on the part of the press toward radio, it is only necessary to point out that the newspapers and the press associations during the last two years have made available the entire news services of the three press associations to all broadcasting stations without charge. Thereby they are offering protection to all radio stations on news throughout the 24 hours of the day and night. The only conditions are that this news shall not be commingled with advertising or connected with an advertising program, and that it be broadcast in the form given and at periods of value to the listening public.

The press, in offering its wire reports as a public service, has taken the position that the broadcasters, in return for this valuable contribution, should do their part by putting the news on the air at regular intervals and at hours when the news would be of the most value to the public.

Intelligent Program
Production
and
Intensive Merchandising
make WJBY a good buy for
National Advertisers
WJBY Gadsden, Ala.

The publishers contend this should be a free service on the part of the broadcasters in the interest of their listening public. Many independent stations, however, are holding out for the right to sell this news for revenue.

The NBC, CBS and a few independent stations are making use of the Press-Radio Bureau material. Through the bureau these groups and the press associations are now cooperating in constructive programs for the broadcasting of news in the public interest, without an advertising tie-up.

The real issue between the newspapers and broadcasters, if any exists, is to be found in the attitude of those broadcasters who assert that the newspapers should permit the use of their news in connection with advertising programs. These broadcasters say they should not be required to give up valuable advertising time for the purpose of broadcasting news as a public service. The owners of these stations contend they should be permitted to sell advertising in connection with press association news, tying the advertising and news together in the broadcast program in order to increase their revenue.

It is upon this issue that there is a wide difference of opinion. Your radio committee consistently has opposed the use of press association news when commingled with advertising or connected with an advertising program. The committee believes an important principle, vital to the newspapers, the radio stations, and most of all to the general public, is involved in this issue.

The sale of news to any broadcasting station or to any advertiser for sponsorship over the air is just as unsound as if the newspapers sold news to their advertisers, and then permitted them to commingle this news in their advertising copy. How long would the newspapers hold the confidence of the public, as media for the dissemination of information, if they adopted such a policy?

The same principle is applicable to radio stations which permit such a policy.

Closely Allied

THE newspaper publishers of the United States should be interested in keeping radio as a medium for the dissemination of information without government or advertiser sponsorship or censorship. The functions of the newspaper and of radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions. Of course, radio, while subject to a license, can never be as free as the press, but even so, the press can protect the freedom of the air if the broadcasters, by their acts, prove themselves worthy of our help.

The most dangerous feature of radio broadcasting in any country and under any system yet devised lies in the fact that the license to operate a broadcasting station provides a complete monopoly because no more radio channels are available. The situation under private operation becomes more acute when we realize that there are only a limited number of hours in which to operate a broadcast station; and still more acute when one considers the value of such a license.

To use a simple illustration. The situation can be compared to a state which has granted an exclusive license to one company to operate only one bus of a given capacity on a public highway. When this bus is filled, those who cannot enter it, are unable to ride. The monopoly is complete. There can be no other bus on that road, and additional seats cannot be added to the bus. The owner of the bus line is in a position to determine what passengers he wants to carry and how far he wants to transport them. To carry the example farther, the state says to this company, if you fail to operate the bus in the manner in which we think you should operate it, we will cancel your license and issue it to some other bus owner.

This is the exact situation in radio broadcasting.

This is the reason why there is a controversy over the freedom of the air. The holder of a radio broadcast license must say who shall speak over the air, when he shall speak, and how long he shall speak, and in most cases a manuscript must be submitted in advance. It is easy for the license holder to deny an unwelcome speaker the right to speak under the excuse of not having available time on the air. Different hours of the day and night also have their value from zero to millions in terms of an audience, and the time of the broadcast is most important to the speaker as many elements enter into the factor of equal opportunity. The most popular hours of the day are the most valuable revenue producing hours.

Under our system of regulation, where the licenses to broadcast are granted by a political body every six months, a station is not likely to jeopardize its license by offending this political body. It is for these reasons that radio offers a convenient vehicle for control by a political party. It is the duty of publishers to see that the regulation of broadcasting is kept free from political domination, and without bias or prejudice.

The citizens of this country are interested in maintaining the proper freedom for our communications in order that these media may fulfill their proper functions and do their part in a country which is built upon the citizen's right of debate and a free expression.

Congress has delegated to the FCC the power to regulate and license broadcasting in the "public interest, convenience, and necessity," and as yet neither Congress nor the Commission, not even the courts, have attempted to define what constitutes "public interest, convenience, and necessity." The FCC holds a club over the license holders through many restrictions as to equipment, the technical control of radio waves, and finally in requiring an application for renewal of licenses to operate. This places a tremendous power in the hands of the government to control the air.

No matter what party happens to be in power, this system offers to that party a temptation to use this medium of communication for propaganda purposes.

In several European countries the radio has been used by the party in power to destroy the confidence of the public in the press. The final result of it in those countries has been the suppression of the press and the destruction of the newspapers.

In Germany, the party in power can and is putting its citizens in jail for listening to any broadcast from a foreign country, yet Germany and other countries are broadcasting propaganda daily direct into the United States under the guise of news.

Such changes in government policy do not come suddenly but creep up on us gradually. From the day of the first printing press, the press has always been under attack, either open or insidious, from seekers after arbitrary power. Propaganda under the guise of news over the radio eventually might conceivably cause the disintegration of public confidence in the press—but not if the press is vigilant in the protection of the citizen's right to have authoritative and reliable information.

The Federal control of telegraph and telephone companies and the licensing of radio stations under the FCC has opened the door for the government to attempt to intimidate the press. Wire and radio communications are closely allied. Their operations now are subject to the same dictatorial powers assumed by the FCC. Newspapers and press associations cannot function except through communications systems supervised by the same Commission.

The listening public desires only news bulletins, and these can be given to radio by the press, but the source of the news and its presentation must not be contaminated.

Bureau Continued

THE Press-Radio Bureau has been in operation for two years and is rendering a most valuable and constructive service to the listening public, but its scope should be extended.

The NBC and CBS have expressed their desire to continue the Press-Radio Bureau and to finance it for another year.

While the Press-Radio Bureau serves many stations affiliated with these two chains, a large number of radio stations of the Middle West, the Far West, and a part of the South are so far removed from the Bureau that the heavy toll charges make the service impracticable for these far distant stations, even though the news is furnished to them without cost.

Your committee recommends the continuance of the Bureau for another year with an expansion of its service. The committee believes that the three press associations should be asked to cooperate for another year in the work of the Bureau. To the end that this service reach the entire listening public, your committee recommends that it be authorized to take up with those stations which cannot

WALTER J. PRESTON
NOW
NATIONAL SALES MANAGER
W-I-N-D

Indiana's largest full time Radio Station takes pleasure in announcing the appointment of Walter J. Preston to the position of National Sales Manager.

Mr. Preston, formerly of WBBM (Chicago), W-I-N-S, (New York City), and Iowa Network (Des Moines), brings to W-I-N-D eleven years of experience which assure national advertisers of the necessary "plus" in cooperation which pre-assures advertising success.

While Mr. Preston will headquarter in Chicago, he is available for advertising counsel anywhere.

Walter Preston and W-I-N-D want to help you increase your sales in the Chicago area.

201 N. Wells Street
Chicago, Illinois

The
A B C
Station
of Eastern Indiana
WLBC - Muncie

afford wire costs from New York, plans for a more economical distribution of the Press-Radio reports.

During the last year the newspapers and the press associations have won important victories in the courts on the point of maintaining the rights of the newspapers and press associations in the news which they have gathered thereby maintaining protection against the improper appropriation of news.

Every newspaper publisher and each press association are urged to continue to oppose the illegal use of its news and to protect the property rights which each has in the news which it has gathered. Newspaper publishers should resist any attempt on the part of any group to curtail the rights of freedom of expression by means of radio or any wire communication system.

The committee offers the following resolutions for the consideration of the convention:

Resolved: That the Press-Radio Bureau be continued for another year and that the Associated Press, the United Press, and the International New Service be requested to cooperate with the Bureau during that period, so that its news reports may be made available to all radio broadcast stations desiring to use them.

J. H. DeWitt Jr. Named Chambers' Successor as NAB Engineering Head

JOHN H. DEWITT JR., chief engineer of WSM, Nashville, on April 18 was named chairman of the NAB engineering committee by President Leo J. Fitzpatrick, succeeding Joseph A. Chambers, former chief engineer of WLW, who resigned because of his new status as a consulting engineer.

The appointment was announced at a meeting of the engineering committee in Cleveland April 18, at which time Mr. Chambers formally tendered his resignation. On April 1 Mr. Chambers became a partner in the consulting engineering firm of McNary & Chambers, Washington. The committee adopted a resolution commending Mr. Chambers for "his intelligent handling of the post of chairman of the committee for the past five years and for being instrumental in directing the work of this committee along lines of great usefulness to the broadcasting industry."

After Mr. Chambers turned the gavel over to Mr. DeWitt, the committee adopted a series of recommendations proposed by the retiring chairman. It announced its intention of making every effort to assist station engineers in interpreting new rules and regulations of the FCC covering technical matters, notably those which become effective Nov. 1 governing "cleaning up" of equipment for the protection of life and property.

The committee also agreed that, since the International Broadcasting Union in Europe (U.I.R.) closely corresponds to the NAB, much valuable information could be exchanged on technical matters looking toward the world standardization of technical practices in broadcasting. The committee also agreed to expand the engineering handbook of the NAB, devised by J. C. McNary while he was technical director, to include late material of permanent reference value.

WBIG, in Greensboro, N. C. on May 2 celebrates its tenth anniversary, and a salute was given over CBS.

Receiver Immune To Fading Claimed

Conquest of Reception Barrier Is Claimed by Technician

THE CONQUEST of fading is claimed in the May issue of *QST*, organ of the American Radio Relay League, in which a new type of "dual diversity" receiver of simple design is described by its designer, James J. Lamb, technical editor of the journal of American radio amateurs. Following close upon Mr. Lamb's recent disclosure of a "noise silencer" device for the suppression of static, the invention is creating widespread interest in radio circles.

The device, it is claimed, is applicable to both broadcast and shortwave reception and radios incorporating it may soon be placed on the market. Mr. Lamb is also reported to be working on a device for the elimination of inter-channel sideband interference for which his colleagues express great hopes.

How It Operates

THE FIRST "dual diversity" receiver has been built by James L. A. McLaughlin, of New York, for Dr. M. B. Hard, operator of the prominent Mexican amateur station XE1G. An official statement of the ARRL describes the system thus:

Utilizing principles known and employed by commercial communications companies for some time but heretofore regarded as too complex for widespread application in popular receivers, Lamb's simplification now makes it possible for shortwave and broadcast listeners to enjoy long-distance reception practically free from fading.

Fading is eliminated by employing diversity reception. On any two antennas, separated by a short distance from each other, it will be found that when a signal fades on one antenna it will not fade on the other, and vice versa. The simple expedient of tying two antennas to the same receiver will not eliminate fading, but would make it worse. The signals must be combined after they have been changed to voice frequencies. Such a combination would ordinarily require two separate receivers, with the added complexity and expense of such an installation.

Lamb's innovation, however, simplifies and reduces the apparatus required, and enables single-control tuning. The receiver has two separate channels, one for each antenna, and a common output system. When the signal is strong on one antenna or channel, the gain of the other channel is reduced, so that a better signal-to-noise ratio is achieved than that of the ordinary receiver. Coupled with Lamb's other recent development, the "noise silencer", shortwave and long-distance broadcast reception on a par with local broadcast reception is obtained.

The first idea for a simplified "dual-diversity" receiver came to Lamb and McLaughlin in 1931 but it was four years before they were able to put it into practical use. In 1935, under Dr. Hard's sponsorship, the receiver was finally constructed. According to Lamb, it has been tested under the most adverse conditions, and the results are more than satisfactory.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

New Rate Card of NBC Includes Recent Changes

NBC on April 28 announced a new rate card, No. 21, dated May 1, incorporating recent changes in the network setup—the new Pacific Coast Blue Network and Blue Mountain Group. The Pacific Coast Red Network and Red Mountain Group (formerly Basic Pacific Coast Network and Mountain Group) carry the same rates as under their former designations.

The card also lists the optional Southeastern service provided by WFBC, Greenville, S. C., and WCSC, Charleston, S. C. Totals for complete national service have been corrected to include these changes. Aside from these adjustments, rates are the same as card No. 20 issued Nov. 1, 1935. With the card is a new rate card supplement listing all NBC stations by cities with call letters, power, frequencies and time zones. A concise review of services and facilities maintained by NBC for its clients is included.

McFadden Renews

McFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has renewed the *True Story Court of Human Relations* for 13 weeks, effective June 5, on 27 NBC-Red stations, Fridays, 9-9:30 p. m.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.
National Representatives.

WMIN Grant Reaffirmed

PETITIONS seeking to have vacated the action granting Edward Hoffman a new local station in St. Paul, Minn., were denied April 29 by the FCC, sitting en banc, until the U. S. Court of Appeals has had an opportunity to pass upon an appeal now pending. The station, assigned the call WMIN, would operate on 1370 kc., with 100 watts, full time. The Daily News Corp. sought to have the grant set aside.

New Don Lee Offices

NEW studio-auditorium and office facilities for KHJ, Los Angeles, are being constructed on a 10-day schedule under supervision of Thomas S. Lee, president of Don Lee Broadcasting System. The auditorium will seat 300. Offices will be of modernistic design and sound-proof. All work is being done at night, and occupancy is promised for May 4.

ALLEGANY STEEL Co., Pittsburgh (stainless steel) will use 32 one-minute WBS transcriptions over an unannounced list of stations in a campaign to begin soon. Walker & Downing, Pittsburgh, has the account.

PENNSYLVANIA RUBBER Co., Pittsburgh (tires), have placed 16 one-minute discs on a list of stations not yet selected. The discs were made by WBS and Walker & Downing, Pittsburgh, is the agency.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) has renewed *Town Hall Tonight* as of July 1, on an NBC-Red network, Wednesdays, 9-10 p. m.

WBAL

WBAL

Points the shortest way to the HEART OF MARYLAND

The most economical and effective way to reach the 3,800,000 in Maryland's rich territory is thru Baltimore's most powerful radio station.

WBAL

Contract Renewals mean satisfied users.

10,000 Watts **WBAL** **1060 kcs.**

BALTIMORE

You Sell Maryland When You Buy WBAL

National Representative

Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

FCC Rejects East-West Duplication

AFTER a delay of more than a year, the FCC Broadcast Division on May 1 decided the so-called "640 case" involving the first proposal to bring about East-West coast duplication on a clear channel, by denying a dozen applications as in conflict with regulations or as conducive of undue interference. Only one application was granted, that of the Portland (Me.) Broadcasting System for a 500 watt limited time station on the 640 kc. clear channel. The Portland company is associated with the *Press-Herald* of that city.

Simultaneously the Division threw out another attempted clear channel breakdown by denying three applications for assignments on the 830 kc. channel, upon which KOA, Denver, is the dominant station. The applications were those of WHDH, Boston and WEEU, Reading, Pa., both now daylight and both seeking unlimited time and of WNAC, Boston, to shift from 1230 kc. with 5,000 watts unlimited.

The 640 case has been one of the most complex ever before the FCC. It was heard by the Broadcast Division, en banc, in October, 1934, over a two-week period of day and night hearings. Involved in it also was a project of the Cleveland *Plain-Dealer*, operating WHK, to bring another station into that city through a three-station shift.

The applications involved, which were denied, were as follows:

WKBN, Youngstown, O., shift from 570 kc. specified hours to 610 kc. unlimited time; WJAY, Cleveland, from 610 daytime to 640 limited time, and WAIU, Columbus, from 540 limited time to 570 unlimited. These constituted the proposed *Plain-Dealer* shift.

Kunsky-Trendle Broadcasting Co., Detroit, full time on 640 with 10,000 watts for WXYZ; WAAB, Boston, assignment on 640 with 5,000 watts; WORC, Worcester, assignment on 640 kc. with 500 watts unlimited time, directional antenna; WFLA-WSUN, Clearwater, Fla., full time on 640 experimentally with 5,000 watts day and night. These sought breakdown of the 640 kc. clear channel.

KFUO, St. Louis, now operating specified hours on the channel used by KSD, St. Louis, for sharing daytime on the 640 channel with WOI, Ames, Ia.. which operates on the channel daytime.

Application of Irving D. Sisson for a new daytime station with 500 watts on 640 at Pittsfield, Mass.

Eastland Co., for new 100 watt daytime station on 640 kc.

In addition to these stations, others involved in the case were KFI, Los Angeles, dominant station on 640, which opposed all applications for the break-down: WDAF, Kansas City; WEAF, New York; WIP, Philadelphia, which objected on interference grounds and WCSH, Portland, Me., which opposed the Portland application for a new station which was granted.

74.7% Increase

In Gross Revenue
March, 1936
over
March, 1935

WOL WASHINGTON, D. C.

Practice as Consultant In Radio Business Begun By Alexander Sherwood



Mr. Sherwood

ALEXANDER SHERWOOD, former assistant general manager of the Westinghouse radio stations, and since then manager of several Midwestern stations, has established an office in Omaha, Neb., as radio's first business consultant in broadcasting.

Feeling that there exists a need for competent, experienced counsel to the industry on business problems, Mr. Sherwood said his field in effect covers all the ground between the radio lawyer and the consulting engineer, including such matters as coordination of departments, personnel studies; account systems, contract performance and billing, tax and depreciation studies; appraisals, planning sales campaigns, promotion and consumer surveys, rate structure and commercial policies, public regulations, budgeting of income and expense, provision for contingencies and future growth.

A veteran in broadcasting, Mr. Sherwood, began with Westinghouse in 1926, and took an active part in building the methods and practices now generally used. After five years, he reorganized and managed KQV, Pittsburgh. Subsequently, he was identified with the ownership and management of WROK, Rockford, Ill., and after sales manager of WISN, Milwaukee. Since leaving KGBZ, York, Neb., which he managed, Mr. Sherwood has engaged in consulting work, but announced the opening of his practice on April 28.

Education Meeting Set

THE FIRST National Conference on Educational Broadcasting will be held in Washington Dec. 10-12, it was announced April 29. The meeting will be held in collaboration with the U. S. Office of Education and the FCC. A score of organizations representative of American Education have been invited to participate. The conference is designed to enable all persons interested in educational broadcasting to discuss means by which radio may become a more effective instrument for education. C. S. Marsh, of the American Council on Education, 744 Jackson Place, Washington, is serving as executive secretary.

"Voice" on NBC

WASEY PRODUCTS Inc., New York (Zemo, Musterole and Kreml) will shift the *Voice of Experience* program from CBS to the NBC-Red network on May 25, 11:45-noon, Mondays through Fridays. In the fall the *Singing Sam-Barbasol* program will also be heard over an NBC network. Erwin, Wasey & Co., New York, has the account.

SUIT against Mario Chamlee, opera singer, for 25% of his earnings on the Tony & Gus radio series on NBC was dismissed April 28 by the New York Supreme Court. Wilbert Negold had claimed the script, used by General Foods Corp., was his creation.

Warner Seeks MBS Tie

(*Continued from page 8*)

have received renewed impetus, it is reported, by the turn of events in recent weeks. Usable telephone lines to the Pacific Coast, heretofore unavailable except on an hourly rental basis, probably will be thrown open as Class A service by A. T. & T. within a month or so, thus making possible the venture from the technical standpoint.

A growing demand from stations for MBS service, plus sponsor support for additional station outlets in major markets west of Chicago, it is understood, tie into these plans. In addition to its present basic four-station network, MBS is providing commercial and sustaining programs (the latter if desired) to six other stations East of the Mississippi and is feeding certain commercials to a seventh.

A revival of the transcontinental MBS project has logically evolved from the agreed sale of KNX, Los Angeles, to CBS, and substitution of that station on the CBS network for KHJ, Don Lee key station in Los Angeles. MBS, it is understood, is interested in San Francisco as well as Los Angeles. The Don Lee outlets in those cities, which sever their CBS affiliations Jan. 1, 1937, at the latest, when current contracts expire, are known to be at least in preliminary negotiations with MBS. The San Francisco Don Lee outlet is KFRC.

Of significance is the visit to the East of L. G. Pattee, vice president of Don Lee Broadcasting System and of the Don Lee Holding Corp., operating both the radio and automobile businesses of the Lee organization, with Willet H. Brown, assistant manager of KHJ. They were in Washington April 24 and 25 and in New York during the week of April 27. Conversations were held with MBS officials.

The phenomenal progress being made by MBS in a business way ties into the plans for expansion. The four basic stations of the network are WOR, Newark; WLW, Cincinnati; WGN, Chicago, and CKLW, Detroit - Windsor. The change in ownership of CKLW from American to Canadian during the last fortnight, it is reported, will in no way affect that station's affiliation with MBS.

In addition to these stations, commercial and sustaining programs are being fed WGAR, Cleveland; WCAE, Pittsburgh; WBAL, Baltimore; WFIL, Philadelphia; WGR-WKBW, Buffalo, and WNAC, Boston. WOL, Washington, also is taking one commercial. WNAC leaves MBS when the station joins NBC some time prior to Jan. 1, 1937, or after WEEI, Boston, becomes CBS-operated, assuming FCC approval is obtained, as expected.

In making the haul to the Coast from Chicago, MBS must take into account such markets as St. Louis, Kansas City, Denver and Salt Lake City before invading Los Angeles and then San Francisco. Tentative arrangements, it is reported, are in the making in all these cities except Salt Lake City, where no facility appears available. In St. Louis, conversation links KSD as available for commercials. In Kansas City the reports surround WHB, now operating limited time, and possibly KMBC at night. In Denver the available facilities include KFEL and KVOD, which share time but are jointly operated commercially and which together constitute a full-time outlet. Salt Lake City would have to be skipped, it appears, and the haul then would be Denver to Los Angeles.

So far as known, MBS is not particularly interested in the South or the Southwest, feeling that its high-power outlets in the Midwest, like WLW and WGN, provide adequate coverage in the Southwest.

About four months ago, it is reported, MBS sought regular Class A service from A. T. & T. to the West Coast but found it unavailable. Class B service on an hourly basis at 37½ cents per mile was available. A. T. & T. has informed MBS that within a month or so there will be available Class A service on a yearly lease basis at 84 cents per mile per year. These circuits, however, are not the wide range instantaneously reversable lines used by other networks.

Whether MBS spreads toward the coast will depend upon business conditions at the time the service is available. If there is not sufficient business at rates which will result in profit for the new station affiliates, then it is assumed the project will be held in abeyance. MBS has been expanding slowly, adding new outlets at their card rates only when the sponsor sought the particular market.

Gottlieb to MBS

LESTER GOTTLIEB, of the WOR, Newark, press staff, has been appointed to handle all MBS publicity with offices in the WOR press department. Mr. Gottlieb prior to joining WOR some months ago, was radio editor of *News-Week*. He takes over his new assignment May 1. William P. Maloney has been added to the press department to take over Mr. Gottlieb's former duties it was announced by G. W. Johnstone, WOR's public relations director. Mr. Maloney comes from Robert S. Taplinger Inc., New York, where he has been doing radio publicity work.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

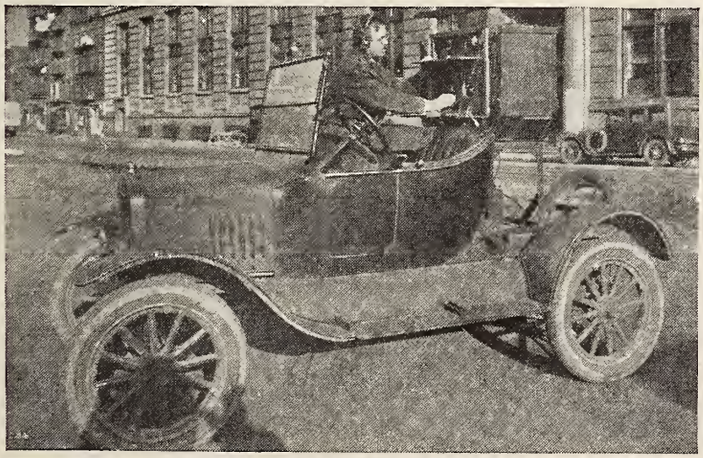
25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

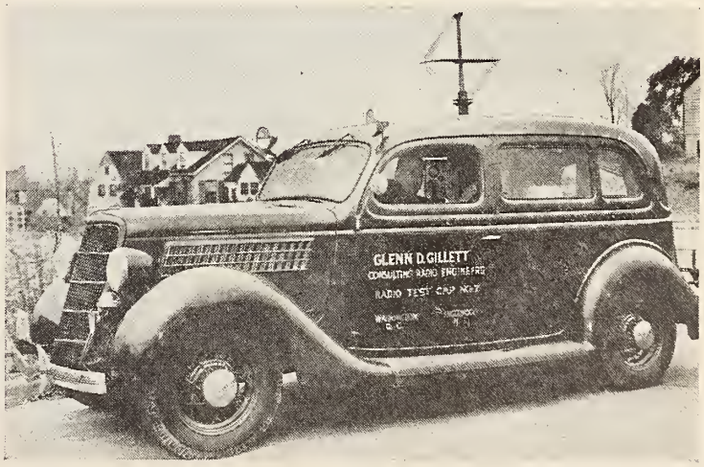
National Press Building
Washington, D. C.

"There Is No Substitute for Experience"

No, we haven't seven cars now, we only have four with personnel and equipment to operate them in the field. We have already worn out the first three cars in survey work.



1922



1935

GLENN D. GILLETT
CONSULTING RADIO ENGINEER

National Press Bldg. WASHINGTON, D. C. Phone NAtional 3373

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

NAB Board Votes Copyright Bureau

(*Continued from page 11*)

cleared at such originating point. This should be so irrespective of whether the originator of the program is a network, transcription or other company." It was brought out that the station has no way of ascertaining in advance whether the next network composition is one for which he holds a valid license.

"In the case of network programs," the board was told, "you have declared yourselves in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliate stations will be under no obligation to secure licenses with respect to such programs or to bear responsibility for any infringement that may occur therein. The same policy should apply with equal force to electrical transcriptions."

On payment of copyright fees, the report said that custom in the industry is not uniform. Transcription companies, as a general rule, do not clear performing rights. Network companies clear them for affiliates with respect to certain licensing groups but not with ASCAP. As a general proposition, it added, the station pays the performing right royalties whether the program is supplied by the network or transcription company.

"The fee must be paid," continued the report. "Whether the fee should be paid by the network or transcription company for all stations taking a given program; whether it should be paid by the stations individually; or whether it should be divided up among the stations and network or transcription companies, is a serious policy question which is now, and perhaps always must be, a matter of private contract between the stations and originating companies directly concerned.

"But this is true. All of the costs which go into program production must be paid by someone. If the originating company is required to add copyright performing fees to its other program production costs then it should have the right to adjust it station agreements to take into consideration this new cost item.

"As pointed out before, this is a matter of contract between stations and orginating companies. It would seem, however, that no distinction should be made between copyright costs and other items of cost which go into the production of the entire program.

Payment of Fees

"IN THE final analysis the advertiser pays all of the costs which go into the production and broadcasting of his program; and copyright fees are just as much a part of this program cost as is the cost of talent, telephone lines, recording operations, and other items. In a few instances the copyright fee is passed on to the advertiser as a direct charge but the general practice is otherwise. It may be that the time has arrived when the advertiser should pay for the use made of music in his program as a direct charge and under a system where he might have the benefits which will accrue from a market in which copyright owners sell their rights in competition with each other and in which prices are fixed by such competition. This is a question of policy which cannot be answered in this report.

It is not proposed, said the report, that the broadcasting industry should enter either the publishing, transcription or licensing businesses "unless it becomes necessary to do so in order to achieve its objective. It recognizes that many, if not all, of the proposed functions can be performed by one or more existing agencies and that it would be far more desirable to utilize existing facilities than to duplicate them. At the same time, the plan is complete enough to duplicate any or all of them if it should become necessary."

Moreover, it was stated that practical considerations should govern each step in development of the plan and that "wide discretionary" power should be given to its executive officers. "Advantage should be taken of every opportunity to utilize existing facilities and the cooperation of copyright owners sought toward this end. The plan should not be considered as a substitute for pending litigation or legislation except where such litigation or legislation is in direct conflict with the general objectives to be achieved."

All members of the ASCAP board were present with the exception of Gardner Cowles Jr., representing the Iowa Broadcasting Co., who had sailed for a vacation in Europe. The vote on acceptance of the Baldwin plan was not divulged.

CONVENTION SETUP APPROVED BY GOP

RADIO arrangements for the 1936 Republican convention to start June 9 at Cleveland, for the first time will provide microphone pickups for each state delegation, to be controlled from a booth beside the speakers' rostrum. Thus the radio audience will hear every word of the proceedings and convention attendants also will be able to hear from all parts of the hall through the public address system.

NBC, CBS, MBS and the public address system are to use a common set of microphones. Four booths, one for each, will be placed in the auditorium in addition to the booth at the speakers' rostrum. Arrangements for the microphone setup were made by Thomas G. Sabin, GOP radio director, in conjunction with Alfred H. Morton, NBC program manager; Paul White, public events director, and Lawrence Lowman, vice president of CBS; Carl Meyers, for MBS.

Time's Reenactments

THE *March of Time*, sponsored by Wm. Wrigley Jr. Co., and staged by *Time* magazine and Batten, Barton, Durstine & Osborn Inc., is recording political speeches off the air to prepare its staff of actors for impersonations to be used in convention reenactments.

At the Democratic convention in Philadelphia June 23 microphones will be suspended from the ceiling and manned by page boys. Engineering booths will be located at the top of a flight of seats located on the stage. NBC's staff at the conventions will include Bennett Grauer, George Hicks and Tom Manning, with Walter Lippmann, Dorothy Thompson, William Hard and Graham McNamee as commentators, as well as Lowell Thomas and Edwin C. Hill in their regular programs. CBS will have Robert Trout, H. V. Kaltenborn and Mabelle Jennings on duty, with comment by Henry L. Mencken, Walter Lippmann, Frank R. Kent, Paul Mallon, Turner Catledge, Joseph V. Connolly, Mark Sullivan and Raymond Clapper. MBS will have Quin Ryan, Gabriel Heatter, Arthur Sears Henning, and Arthur M. Evans. Ryan will be chief announcer. Carl Meyers, WGN chief announcer, will be in charge for MBS at Cleveland and Jack Poppele, WOR chief engineer, at Philadelphia.

"The Reporter of Odd Facts"

DRAMATIZES

The Cost of Discovering America.
Where Beefsteak Sold For $48.00 Per Pound.
The Man Who Profits By Suicides.
Oddities On The San Francisco Bridge and Boulder Dam.
Boy 5 Years Old When Grandfather Was Born.
Police Who Helped Bandits Hold Up Bank.
Man Who Won Over Horse In Race.

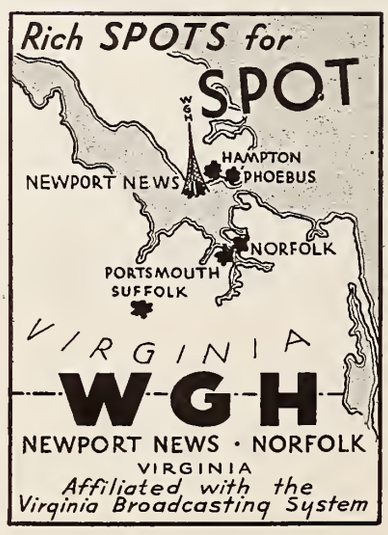
GIVES THE ORIGIN OF SAYINGS SUCH AS:

He's A Pain In The Neck.
He Kicked The Bucket.
More Fun Than A Barrel of Monkeys.
Throwing Salt Over Left Shoulder.

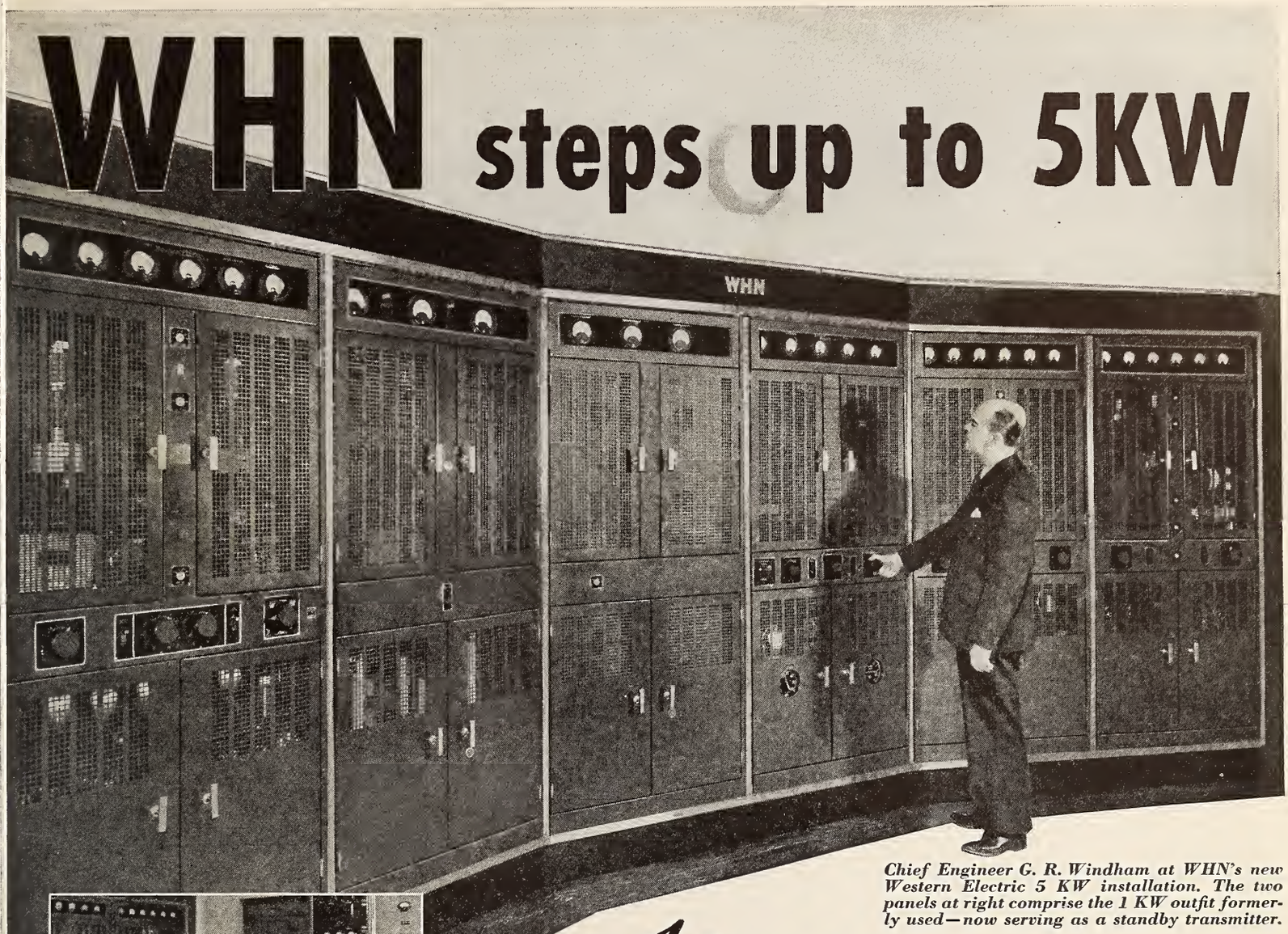
These and many others make up the snappiest 5 minute program that will make your listeners eager to hear *more*.

A NATURAL FOR BEER ACCOUNTS

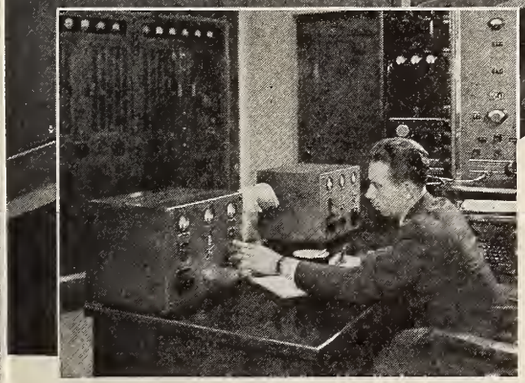
R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. ● LOS ANGELES, CALIF.



WHN steps up to 5KW

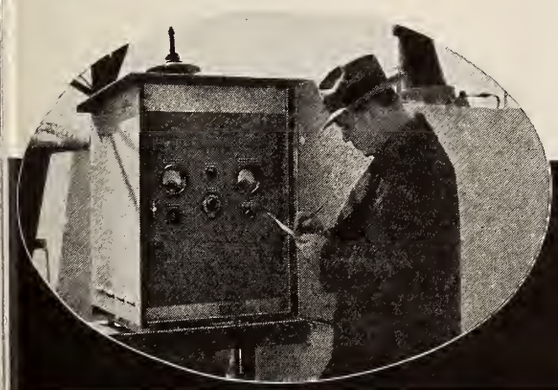


Chief Engineer G. R. Windham at WHN's new Western Electric 5 KW installation. The two panels at right comprise the 1 KW outfit formerly used—now serving as a standby transmitter.



Frequency monitoring units on desk at WHN, and station speech input equipment at right.

Antenna coupling equipment at the base of WHN's antenna.



It's another 100% Western Electric station!

WHN's new 5 KW Transmitter—like its old 1KW—is a Western Electric. All station speech input equipment and frequency monitoring units are Western Electric.

This new 5KW installation assures High Fidelity Performance which exceeds by a wide margin the present tentative standards of the Federal Communications Commission.

Uniform Frequency Response: The audio frequency transmission characteristic is uniform within ± 1 db from 30 to 10,000 cycles per second at all percentages of modulation.

Low Distortion: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.

Low Noise Level: Approximately 60 db unweighted (70 db weighted as measured with a program noise meter) below the signal at 100% modulation.

Low Harmonic Radiation: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).

For full details, write Graybar Electric, Graybar Building, New York.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

APRIL 14 TO APRIL 30, INCLUSIVE

Decisions . . .

APRIL 14

APPLICATIONS GRANTED:

WBNY, Buffalo — License for CP 1370 kc 100 w 250 w D (all hours except those assigned to WSVS).

KELW, Burbank, Cal.—Renewal license.

SET FOR HEARING — NEW, John S. Braun, Waco, Tex.; NEW, Tribune Co., Tampa, Fla.; NEW, Bay County Publishers Inc., Panama City, Fla.; NEW, 1TU Radio Station Inc., Indianapolis; NEW, J. W. Plame, Huntington Park, Cal.; NEW, George F. Bissell, Pittsfield, Mass.; NEW, Golden Empire Brdcstg. Co., Marysville, Cal.; NEW, New Jersey Brdcstg. Co. Inc., Paterson, N. J.; KVOS, Bellingham, Wash.

SPECIAL AUTHORIZATIONS—WREC, Memphis, extension temp. auth. temp. trans.; WMFD, Wilmington, N. C., granted temp. auth. spec. hours.

ACTION ON EXAMINERS REPORTS:

NEW, Reporter Brdcstg. Co., Abilene, Tex.—Granted CP 1420 kc 100 w unltd., sustaining Examiner Bramhall.

NEW, Guilford Brdcstg. Co., Abilene, Tex.—Denied CP 1420 kc 100 w unltd., sustaining Examiner Bramhall.

KMED, Medford, Ore. — Granted modif. license 1310 to 1410 kc, 100 w 250 w D to 250 w N & D, spec. hours, sustaining Examiner Arnold.

NEW, James R. Doss Jr., Tuscaloosa, Ala.—Granted CP 1200 kc 100 w D, sustaining Examiner Bramhall.

ACTION ON CASES HEARD BY BROADCAST DIV.:

WTMJ, Milwaukee—Granted renewal license.

KFRC, San Francisco—Granted renewal license.

ORAL ARGUMENTS GRANTED—NEW, Advertiser Pub. Co. Ltd., Honolulu, 6-11-36; WEAN, Providence, R. I., 6-11-36; KVSO, Ardmore, Okla., 6-4-36; WFBR, Baltimore, 6-4-36; WOOD, WASH, Grand Rapids, 6-4-36.

MISCELLANEOUS—KFBB, Great Falls, Mont., denied motion to dismiss and return applic. Cal. Sales Contract Co., San Francisco, for auth. new station 1280 kc 500 w 1 kw LS; WAAW, Omaha, dismissed CP set for hearing asking 660 kc 5 kw D; NEW, Natl. Television Corp., New York, denied as in default.

RATIFICATIONS:

KIEL, Seattle — Granted auth. special programs.

KCMO, Kansas City — Granted temp. auth. use former KGBX trans.

WICC, Bridgeport—Temp. auth. special programs.

WLBF, Kansas City — Granted petition to intervene applic. of WHB.

KFI, Los Angeles—Granted auth. intervene KHSL applic.

Voice of Greenville—Granted auth. to be named as respondent in applic. Hunt Brdcstg., Greenville, Tex.

WDAF, Kansas City—Denied motion for dismissal applic. of WHB.

ad decisions

APRIL 15

SET FOR HEARING — WLTH, Brooklyn, applic. assign. license to Kings Brdcstg Corp., 5-18-36; WARD, Brooklyn, same. Hearing in so-called Brooklyn case to be held 5-7-36.

RATIFICATIONS:

WEVD, Brooklyn—Order to take depositions applic. modif. license.

NEW, George B. Bairey, Valley City, N. D.—Denied petition for grant of applic. CP new station (Action taken March 27).

APRIL 22

WHAZ, Troy, N. Y.—Granted renewal license.

WFAB, New York—Same.

WBBR, Brooklyn—Same.

WVFW, New York—Denied motion to strike answers of WLTH, WARD, WEVB and Brooklyn Daily Eagle Co. Inc., also motion to reject applic. said parties and motion to deny said parties participation in so-called Brooklyn cases to be heard before FCC May 7.

APRIL 24

APPLICATIONS GRANTED:

WTAR, Norfolk—CP change aux. equip.

WLIH, Lowell, Mass.—Exp. auth. booster station at Lawrence 10 to 100 w to 7-1-35.

NEW, Democrat-News Co. Inc., Lewistown, Mont.—CP 1200 kc 100 w unltd.

WSIX, Nashville—Modif. CP trans. site.

WHIS, Bluefield, W. Va.—Modif. CP change equip.

WNAC, Boston—CP increase 2½ to 5 kw D.

WCLO, Janesville, Wis.—CP move trans. locally, new radiator.

KOOS, Marshfield, Ore.—CP trans. site, new radiator.

WTAQ, Green Bay, Wis.—Renewal license.

Standard Radio Inc., Hollywood—Auth. delivery library service to Canada.

World Broadcasting System Inc., New York—Same.

WCAO, Baltimore—License for CP 600 kc 500 w N 1 kw D unltd.

KOMO, Seattle—License for CP 920 kc 1 kw N 5 kw D unltd.

WPTF, Gary, N. C.—License for CP move aux. trans.

WIOD-WMBF, Miami—License for CP new equip.

WHDH, Boston—License use old trans. as aux.

WQAM, Miami—License use old trans. as aux.

WKAQ, San Juan, P. R.—Modif. license ½ time to unltd.

KFIZ, Fon du Lac, Wis.—Modif. license increase spec. to unltd.

WNBR, Memphis—Renewal license with added 500 w to LS.

KSO, Des Moines; KGDY, Huron, S. D.; KRNT, Des Moines; WKBH, La Crosse, Wis.; KXYZ, Houston—Renewal license to 11-1-36.

KUJ, Walla Walla—Renewal license to 7-1-36.

KPDN, Pampa, Tex.—License for CP new station 1310 kc 100 w D.

WIS, Columbia, S. C.—Modif. CP extend completion.

W1XEH, Avon, Conn.—License 63500 kc 150 w unltd.

SET FOR HEARING — NEW, Glenn Van Auken, Indianapolis; NEW, Seaboard Investment Co., Montgomery, Ala.; NEW, William F. Kollecker, Pittsfield, Mass.; NEW, Smith, Keller & Cole, San Diego; NEW, Hildreth & Rogers Co., Lawrence, Mass.; NEW, Lillian E. Kiefer, Brooklyn; NEW, Red River Valley Brdcstg. Corp., Sherman, Tex.; NEW, Tribune Printing Co., Jefferson City, Mo.; NEW, E. Anthony & Sons Inc., Pawtucket, R. I.; KFPM, Greenville, Tex.; NEW, Ellwood W. Lippincott, Bend, Ore.; NEW, Ben S. McGlashan, San Diego; NEW, John E. Fetzer, Benton Harbor, Mich.; WTJS, Jackson, Tenn.; NEW, Dr. F. P. Carniglia, Monroe, La.; NEW, George Harm, Fresno, Cal.; NEW, Edwin A. Kraft, Petersburg, Alaska; WHBC, Canton; NEW, Times-Herald Pub. Co., Vallejo, Cal.; NEW, Arthur E. Seagrave, Lewiston, Me.; Baker Hospital, Muscatine, Ia.; WJBR, Gastonia, N. C.

SPECIAL AUTHORIZATIONS — KIDO, Boise, Id., temp. auth. temp. antenna; WOW, Omaha, extension temp. auth. 5 kw N in May; WDBO, Orlando, Fla., temp. auth. extended for added 750 w N, to 5-30-36; WIOD-WMBF, Miami, extension temp. auth. temp. antenna pending repairs; WFIL, Philadelphia, extension temp. auth. 1 kw N in May; WJEJ, Hagerstown, Md., extension temp. autb. 50 w LS-11 p. m. four days weekly in May.

APPLICATIONS DISMISSED (request of applicants) — WAAW, Omaha, vol. assign. license; WJIM, Lansing, Mich.; (failure to answer letters), NEW, Attala Brdcstg. Corp., Columbus, Miss.

MISCELLANEOUS—KFH, Wichita, affirmed FCC action of 5-28-35 granting applic. CP 1300 kc 1 kw 5 kw LS unltd, dismissed protest KFBI; WCAC, Storrs, Conn., license cancelled and call letters deleted.

RATIFICATIONS:

WHAS, Louisville — Temp. auth. test trans.

WNYC, New York—Temp. auth. aux. trans.

WIS, Columbia, S. C.—Extension temp. auth. 560 kc 1 kw N 5 kw D non-directional.

KTSM, El Paso — Granted petition intervene applic. Dorrence D. Roderick.

KVOS, Bellingham, Wash.—Denied motion dismiss hearing on applic. renewal.

Winona Radio Service, Winona, Minn.—Granted request take depositions applic. new station.

KMMJ, Clay Center, Neb.—Granted postponement hearing until applic. assign license is acted upon.

WOWO, Fort Wayne, Ind.—Granted petition postpone applic. CP increase power.

WELI, New Haven — Granted request postpone hearing modif. license.

WICC, Bridgeport—Granted permission file answer to appearance of Patrick J. Goode, who seeks modif. WELI license.

ORAL ARGUMENT GRANTED—NEW, A. W. Hayes, Erie, Pa., 9-10-36; NEW, Watertown Brdcstg. Corp., Watertown, N. Y., same.

Examiners' Reports . . .

NEW, C. G. Hill, George D. & Susan H. Walker, Winston Salem, N. C.—Examiner Walker recommended (I-217) that applic. CP 1250 kc 250 w D be denied.

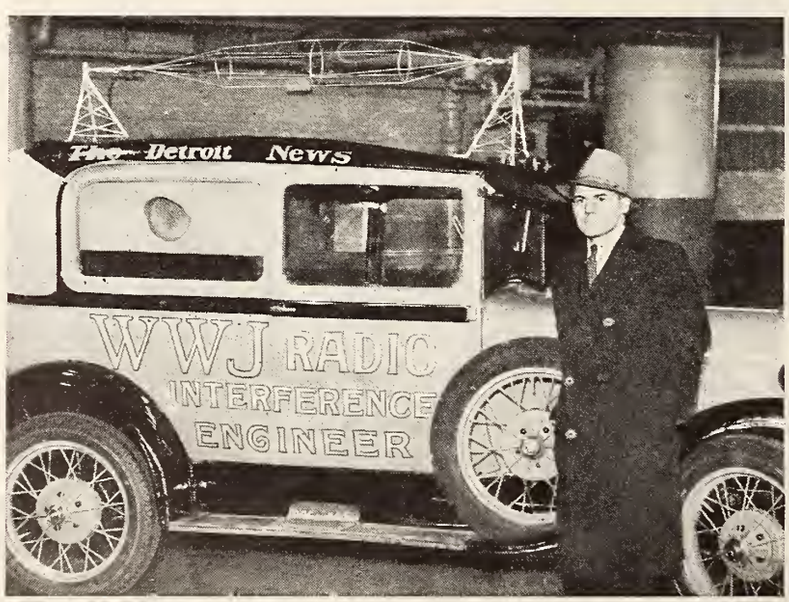
NEW, Central Brdcstg. Co., Eau Claire, Wis. — Examiner Dalberg recommended (I-218) that applic. CP 1050 kc 250 w D be granted.

NEW, J. Laurence Martin, Tucumcari, N. W.—Examiner Seward recommended (I-219) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, A. Staneart Graham, E. V. & Norman Baxter, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan.—Examiner Hill recommended (I-220) that applic. CP 790 kc. 1 kw D be granted if other applic. no pending for 100-watt stations are denied.

KLO, Ogden, U.—Examiner Walker recommended (I-221) that applic. increase 500 w to 1 kw 5 kw LS be denied.

ad applic.



"RADIO JAKE" AND HIS LIZZIE—When complaints of man-made interference to radio reception come in to WWJ, Detroit, it immediately dispatches W. A. Jacoby to the scene. As an interference sleuth, "Radio Jake", as he is known, has traced down thousands of trouble sources and has won widespread commendation, especially since the station makes no charge for this service to Detroit listeners.

Applications . . .

APRIL 14

World Brdcstg. System—Auth. transmit programs to Northern Electric Co. Ltd. (Canadian).

WNAC, Boston—CP change equip., increase 1 kw 2½ kw D to 1 kw 5 kw D.

WRAK, Williamsport, Pa. — CP change antenna, move trans. locally.

WCKY, Covington, Ky.—CP new equip., increase 5 to 50 kw.

WFIL, Philadelphia — CP new equip., vertical antenna, increase 500 w 1 kw D to 1 kw, move trans. locally.

NEW, Bayou Brdcstg. Co., Houston—CP 1200 kc 100 w unltd., amended to 1210 kc.

NEW, Thomas L. Evans, J. L. Milligan, Jefferson City, Mo.—CP 920 kc 500 w D.

APPLICATIONS RETURNED — WPTF, Raleigh, N. C.; NEW, Carlsbad Brdcstg. Co., Carlsbad, N. M.

APRIL 15

WCAO, Baltimore—CP aux. trans. 250 w.

NEW, Black River Valley Brdcsts. Inc., Watertown, N. Y.—CP 1420 kc 100 w 250 w D unltd.

WACO, Waco, Tex.—Vol. assign. license to KTSA Brdcstg. Co.

KOMA, Oklahoma City—Vol. assign. license to Hearst Radio Inc.

WMBR, Jacksonville, Fla.—License for CP change equip.

WIS, Columbia, S. C.—Modif. CP change equip., increase power, change freq., move trans., asking extension completion date.

KUOA, Fayetteville, Ark.—CP change equip., new antenna, increase 1 to 2½ kw, move trans. to John Brown University.

APPLICATIONS RETURNED — NEW, Local 333, Int. Assn. Oil Field, Gas Well & Refinery Workers of America, Goose Creek, Tex.; KLZ, Denver; NEW, Ventura Brdcstg. Co., Ventura, Cal.

APRIL 20

WMAS, Springfield, Mass.—CP change equip., change from 1420 to 560 kc, increase 100 w 250 w D to 1 kw, move trans. locally, directional antenna.

KPDN, Pampa, Tex.—License for CP as modif. new station.

KFPW, Fort Smith, Ark. — CP change equip.

KTAT, Fort Worth, Tex.—Vol. assign. license to Raymond E. Buck.

NEW, KMOK Brdcstg. Co., Myron J. Bennett, pres., Valley City, N. D. — CP 1310 kc 100 w unltd.

NEW, Mile High Radio Corp., Denver —CP 1420 kc 100 w unltd.

APPLICATIONS RETURNED — NEW, Hyman Altman, Detroit; NEW, Van Luke Walling, Huntsville, Ala.

APRIL 21

WJZ, New York — CP new equip., increase 50 to 500 kw, move trans.

WRR, Dallas — Modif. CP new equip., move trans.

NEW, State Capitol Brdcstg. Assn., Austin, Tex.—CP 1120 kc 500 w 1 kw D spec. amended re antenna.

WRJN, Racine, Wis. — Modif. change equip., move trans., for further modif. equip., extension completion.

NEW, Hebrew Evangelization Society, Inc., Los Angeles—CP 570 kc 1 kw unltd.

W6XKG, Los Angeles—CP increase gen. exp. power 100 w to 1 kw.

KVOA, Tuscon, Ariz.—CP change equip.

APPLICATIONS RETURNED—WPTF, Raleigb, N. C., extension exp. autb. LS to 8 p. m. PCT.

APRIL 22

WNBC, New Britain, Conn.—Vol. assign. license to State Brdcstg. Corp.

WWJ, Detroit—License for CP as modif. move trans., new equip., increase power.

WCMI, Ashland, Ky.—CP change equip., increase 100 w to 100 w 250 w D.

W3XER, Philco R. & T. Corp., Philadelphia—License for CP spec. exp. 250 w.

WDOD, Chattanooga—Modif. license 1 kw 5 kw D to 5 kw D & N.
WGPC, Albany, Ga.—CP new equip., move trans. & studio locally.
NEW, O. Lee Stone, Florence, S. C.—CP 1200 kc 100 w D.
NEW, C. E. Wilkinson Brdcstg. Co. Inc., Mason City, Ia.—CP 1370 kc 100 w unltd. amended to 1210 kc.
NEW, Creston, Ia.—CP 1500 kc 100 w unltd. amended from W. E. Day to Creston News Advertiser Brdcstg. Co.
WKBB, East Dubuque, Ill.—CP new trans.
KFRU, Columbia, Mo.—CP Change hours to unltd., directional N, move trans. locally.
WGBF, Evansville, Ind. — CP change hours to unltd. directional.
NEW, KFLW Brdcstg. Co., Myron J. Bennett, pres., Mandan, N. D.—CP 1200 kc 100 w unltd., facilities KGCU.
NEW, Thomas M. Hammond, d/d Ventura Brdcstg. Co., Ventura, Cal.—CP 1210 kc 100 w D.

APRIL 23

NEW, A. H. Bello Corp., Grapevine, Tex.—CP gen. exp. 100 w.
NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.—CP 1210 kc 100 w unltd.
WCFL, Chicago—CP increase 5 to 25 kw.
KOMO, Seattle—License use trans. as aux.
KGGM, Alhuquerque, N. M. — Consent transfer control to A. R. Hebenstreit.
KERN, Bakersfield, Cal.—Vol. assign license to McClatchy Brdcstg. Co.
KFBK, Sacramento—Same.
KWG, Stockton, Cal.—Same.
KMJ, Fresno, Cal.—Same.
KTRH, Houston—Modif. license 1 kw 5 kw D to 5 kw D & N.
KYA, San Francisco — CP new equip., increase 1 kw to 1 kw 5 kw D, amended move trans. to Bay View Park, San Francisco.

APRIL 27

NEW, Clarence C. Dill, Washington—CP 1310 kc 100 w unltd. (facilities of WOL if latter is granted 1230 kc).
NEW, John C. Looney, Milton, Mass.—CP exp. 1570 kc 1 kw unltd.
NEW, Harold F. Gross, Lansing, Mich.—CP 580 kc 500 w 1 kw D unltd. directional.
KWKC, Kansas City—Vol. assign. license to Lester E. Cox, Thomas L. Evans, C. C. Payne, amended to add C. C. Payne partnership - assignees; CP new equip., move studio and trans. locally, amended to unltd. hours.
NEW, Tribune, Great Falls, Mont.—CP change eqnip., increase 1 kw 2½ kw D to 1 kw 5 kw D, change 1280 to 900 kc, move trans. locally, amended to 950 kc, omit request facilities KSEI.

APRIL 28

WCAP, Ashury Park, N. J.—CP change antenna.
WICC, Bridgeport, Conn.—Modif. license from spec. to unltd., asks facilities WCAC.
WTHT, Hartford, Conn. — Modif. CP new station to unltd. 100 w, asks WNRI facilities.
WGH, Newport News, Va.—CP vertical antenna, move trans. locally.
NEW, Voice of Detroit Inc., Detroit—CP 1140 kc 500 w 1 kw D unltd., amended to 1120 kc.
WCLO, Janesville, Wis. — Modif. CP re eqnip., power, reqnesting approval trans. site.
WMBH, Joplin, Mo.—CP directional antenna N, change 1420 to 1380 kc, increase 100 w 250 w D to 500 w, move trans. locally.
NEW, G. P. Allison & Thos. R. Waters Jr., d/b Skagit Brdcstg. Assn., Whitney, Wash.—CP 1420 kc 100 w unltd.
KERN, Bakersville, Cal.—CP new trans., antenna.
KWYO, Sheridan, Wyo.—Change equip., vertical antenna, increase power, move locally.
KIT, Yakima, Wash. — CP vertical antenna, change 1310 to 1250 kc, increase 100 w 250 w D to 250 w 500 w D, move trans. locally.

APRIL 30

NEW, Fred J. Hart, Honolulu—CP 600 kc 2500 w unltd.
NEW, Asheville Daily News, Asheville, N. C.—CP 1400 kc 100 w unltd., amended to 1370 kc.
NEW, Southwest Brdcstg. Co., La Junta, Col.—CP 1370 kc 100 w unltd.
KFPY, Spokane—Auth. transfer control to T. W. Symons Jr.



TRANSATLANTIC — David Sarnoff, RCA president and chairman of NBC, during his two-way radio conversation with Sir John Reith, head of the British Broadcasting Corp., in a unique transatlantic broadcast April 16. Mr. Sarnoff talked from the Ritz-Carleton Hotel, Atlantic City, while Sir John was aboard the "Queen Mary" on her trial run off Scotland. The program was broadcast over an NBC network keyed from KYW. Although it has been 25 years since he was a ship's operator, Mr. Sarnoff revealed he has not lost his touch. Before the broadcast he personally tapped out the last minute checkup to the transmitting station, and several times sent code messages. In the photograph also are Leslie Joy (center), KYW announcer and a KYW control man.

NEW, J. B. Knight, pres., Sherman Brdcstg. Assn., Sherman, Tex.—CP 1310 kc 100 w D.
WSPA, Spartanburg, S. C.—CP new trans., vertical antenna, increase 1 to 5 kw.
WGN, Chicago—CP increase 50 to 500 kw, move trans. locally.

Additional Decisions . . .

APRIL 29

Daily News Corp., St. Paul—Denied vacating of order granting CP to Edward Hoffman for new station in St. Paul pending court action; petition to postpone effective date of order and set side order and grant rehearing denied.
WLTH, Brooklyn—Overruled demurrer to notice of appearance and statement of facts to be proved filed by Brooklyn Brdcstg. Corp.; WARD, Brooklyn—Same.

MAY 1

APPLICATIONS GRANTED:

KGHL, Billings, Mont.—CP move trans., increase 2½ to 5 kw D.
WCAO, Baltimore—CP aux. equip.
KFPY, Spokane—CP move trans., vertical antenna.
KVOA, Tucson, Ariz.—CP change equip.
WHEC, Rochester — Modif. CP re antenna.
WTRC, Elkhart, Ind. — Modif. CP antenna etc., increase 50 to 100 w.
WRJN, Racine, Wis.—Modif. CP increase 100 to 250 w.
WBEN, Buffalo—Modif. CP re antenna.
WWJ, Detroit—License for CP.
WTAG, Worcester, Mass.—Same.
KOMO, Seattle—License aux. trans.
WQAM, Miami—License for CP.
WQAN, Scranton—Vol. assign. license to Scranton Times.

SET FOR HEARING—NEW, Telegraph Herald, Dubuque, Ia., CP 1340 kc 500 w D; NEW, Adv. Puh. Co. Ltd., Honolulu, CP 1370 kc 100 w unltd.; NEW, Harry J. Grant, Milwaukee, CP 1010 kc 250 w 500 w D unltd.; WCKY, Cincinnati, CP new equip., increase 5 to 50 kw; WHO, Des Moines, exp. auth. new equip., increase 50 to 500 kw; WGL, Fort Wayne, Ind., vol. assign. license to Westinghouse Electric & Mfg. Co.

ACTION ON EXAMINERS REPORTS:

NEW, Dudley J. Connally & Co., Chattanooga—Denied CP 1200 kc 100 w D.
NEW, Utah Radio Educ. Soc., Salt Lake City—Denied CP 1450 kc 1 kw U.
NEW, Louis H. Callister, Provo, Utah—Applic. 1200 kc 100 w U dismissed.
NEW, Paul Q. Callister, Salt Lake City—CP 1370 kc 100 w U denied.
NEW, Great Western Brdcstg. Assn., Logan, Utah—Denied CP 1500 kc 100 w U.
NEW, Great Western Brdcstg. Assn., Provo, Utah—CP 1210 kc 100 w U denied.
NEW, Munn Q. Cannon, Logan, Utah—CP 1210 kc 100 w U dismissed with prejudice.
NEW, Utah Brdcstg. Co., Salt Lake City—CP 1500 kc 100 w unltd. granted.
NEW, Cache Valley Brdcstg. Service Co., Utah—Denied CP 1370 kc 100 w U.
NEW, Wayne Brdcstg. Co., Hamtramck, Mich.—CP 1370 kc 100 w D denied.
NEW, Knox Brdcstg. Inc., Schenectady—CP 1240 kc 1 kw U denied.
WNBF, Binghamton, N. Y.—Change to 1240 kc 500 w 1 kw LS U denied.
WNEW, Newark — Increased power denied.
NEW, Champaign News Gazette Inc., Champaign, Ill.—Granted CP 1370 kc 100 w D.
WNAC, Boston—Denied increase power.
WHDH, Boston—Granted renewal license.
WEEU, Reading, Pa.—Change to U denied.
NEW, Wyo. Radio Educ. Assn., Cheyenne—Denied CP 630 kc 500 w 1 kw D U.
NEW, Paul R. Heitmeyer, Cheyenne—Denied CP 1210 kc 100 w 250 w D U.
NEW, Herbert Lee Blye, Lima, O.—Granted CP 1210 kc 100 w D.
NEW, W. A. Patterson, Chattanooga—Granted CP 1420 kc 100 w D.
NEW, Florida West Coast Brdcstg. Co., Tampa—Denied CP 1370 kc 100 w U.
NEW, Paul R. Heitmeyer, Salt Lake City—Denied CP 1210 kc 100 w U.
NEW, Alfred C. Matthews, Cape May, N. J.—Denied CP 1420 kc 100 w spec.
WINS, New York — Denied increase power.
WDGY, Minneapolis — Denied full time.
WHDH, Boston — Denied modif. license 1 kw LS.

THE SCHOOL OF EXPERIENCE
W9XAL
W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS



UNIVERSAL
Combination FLOOR STAND
A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.
Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

ACCURACY



Scientific
RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-561 for price list.

Scientific
RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

ASCAP Defends Station

(*Continued from page 10*)

number through KGIR via NBC. Finally, it was held that the title to the composition had been further clouded by the appointment of a receiver for ASCAP in Washington State last year, when the Superior Court of the State took criminal action against ASCAP and all of its members, Warner Bros. included.

Dismissal was asked on the ground that the title to the number is clouded and that the court is without jurisdiction to handle the particular case.

Meanwhile, Warner Bros. continued to maintain sullen silence on signings of stations to its proferred five-year contracts for performance of its music. In round figures, it is reported that some 175 stations have signed renewals, many of them on a temporary basis, but Herman Starr, Warner vice president, on April 28, again declined to discuss this with BROADCASTING. Somehow the report persisted that Warner, because of the drubbing it has taken in loss of funds, but more important, of non-performance of the new music for its motion picture productions, would find its way back into ASCAP.

To add to its woes, Warner houses have been sued in New York on grounds of alleged "wastefulness" in withdrawing from ASCAP, by two stockholders, who charged that by this action earnings of the company have depreciated and resulted in a loss to them as stockholders.

And for the first quarter of the year, ASCAP cut the largest royalty melon in history, splitting $935,000, or 10% over the corresponding period of last year. Moreover, publisher members of ASCAP were treated to the usual Warner share of some $165,000 to boost their normal allotments from music. On April 25, Warner announced the filing of 67 additional actions, seeking $102,700 in damages, of which 37 were against broadcasting stations. The suits against stations were:

Harms vs. WADC, Akron, *You Took Advantage of Me*, asking $5,000; Remick vs. WHIO, Dayton, *Don't Bring Lulu* and *Quicker Than You Can Say Jack Robinson*, $10,000; Harms vs. WBTM, Danville, Va., *Take This Ring*, $250; Remick vs. WBTM, *Sweet Georgia Brown*, $500, two infringements alleged; Witmark vs. WBTM, *I Live for Love, Mine Alone, Mother Machree, In a Shanty in Old Shanty Town*, $1,000; Witmark vs. WMFJ, Daytona Beach, Fla., *She's a Latin From Manhattan*, $250; Harms vs. WALA, Mobile, Ala., *Day Dreams*, $250; Witmark vs. WCAM, Camden, *In the Vine Covered Church Way Back Home*, $250; Harms vs. WOV, New York, *All Through the Night*, $250; Witmark vs. WTOC, Savannah, *West of the Great Divide, That Wonderful Mother of Mine, In a Shanty in Old Shanty Town*, $1,500; Witmark vs. WGAR, Cleveland, *My Wild Irish Rose*, $5,000; Music Pub. Holding Corp. vs. KMOX, St. Louis, *Liza Lee*, $5,000; Harms vs. KOMA, Oklahoma City, *Where Am I (Am I in Heaven)*, $5,000; Witmark vs. WBNO, New Orleans, *You're an Eyeful of Heaven*, $250; Harms vs. WBNO, *You and the Night and the Music*, $1,750; Harms vs. WSMB, New Orleans, *Two Hearts Carved on A Lonesome Pine*, $5,000; Remick vs. WHIO, Dayton, *Don't Bring Lulu*, $5,000; New World vs. KTAT, Fort Worth, *I Got Rhythm*, $5,000; Harms vs. WGAR, *Where Am I (Am I in Heaven)*, $5,000; Harms vs. WGAR, Buffalo, *Wehn Buddha Smiles*, $5,000; Harms vs. WDOD, Chattanooga, *Let's Swing It*, $250; New World vs. WHFC, Cicero, Ill., *I Got Rhythm*, $250; Harms vs. WHFC, Cicero, Ill., *Dancing in the Dark*, $250; Remick vs. WHFC, *Don't Give Up the Ship*, $500; Harms vs. WHFC, *Every Now and Then, Madonna Mia*, $500; Harms vs. WCHS, Charleston, W. Va., *Let's Pretend There's a Moon*, $250; Witmark vs. WCSH, Portland, Me., *When Irish Eyes Are Smiling, My Wild Irish Rose* and *That Old Irish Mother of Mine*, $750; Witmark vs. WHFC, *I'm Goin' Shoppin' With You, The Words Are in My Heart, In a Shanty in Old Shanty Town, Lulu's Back in Town*, $1,000; Witmark vs. WNEW, Newark, *I Like Mountain Music*, $5,000; Remick vs. WMEX, Boston, *I Like Mountain Music*, $5,000; Witmark vs. WMEX, *Weary*, $5,000; Harms vs. WJAX, Jacksonville, *Blue Moonlight*, $500; Harms vs. WHBF, Rock Island, *Born to Be Kissed*, $500; Harms vs. WHBF, *You're an Angel*, $500; Remick vs. WTFI, Athens, Ga., *Chinatown, My Chinatown*, $250; Harms vs. WTFI, *Day Dreams*, $500.

British Amateurs

NBC will broadcast the first British amateur hour on May 1 over the WJZ network. The British program policy will permit competitors to stay through their allotted time, no gong being used. Performers on the series will represent all sections of the British Isles.

BEST BY TEST

Now You Be The Judge

100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

Steel Cutting Needles for Acetate.

Playback Needles for all Transcriptions.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

Dist. by
H. W. ACTON CO.
370 7th Ave.
New York City



Send for Samples

HOLLYWOOD . . .

Perhaps Hollywood should not be classed as one of the seven wonders of the modern world. But certain it is that Hollywood has gradually become the "style center" for the production of electrical transcriptions.

Long ago tin pan alley moved bag and baggage to the coast. By far and large the majority of talent centers 'round Hollywood, as well as a wealth of production people, directors, producers, sound effects men, writers, gag men and others.

That is why the Radio Transcription Company of America some time ago changed its national headquarters to Hollywood where for more than seven years it has maintained a pioneer lead in its particular field with its own studios.

Transco transcribed programs will always provide the best in technical recording, the finest of available talent, and the most skilful of production details for nowhere else in all the wide world has one spot ever centered such a complete and varied background of direction and talent as Hollywood.

A copy of the latest Transco loose leaflet catalog awaits your request. Write for one today. Or ask to have our travelling field manager call at your station.

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street ●

● CHICAGO OFFICE
666 Lake Shore Drive

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

OTHER FELLOWS' VIEWPOINT

A Socialist and Radio

To the Editor of BROADCASTING:

Your letter of March 16 came at a time when I was continually away from my office because of speaking engagements. It is now probably too late to qualify for the particular discussion you had in mind.

Briefly let me say this: Things being what they are, I have no personal quarrel with the radio stations. On the contrary I have been well treated by them and more particularly by the chains. They do give me time and they do not censor or attempt to censor what I have to say. This is a marked change from the early days of radio when I had plenty of quarrels with companies.

I do not like the present system in which so great and so potentially influential an institution as radio broadcasting depends upon advertising. On the other hand. our government and our present social and economic situation being what it is, I do not think that under our conditions a public broadcasting system equal to the British could or would be set up. I should hate to see Jim Farley running it. At present, therefore, I support the proposal introduced in the House by Rep. Scott of California that as a condition of granting licenses radio stations be required to set aside so many hours a week for a forum discussion of public issues. There should be an advisory committee to help work out the practical problems of such allotment of time. And perhaps even more than that, there should be a committee of distinguished citizens to investigate the general radio situation. I do not want to make any further recommendations than this until the situation has been investigated. I am inclined to think that it would be better to grant licenses for at least a year's period, but this is an opinion subject to change without notice.

NORMAN THOMAS,
New York City.

[Editor's Note—We asked Norman Thomas, the Socialist leader, for an exposition of his attitude toward American radio in view of the recent attacks upon the industry on the one hand for its "conservatism" (viz., the Fletcher episode) and on the other hand for its "radicalism" (viz., the Browder incident). Mr. Thomas, in a sense, occupies a sort of middle ground, and his statement here, while we can't agree with most of it, is quite significant in its implications as to freedom of radio in this country.]

THE Irish Free State, which operates a 60,000-watt station at Athlone and smaller stations in Dublin and Cork, linking them as a network, has intimated that it will shortly discontinue sponsored programs, reports U. S. Vice Consul King at Dublin. At present the only sponsored program, he states, is that advertising the Irish Sweepstakes.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

IN THE CONTROL ROOM

AT A JOINT meeting April 30 of the Institute of Radio Engineers (Washington Section) and the American Physical Society, V. K. Zworykin, television expert of RCA, spoke on electron lenses and their correction. On May 1 the Institute met jointly with the International Scientific Radio Union, in Washington.

FRANK B. FALKNOR, chief engineer, WBBM Chicago, is in the hospital suffering from a leg fracture as the result of a fall.

GORDON SHERMAN, formerly of WEW St. Louis, has joined the engineering staff of KMOX, St. Louis.

BILL FAIRCLOUGH has joined the engineering staff of WHOM, Jersey City, the third former member of the WAAT staff to join WHOM in recent weeks.

HERBERT O. STEINMETZ, engineer in charge of night measurements for Commercial Radio Equipment Co., Kansas City, was married Easter Sunday to Miss Augusta Stralow, of Davenport, Ia.

WILLIAM GLASSCOCK, a member of the engineering staff of WTAM, Cleveland, and James F. Hackett, of the MBC New York staff, have exchanged positions. Mr. Glasscock was assigned to go with the Fred Waring troupe to handle the engineering details for the Waring-Ford NBC show while the company was playing vaudeville dates.

GENE RYDER, Transradio operator of WQAM, Miami, on April 14 became the father of a baby boy, his first child. The other operator, J. L. Atcheley, was married the same day.

CHARLES W. WIRTENAN, chief engineer, and Donald Devendorf are copying press for WIBM, Jackson, Mich.

HARRY R. LUBCKE, chief of television research for the Don Lee Broadcasting System, on April 14 was granted Patent No. 2,037,035 by the U. S. Patent Office, covering a television synchronization method and apparatus.

FREDERICK MACPHERSON, writer and traveler, has joined the staff of KJBS, San Francisco, as operator and announcer.

THOMAS VINES, formerly of WEBR, Buffalo, has been named chief engineer of WBNY, that city.

KIPLING'S works, which during his lifetime the late British author and poet would not permit to be used on the radio, will shortly be carried over the BBC under an arrangement made with the executors of his estate.

QUARTZ CRYSTALS

- ★ Low temperature coefficient "A" cut
- ★ For the broadcast band
- ★ Do not exceed 4 cycles per 1000 kc per °C
- ★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026

KANSAS CITY, MO.



WHERE IT'S COLD—Don Thompson (right), NBC special events producer, who took the recent NBC microphone flight to Alaska, is shown interviewing Joe Crosson, famous "Mercy Flyer".

EQUIPMENT

WIBM, Jackson, Mich., is on the air with a new 188-foot quarter-wave vertical antenna, a tubular mast rising from the roof of Radio Block. Since it is in the business district, a counter-poise using 4,000 feet of wire was installed on the roof.

GENERAL RADIO Co., Cambridge, Mass., has redesigned its Type 653 volume control, incorporating several improvements. Electrical contact-potential noise is said to have been completely eliminated. A button has been placed on the skirted control knob for setting in dim light.

WJR, Detroit, has perfected plans for a portable shortwave transmitter to facilitate broadcasting of news events. Actual work has been started and the mobile unit is to be ready shortly. In some respects it resembles equipment used by major networks for many of their special events broadcasts.

RCA MFG. Co., Camden, within the last fortnight has sold four new transmitters to stations authorized by the FCC to increase their power. To KJR, Seattle and KGHL, Billings, Mont., new 5,000 watt 5-C transmitters were sold, and to WHIO, Dayton, a 5,000 watt 5-C amplifier. To KGW, Portland, Ore., RCA sold a 250 watt exciter unit for its RCA 5,000-watt transmitter. WSAR, Fall River, Mass, purchased a 1-D 1,000 watt transmitter.

WIS, Columbia, S. C., is constructing a new Truscon reflector of the self-supporting three-legged type 260 feet high. It is located near the present 357 foot Truscon vertical radiator, in the direction of Miami, where suppression is sought, and will be fed with a concentric transmission line and coupling system to be constructed under supervision of Jansky & Bailey. A new garage has just been completed at the plant for the use of the technical staff living at the transmitter location. A modern bachelor apartment with every modern convenience was included in the general plans for the transmitter building and this apartment is being shared by Scott Helt, the chief engineer, and Joe Davenport, his assistant. The new 5,000 watt transmitter installation has been in operation since Christmas.

WDRC, Hartford, is installing new Western Electric speech input equipment at its new studios under direction of Perry Brumfield, operator. New acoustic treatment and modernistic decorations mark the new layout.

One More—One More—One More—

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ 1419
Evanston Ill

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Records, Operation Cost Studies, Broadcast Plant Appraisals, Interlocking Studio Control Systems, Design and Construction of Special Equipment.
HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

KALTENBORN FINDS AIR FREEDOM GAINS



Mr. Kaltenborn

"THE most notable advance in broadcasting, apart from technical development, is increasing respect for free speech on the air," declared H. V. Kaltenborn, CBS commentator, when he was interviewed April 21 on CBS by Bob Trout on the occasion of his 15th anniversary on the air.

"Today the radio has become the chief medium of political discussion," he said. "Networks and individual stations know they can and must play an important part in the processes of democratic government. Back in 1923 I began referring to radio as the Fifth Estate. In its power to persuade men and events it now leads the other four."

On April 30 Mr. Kaltenborn interviewed Gov. Alfred M. Landon, of Kansas, in the first air interview given by the Republican candidate for the presidential nomination.

RCA's Junior Mike

RCA MFG. Co., Camden, has introduced a new velocity microphone (74-A) for portable equipment and remote broadcasts. Bi-directional characteristics are practically the same as the deluxe 44-A with high sensitivity claimed as a result of the use of alnico magnet steel.

Frequency range is from 70 to 8000 cycles, weight is 2½ pounds, and the size is considerably smaller than the deluxe model. Other features include rubber cushion mounting, magnetic shielding on the transformer and durable baked wrinkle finish.

An Idea Exchange

AN EXCHANGE of program ideas with other stations is being proposed to a select group of American stations by W. E. Wagstaff, of KDYL, Salt Lake City, who is preparing mimeographed scripts of features that have been well received over that outlet to offer on an exchange basis. Mr. Wagstaff asserts in his letter to stations that, in the absence of a clearing house for program ideas and tieups, he thinks the better stations might exchange with one another, and asks them to submit scripts or outlines of programs, special merchandising tieups, etc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Excellent opportunity for trained home economist to develop women's features on 5,000 watt midwestern newspaper-owned station. Training, pleasant personality, neat appearance more important than radio experience. Replies held in confidence. Box 480, BROADCASTING.

Situations Wanted

BROADCAST OPERATOR — CONSTRUCTION ENGINEER—MANAGER. Married, 38; two year college training. Operator Licenses First Class Radiotelegraph, First Class Radiotelephone graded 94% complete reexaminations 1935. Licensed Aircraft Pilot five years. Over twenty years diversified radio experience.

Licensed radio experimenter 1913. Marconi marine and coastal radio operator. Two years radio technician Army Signal Corps AEF. Broadcast training: two years Westinghouse Engineering Department, KYW. Construction at WCX, WJR, WSBC, KFKB, WTFF; later operator in charge at all. Directed construction large high frequency communications station New York area. Two years RCA Photophone Installation Engineer, Field Technical Inspector, District Manager. Two years territorial manager RCA Victor. Accomplished at office management, correspondence, collections, sales. Recently built and commissioned number Airways beacons and broadcasting stations for U. S. Government. Seeking connection due exhaustion Governmental appropriations. Excellent references.

Welcome opportunity serve you in any—or all—qualified capacities. Open any offer, any place. Box 478, BROADCASTING.

WANTED: Investment (salary) from agency or organization that needs man to create, write and produce original and salable radio programs. Long publicity experience gratis. Box 483, BROADCASTING.

Young man, commercial continuity and script writer, with good commercial ideas, desires position, writing and selling, with station or agency. Go anywhere. Available now. Box 475, BROADCASTING.

Writer-editor, 32, ten years experience metropolitan newspapers, magazines, publicity. M.A. degree. Available immediately for permanent work. Box 477, BROADCASTING.

Broadcast operator. Thoroughly experienced. Reliable. Age 30. W. B. Schroeder, R.R.2, Lafayette, Indiana.

Situations Wanted (Cont'd)

Man 27 desires permanent position anywhere. Would also accept position covering vacation schedule. Ten Years steamship, telephone company and broadcasting experience. Last employed transmitter operator also control engineer 50,000 watt NBC key station. Have first class telephone and telegraph license. Box 476, BROADCASTING.

Resident graduate of Western Radio Engineering Institute. Five years experience in southern stations as Morse, Press News, Control, Remote and Transmitter operator, with first class radiotelephone and radiotelegraph license. Desires immediate connection. Salary secondary. Will go anywhere. Write or wire Bernard Lawrence Rosenberg, 825 Allison Street, N. W. Washington, D. C.

Engineer, ten years experience with composite and commercial Broadcast Transmitters. Best references; married; now employed. Desires position with progressive station needing a qualified technician. Box 479, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

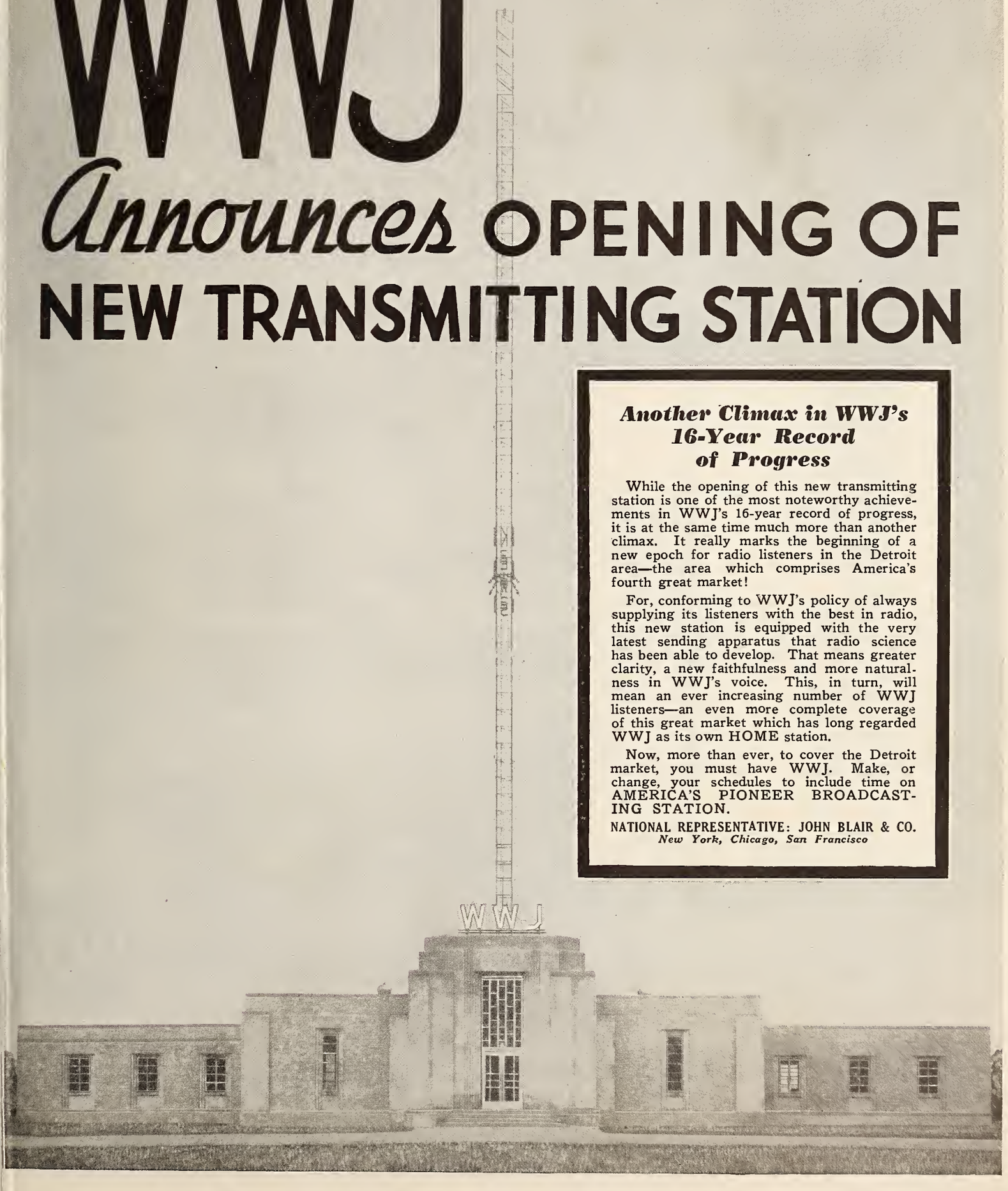
2 standard Western Electric 4000 volts motor generator sets and 2 standard 6B filament and bias motor generator sets. These are in excellent condition. They are now in use at WIND. 201 N. Wells St., Chicago.

Wanted to Buy

Will purchase transcriptions, all types, for export. Box 481, BROADCASTING.

Western Electric 5-C transmitter. Quote lowest cash price first letter. Box 482, BROADCASTING.

WWJ *Announces* OPENING OF NEW TRANSMITTING STATION



Another Climax in WWJ's 16-Year Record of Progress

While the opening of this new transmitting station is one of the most noteworthy achievements in WWJ's 16-year record of progress, it is at the same time much more than another climax. It really marks the beginning of a new epoch for radio listeners in the Detroit area—the area which comprises America's fourth great market!

For, conforming to WWJ's policy of always supplying its listeners with the best in radio, this new station is equipped with the very latest sending apparatus that radio science has been able to develop. That means greater clarity, a new faithfulness and more naturalness in WWJ's voice. This, in turn, will mean an ever increasing number of WWJ listeners—an even more complete coverage of this great market which has long regarded WWJ as its own HOME station.

Now, more than ever, to cover the Detroit market, you must have WWJ. Make, or change, your schedules to include time on AMERICA'S PIONEER BROADCASTING STATION.

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
New York, Chicago, San Francisco



RCA Type 74-A Junior Velocity Microphone. Fits any RCA microphone stand. Complete with 30′ shielded, flexible cord, only $40.00.

Introducing

RCA JUNIOR VELOCITY MICROPHONE

THIS new RCA Junior Velocity Microphone —based on advanced principles of velocity actuation—offers great sensitivity, highly favorable directional characteristics and great naturalness of tone. Overall performance compares most favorably with the standard RCA ribbon-type velocity microphone, recognized as outstanding in the broadcasting field. A real achievement—this new RCA Junior Velocity Microphone—offering RCA quality at an unusually attractive price!

NOTICE THESE FEATURES

1 Quality Performance
2 Low Cost
3 Small Size
4 Shockproof Rubber Swivel Mounting
5 Durable crackled finish, baked on

TRANSMITTER SECTION

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue • *Chicago,* 111 North Canal Street • *Atlanta,* 492 Peachtree Street, N. E.
Dallas, 2211 Commerce Street • *San Francisco,* 170 Ninth Street

PRINTED IN U.S.A.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 10

WASHINGTON, D. C.
MAY 15, 1936

Foreign
$4.00 the Year

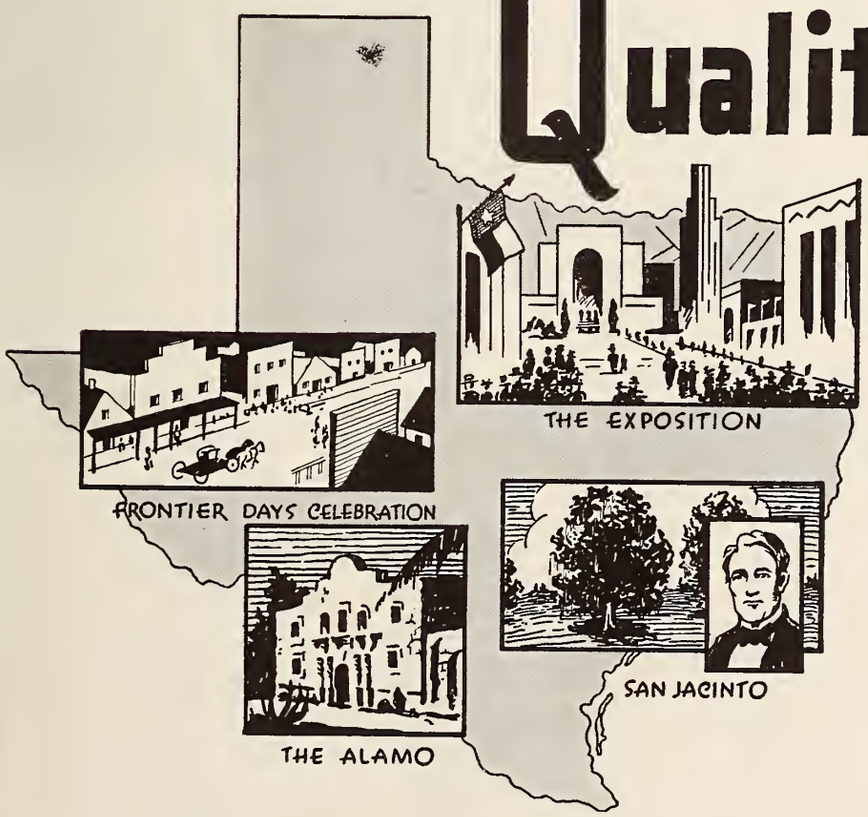
$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Reach the $2,000,000,000

with The Texas Centennial Market

TEXAS Quality Network



MILLIONS invested in Texas' State-wide celebrations are already reflected in increased business activity . . . and Centennial benefits will multiply through the summer and autumn as the spending power of millions of visitors is added to the normally good Southwestern market.

The Southwest . . . territorially giant-sized . . . represents a formidable consumer population with huge spendable income supplied by vast agricultural and manufacturing enterprise . . . aided by a sensational development of oil and other natural resources.

Giant-sized, too, is The Texas Quality Network . . . combining high-powered NBC affiliates that exert tremendous influence on the buying habits of over 1,000,000 radio families throughout Texas, Oklahoma, and five adjacent states. It's the *only* single medium for reaching this entire area simultaneously . . . Investigate the sparkling record, the economies of TQN through *Edward Petry & Co., Inc., National Representatives.*

50,000 Watts	50,000 Watts	5,000 Watts [D]	50,000 Watts
WFAA	**WBAP**	**KPRC**	**WOAI**
DALLAS	FORT WORTH	HOUSTON	SAN ANTONIO

"A Proven Medium in a Flourishing Market"



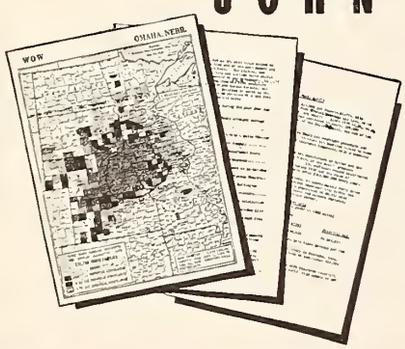
STATION TESTED PROGRAMS

Trade papers have recorded and experienced observers noted the marked increase of large national advertisers who have purchased *local live talent productions*. The desire to eliminate the inherent gamble of a new program, "a pig in a poke", may have been the motivating factor, but only one factor—*greater responsiveness*—keeps them there.

For years stations of the John Blair list have been studying the program desires of their own individual audiences. They are acutely conscious from week to week of all reactions. Naturally, they have brought to their stations those features which please their audience most—an audience close to the program—loyal and *responsive* to its sponsor. At all times programs of this character are being developed—there's one waiting for you.

Every Blair office has a complete statistical record of these shows and is completely equipped to audition them at any time.

JOHN BLAIR SERVICE



In addition, John Blair service makes available to all advertisers and agencies a comprehensive description of these markets, a minute breakdown of the coverage, and detailed, reliable information on the station. Complete case histories and merchandising plans are also included. *Call your nearest Blair office today.*

STATIONS REPRESENTED

Chicago	WLS
Columbus	WBNS
Cedar Rapids-Waterloo	WMT*
Des Moines	KRNT*-KSO*
Detroit	WWJ
Houston	KTRH
Los Angeles	KNX**
Omaha	WOW
Phoenix	KTAR
St. Paul-Minneapolis	KSTP
Salt Lake City	KDYL
San Francisco	KSFO**
Seattle	KIRO
Shreveport	KWKH

*Forming the Iowa Broadcasting System.

**Forming the Western Network.

John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188



IT TAKES ALL KINDS

It is inevitable that a station offering the entertainment WOR does, should enjoy an audience as varied as the programs issuing from its 50,000 watt transmitter in Carteret. In New York City alone there are approximately 17,934 families with incomes over $9,000 ... 68,478 families with incomes of $6,000 to $9,000 ... 89,145 families boasting $4,500 to $6,000, while the $3,000 to $4,500 group offers 750,403 families, and there's 600,132 in the $1,800 to $3,000 class. This is just part of WOR's effective listening area. Here at WOR you'll find letters tapped out on typewriters by members of the most exclusive clubs; a brief but sentimental note from a little girl in a Bronx boarding house. A thumb-marked, hastily-scribbled missive from an overalled mechanic whose heart has been touched by an intimate WOR sketch or musical program. It takes them all to make a good station ... *and greater sales every day for impatient sponsors.*

WOR

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WHAT *PSYCHOLOGISTS* HAVE "EXACT MEASUREMENTS"

Advertising executives were not the only readers of "Exact Measurements of the Spoken Word." Every psychologist whose work appeared in the book, and every university in the country, were sent copies of it—and invited to submit their scientific criticism of the work and its presentation. Below are typical replies. *Really typical*—for only *one* scientist who has seen the book had anything but warm praise for it! (And he would *not* give us permission to quote his letter.)

"I am sure that the psychologists who worked so patiently on the investigations here represented would be gratified to see their results being put to some practical use."

Dr. Harry D. Kitson, *Professor of Education*
TEACHERS COLLEGE, COLUMBIA UNIVERSITY, NEW YORK

"I found 'Exact Measurements of the Spoken Word' very interesting, lucid, convincing and admirable in the scientific caution of its arguments.... Let me compliment you again upon the compilation of a powerful, yet honest, presentation of the case for the ear."

Dr. S. A. Switzer, *Department of Philosophy and Psychology* MIAMI UNIVERSITY, OXFORD, OHIO

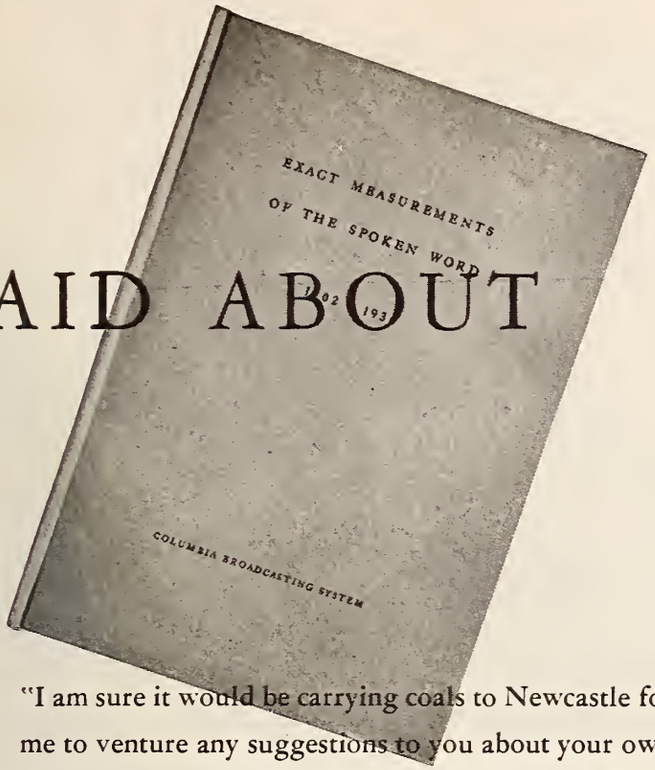
"This is certainly a well put up book, and the abstracts of researches are excellent in their brevity and in their accuracy. I imagine that the particular scientist will perhaps wish that the abstracts had included, when available, one other small item, namely, the proof that the results found can be relied on. For example, in my 1925 study, page 14 of the booklet, formula showed that there was 'statistical certainty that the auditory method was superior to the visual in the situation measured'."

Dr. D. A. Worcester, *Professor of Educational Psychology* THE UNIVERSITY OF NEBRASKA
LINCOLN, NEBRASKA

"I have read this with great interest and profit. I, too, have been interested for quite a time in the general problem of learning by audition as compared to learning by vision in reference both to educational and advertising problems. This comes at an appropriate time because in just a few days I am going to discuss the problem with my class in Applied Psychology and I shall give full publicity to your excellent summary."

Dr. R. W. Husband, *Department of Psychology*
THE UNIVERSITY OF WISCONSIN, MADISON, WISCONSIN

SAID ABOUT



"I am sure it would be carrying coals to Newcastle for me to venture any suggestions to you about your own field. However, it did occur to me that a graph or a diagram of the results of one or two of the studies might set off some point which you wished to emphasize more particularly.

"I trust that you will continue to send me any publications which issue in the future from your work. You are marking off a new field and I, along with your other friends, expect to learn much from you."

Dr. J. Elliott Janney, *Department of Psychology and Philosophy,* Western College, Oxford, Ohio

"You have indeed succeeded in presenting the material in an attractive fashion, without, as far as I am able to tell, in any way detracting from its accuracy."

Dr. Clarence Leuba, *Psychology Department*
Antioch College, Yellow Springs, Ohio

"I have looked through this work rather carefully, and am indeed impressed with the survey you have made of the literature in the field. You are to be complimented upon it most highly."

Dr. C. H. Smeltzer, *Associate Professor of Psychology,* Temple University, Philadelphia, Pa.

"I am interested in the results summarized, but I am also interested in the style of presentation which appears to me both unique and effective."

Dr. Edmund S. Conklin, *Department of Phychology*
Indiana University, Bloomington, Indiana

"It is an interesting presentation of experimental work and I am delighted to have it."

Dr. John A. McGeoch, *Psychological Laboratory*
Wesleyan University, Middletown, Conn.

"It is an interesting piece of work and useful as a reference source."

Dr. H. K. Nixon, Columbia University
School of Business, New York

"I have looked this over with much interest. It will, I believe, be of service in connection with our course in Educational Psychology."

Dr. S. L. Pressey, *Department of Psychology*
The Ohio State University, Columbus, Ohio

It surprised us a little to get so unanimously cordial a reception in the pyschological laboratories of the country. But then, it was Science recognizing an unadorned presentation of *scientific data*—welcoming, as a matter of fact, Science's own exact measurements of the relative impact of the spoken and written word.

COLUMBIA BROADCASTING SYSTEM • 485 Madison Ave., New York



"But I don't want 48 states!"

LOOKING back over a long experience in advertising, it seems to us that a lot of *sectional manufacturers* are wasting a passel of jack by trying to be *national advertisers.*

We've seen four-color pages in national magazines, featuring products that were available in less than fifteen states!

What this country does *not* need is a good five-cent cigar that has to be sold for a dime to cover wasted sales-effort.

If you're kinda impressed by the job that Bulova Watch is doing *virtually with radio alone* — or Penn Tobacco, Mantle Lamp, General Mills and a dozen others—you'll be doubly impressed by the fact that you can do the same kind of job in your own sales territory — whether that territory is one state or forty-eight.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC	(NBC)	Charleston	**WDRC**	(CBS)	Hartford
WIS	(NBC)	Columbia	**WKZO**	(MRN)	Kalamazoo
WAIU		Columbus	**WNOX**	(CBS)	Knoxville
WOC	(CBS)	Davenport	**KFAB**	(CBS)	Lincoln-Omaha
WDAY	(NBC)	Fargo	**KOMA**	(CBS-SBS)	Oklahoma City
KTAT	(SBS)	Fort Worth	**WMBD**	(CBS)	Peoria
WPTF	(NBC)	Raleigh			
KTSA	(CBS-SBS)	San Antonio			
KTUL	(CBS)	Tulsa			
KVI	(CBS)	Tacoma			

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol 10 No. 10 WASHINGTON, D. C., MAY 15, 1936 $3.00 A YEAR — 15c A COPY

Major Radio Bills Await Congress Action

By SOL TAISHOFF

Food-Drug Measure, Federal Trade Commission Proposal And Davis Amendment Repeal Have Chance of Passage

AS CONGRESS approaches a long forecast adjournment, three major legislative measures of far-reaching importance to broadcasters and to those with whom they do business, appear at present to be headed for enactment. The measures are:

(1) The battle-scarred Copeland Bill to regulate the sale and advertising of foods, drugs and cosmetics, and place a more stringent control over manufacturers.

(2) The Wheeler-Rayburn Bill to broaden the scope of the Federal Trade Commission by empowering it to proceed against unfair or deceptive acts and practices in commerce without the necessity of proving unfair competition.

(3) Repeal of the so-called Davis Amendment to the Communications Act, which would promptly invalidate the FCC's so-called "quota system" of distribution of facilities according to population of the five radio zones and the states within zones, and open the way for improving station facilities and assignments, notably in the open spaces of the West and Midwest.

In each instance these measures have passed the Senate, but not the House. The House Interstate & Foreign Commerce Committee on May 6 reported favorably the Davis Amendment Repeal Bill, and it is due to come up on the floor on May 18. There is no known opposition to the bill. Its importance to the industry is obvious, but whether it will serve for good or for evil, will depend upon the manner in which the new provision of law is administered.

Committee Delays

NEITHER the battered Copeland Bill nor the Wheeler-Rayburn Trade Commission measure has been acted upon by Mr. Rayburn's Interstate & Foreign Commerce Committee. A subcommittee has been working feverishly during the last fortnight on the food and drugs measure. It was spurred into action by President Roosevelt, who passed the word along the line line that he regarded it as "must" legislation.

The bill is of vast importance to the broadcasting industry because some 30% of the industry's gross can be traced to business from the food, drugs and cosmetics line. That, roughly, means $25,000,000 annually in time sales. The bill as it passed the Senate was largely unobjectionable to most of the industries involved, although an outer fringe of the proprietary and medicinal manufacturers protested certain of its provisions.

The Copeland Bill had a tumultuous siege lasting two years before the Senate. As it passed that body last year it would have reposed control over sales, advertising, manufacturing, labelling and distribution in the Department of Agriculture's Pure Food & Drug Administration. It would thus have stripped the Trade Commission of its duties.

The House subcommittee headed by Rep. Chapman (D.-Ky.) hoped to have its bill reported to the full committee during the May 11 week, it was learned as BROADCASTING went to press. The best available information was that it would knock out Department of Agriculture jurisdiction and restore it to the Trade Commission. Most of the manufacturers asked that, as did the spokesman for the media involved, both before the Senate and the House committees at the protracted hearings of the last two years.

Also, it is understood, the House subcommittee proposes to amend two other provisions relating respectively to multiple seizures of products construed to be inimical to public health, and to disclosure of the formula of patented products on the label. The view seems to be that perhaps one seizure of a product would be sufficient. On disclosure of formula, the preponderant subcommittee sentiment, so far as can be ascertained, is that it would amount to revelation of a trade secret which is the manufacturers stock in trade.

It is believed that Senator Copeland (D-N. Y.) who has fathered the bill through its tortuous legislative course, will agree to transfer of jurisdiction to the Trade Commission if that stands in the way of enactment at this session. It is obvious at this time that every possible effort is being made to jam through the legislation before adjournment, expected in June.

Trade Commission Power

THE FATE of the Wheeler-Rayburn Bill (S. 3744) is not so certain. It passed the Senate May 4 with only cursory opposition. Before the Senate Interstate Commerce Committee at hearings on it several weeks ago, the U. S. Chamber of Commerce, American Newspaper Publishers Association, National Publishers Association and National Editorial Association, opposed it largely on the ground that it would mean more Government snooping in private business. The Committee, however, reported the measure without dissent.

In the Senate debate prior to passage, there were expressions from the floor, notably from Senator Copeland, and Senator White (R-Me.) with a dozen other members participating. There was debate on several provisions, and proposed amendments, but it finally passed without a record vote. The feeling of the opponents was that the measure goes too far in broadening the scope of Trade Commission jurisdiction. Senator Copeland, for example, held it gave the Trade Commission the sort of authority to which the Senate objected in his original Food and Drug measure. Senator White felt it went altogether too far, but said he would not vote against it.

In urging passage of the legislation, Trade Commission spokesmen said it would simply amend section 5 of the present act so as to authorize the Commission upon its own initiative to proceed against certain unfair and deceptive practices if they are against public interest, regardless of whether they resulted in financial injury to some competitor. Now unfair competition must be proved.

The Commission held it would not increase the number of people liable to prosecution, but would simply expedite the work of the Commission. In nine out of ten cases now, it was held, the Commission has no difficulty in proving that some competitor suffered a financial loss as the result of

(Continued on page 54)

Few Radio Advertising Cases Need Trade Commission Study

OF THE 667,746 commercial radio continuities reviewed by a special review board of the Federal Trade Commission since July 1, 1934, when it began to examine continuities, only 426 cases have been referred to the legal staff for secondary consideration, Ewin L. Davis, FTC member, informed a House appropriations subcommittee April 26 in asking deficiency funds for commission activities.

His testimony, made public May 5, praised the broadcasting industry for "100% cooperation all down the line."

There is constant pressure on stations by advertisers to carry "not only an excess amount of advertising, but also excessive claims," Mr. Davis told the subcommittee. "The advertiser would say, well, if you will not do this, we will get another station to carry it, and so forth."

He said that there have been no cases against a radio station where the FTC has had to stop extravagant claims, although there have been many cases against advertisers, the Commission's procedure now being to proceed against advertisers instead of media. He recalled how broadcasters had asked the FTC for a stipulation procedure similar to that granted printed media, and described its operation.

Continuity Checks

A SUMMARY of the FTC's radio work, placed in the record by Mr. Davis, shows: Radio continuities received July 1, 1934, to March 26, 1936, 697,041; continuities given preliminary review since July 1, 1934, 667,746; continuities referred to board as possibly false and misleading, up to March 26, 1936, 53,453; preliminary cases arising from radio review, to March 26, 1936, 2,070; continuities on hand March 26, 1936, pending preliminary review, 29,295; preliminary radio cases (involving 5,623 questionable continuities) on hand, awaiting attention of Board's legal staff, 426.

On March 26 there were 249 periodical cases awaiting second examination by the legal staff, Mr. Davis testified, out of 63,322 publications received since April 1, 1935.

FTC procedure in checking radio continuities was explained by Mr. Davis at the hearing. "The Com-

(Continued on page 49)

Audit Group Seeks Research Director

TWO SESSIONS have been held during the last fortnight by the committee of five of the Joint Committee on Radio Research to consider selection of a man to serve as secretary of the latter group and lead the way toward formulation of a plan for a radio research bureau to authenticate station coverage and listening data. The Committee met in New York May 5 and again May 11.

A number of individuals prominent in advertising research, it is understood, have been considered for this assignment. The subcommittee's work is only recommendatory and its findings will be presented to the full committee of 15 which has scheduled a meeting in New York for May 26. At this meeting the committee also is expected to review additional data on radio set distribution as of Jan. 1, 1936, covering states and counties. As of May 1, the Committee made public a statement estimating radio families for the country as a whole, but did not arrive at state or county figures.

Local Figures Planned

MEMBERS of the committee assigned the task of recommending a full-time secretary for the research group are Paul A. West, ANA, president; Frederic C. Gamble, executive secretary, AAAA; Hugh K. Boice, CBS sales vice president; Roy C. Witmer, NBC sales vice president, and James W. Baldwin, NAB managing director. The full committee at a meeting last month decided to go full speed ahead on the radio research bureau plan to provide radio coverage and audience data which would be the counterpart of the circulation data for newspapers through the Audit Bureau of Circulations.

To compute the state and county radio family figures, the full committee revamped the membership of its technical subcommittee and ordered it to report at the May 27 meeting. L. H. D. Weld, research director of McCann-Erickson Inc., was made chairman of this subcommittee. He is also a member of the joint committee. Should the subcommittee fail to complete its work in time, it is likely the full committee meeting would be deferred until figures are ready.

Promptly following the release by the Joint Committee of its estimate on radio ownership, CBS, through its aggressive sales promotion department, dispatched a "preprint" on radio in 1936 to a comprehensive mailing list. Victor M. Ratner, CBS sales promotion director, in an accompanying letter explained that the total number of radio families as of Jan. 1, 1936—22,869,000 homes—was 74% of all American homes.

In his "preprint" he said, however, that an "almanac of American listening" would be forthcoming after detailed figures were arrived at by the Joint Committee. These would give a detailed analysis of the audience, its age and sex, listening habits, distribution and incomes. He estimated three weeks would elapse before the date would be available. These data, he said, would be projected from the Joint Committee's figures, together with an analysis for CBS by Dr. Daniel Starch.



THEY'RE OFF!—And here is Bryan Field (top), New York Times turf expert telling the listening millions about it on CBS. A tense moment it was, as his face shows. Others at the booth atop the grandstand are (left to right) Kenneth Fickett, Arthur Pryor Jr. and George Gouge, all of Batten, Barton, Durstine & Osborn Inc., and Bob Trout, CBS announcer, who aided Field. Brown & Williamson Tobacco Co. was sponsor. WHAS, Louisville, keyed the broadcast to CBS.

Wonder Bread Discs

CONTINENTAL BAKING Co., New York (Wonder bread) is recording through Jean V. Grombach Inc., New York, the CBS *Renfrew of the Mounted* program for WCCO, WISN and KMOX during the baseball season. These three stations had signed for play-by-play baseball descriptions with sponsors, the bread manufacturer accommodating the stations by arranging for discs. The same schedule for these quarter-hour programs will be maintained but the broadcasting time will be flexible depending on the length of the ball game. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Rap-I-Dol Tests

RAP - I - DOL LABORATORIES, New York (shampoo), is trying a test campaign on WFBL, Syracuse for one month, two WBS quarter-hour disc programs a week titled *Lovely Lady*. Programs offer beauty counsel and music. The ending commercial is dramatized to bring out the social advantages of Rap-I-Dol cleansed hair. In addition Rap-I-Dol has bought participation in the *Miss Goodnews* program. A contest offering $100 in cash for the best letters on the new shampoo product, the WFBL display window, and a letter to the drug trade delivered by Western Union boys, comprises the merchandising. A-W Adv. Inc., New York, is handling.

New Jello Product

GENERAL FOODS Corp., New York, announces that advertising of Jell-O Ice Cream Mix, a new product, will be handled by Young & Rubicam Inc. The product already has been introduced in the Metropolitan New York Area, and in New England. Advertising will include radio and newspapers, but nationwide plans have not yet been announced. The newspaper copy appearing in New York and Boston papers, consists of comics featuring Jack Benny and Mary Livingstone, Jell-O network artists.

JACK BENNY will spend the summer making movies in Hollywood.

Muzak Serving 50 Stores In Test by A. & P. Chain

MUZAK Corp., New York, wired radio service, on May 4 began to service 50 stores of The Great Atlantic & Pacific Tea chain in the New York area with music and brief announcements concerning the day's specials and also immediate price changes as ordered by the management. The plan is designed to establish closer contact between the A & P management and the customer at the point of sale.

Heretofore it took a day to effect any price change but under this new system the price change becomes effective immediately. Announcers in the Muzak studios in the Pocono Bldg. and also in the A & P executive offices give out the information to the stores. The 50 stores receiving the service were specially selected by the management for the test.

Service is given the stores during the entire business day, according to E. H. H. Connick, vice president of Muzak. He also said that the announcement broadcasts are given on a predetermined schedule, and that all equipment used for this new merchandising plan was installed by Muzak. Orchestral selections sent to the stores are from the Muzak recording library.

Dodge Motors to Place One-minute Riddle Discs

DODGE MOTORS CORP., Detroit, soon will start *Dodge Riddlettes* over 50 to 80 stations, utilizing one-minute transcriptions produced by Mid-West Recordings Inc., of Minneapolis. The program idea was conceived by Mid-West, and the campaign is being placed through Ruthrauff & Ryan Inc.

The unique spot is said to embody all the elements of a quarter or half-hour show, such as mental challenge, entertainment, contest and sales appeal. Dodge, it is reported, contemplates use of the series for an initial 13 weeks on a consistent schedule. It will begin in the Southwest to tie into the Texas Centennial, and spread nationally from that territory.

Eight Stations Operated By Hearst as the FCC Sanctions Two Transfers

THE NUMBER of broadcasting stations owned and operated by the William Randolph Hearst Enterprises was increased to eight when the FCC Broadcast Division, at a special meeting May 4 approved the assignments of KTSA, San Antonio, Tex., and KNOW, Austin, Tex., from the Southwest Broadcasting System to the Hearst radio organization. The price for KTSA, a regional station on the choice 550 kc. channel, was $180,000, and for KNOW, a 100-watter on 1500 kc., $50,000.

At the same meeting the Broadcast Division designated for hearing the applications for assignment of KOMA, Oklahoma City, and WACO, Waco, Tex., also owned by Southwest, to Hearst subsidiaries. The fifth Southwest station — KTAT, Fort Worth — sold by Southwest to Raymond Buck, Fort Worth attorney, subject to FCC approval also was designated for hearing. Sale prices of these latter stations are listed at WACO, $50,000; KOMA, $75,000, and KTAT, $160,000.

The FCC action occasioned some surprise, since the trend of Broadcast Division policy has been to designate for hearing all important applications involving assignment of licenses. In the cases of KTSA and KNOW, however, it is understood the Division concluded the prices were "reasonable" and that the circumstances warranted approval without the necessity of formal hearings. Presumably, it felt the assignments of the three other stations involved such factors as to make desirable the holding of formal hearings.

Arrangements to sell the Southwest-owned stations were made in March by A. P. Barrett, Fort Worth, principal owner of the stations, with Elliott Roosevelt, son of the president, who was vice president of Southwest in charge of sales promotion, and who subsequently became vice president of Hearst Radio Inc., with headquarters remaining in Fort Worth. Associated with Mr. Roosevelt in these negotiations was William P. Day, executive vice president of Lambert & Feasley, New York advertising agency.

The eight stations now operated by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco, and KEHE, Los Angeles, and the two new Southwest stations, KTSA and KNOW. In addition, however, there is now pending before the Supreme Court of the District of Columbia, a suit brought by Hearst Radio for specific performance of the contract under which it had agreed to purchase WMAL, Washington, from the M. A. Leese estate. The station now is operated under lease by NBC. Hearst Radio agreed to pay $285,000 for the station, but the heirs of the late M. Leese subsequently refused to deliver the station.

No Sponsor Mention

NO MENTION of any sort of the sponsor is used by Christian Feigenspan Brewing Co. on Sundays in its sports programs on WOR, Newark.

When Malt-O-Meal Opened Pittsburgh Area

By WALTER H. BURNS
President, Walter H. Burns Co. Inc., Regional Distributors of Malt-O-Meal

The Goal: 1,000 Cases in Smoky City Area in One Year; The Result: 41,000 Sold in the First Few Months

ASK Campbell Cereal Co., and you'll learn that there have been two big events in Pittsburgh within the last few months. No. 1: They had the worst flood since 1763. No. 2: Carload after carload . . . Well, that would be telling a secret that more properly is revealed in adjacent columns. Mr. Burns runs a regional distributing agency for Malt-O-Meal. KDKA runs a radio station. BROADCASTING runs this one-instalment cereal as a sample of how daytime radio can move commodities.

IF THE campaign placed 1,000 cases of Malt-O-Meal in the Pittsburgh area within the first fiscal year, the broadcast series could be considered an outstanding success. That was the opinion of the Campbell Cereal Co., Minneapolis, when they launched their daytime radio campaign over KDKA, NBC managed and operated station in Pittsburgh, on Nov. 21, 1935.

Radio was given the whole job, without benefit of any additional advertising—and it was a big job. It had to open territory in which there was no distribution of Malt-O-Meal whatever; not one package in the hands of a single jobber.

In one month, using 15-minute programs daily except Sunday, the company secured 91 jobbing outlets in Western Pennsylvania, in the Eastern river towns of Ohio and West Virginia, and in Maryland, to handle Malt-O-Meal. They also secured distribution of the product in all major chain stores, such as Clover Farms, Triangle, IGA, National Brand Stores, Donahoe's, and in practically all independent grocery stores in the area.

Case After Case

WITHIN seven weeks of the initial broadcast, Malt-O-Meal was being handled by 115 jobbers, and 80 repeat orders had been received. Premium offers, from Nov. 21 to Jan. 11, pulled an average of over 3,000 responses a week. One offer required only the box top; another, the box top plus four cents.

A spectacular record hung up to the credit of the Campbell Cereal Co., their programs, and the daytime effectiveness of KDKA, was the distribution of 250,000 regular and trial packages of Malt-O-Meal in 11 working days. Those packages represented 10,000 cases in two weeks—a far cry from the 1,000 cases in a fiscal year which would have marked the campaign as an "outstanding success".

Forty-one thousand cases of the cereal sold in the first few months of the campaign. Of the last 11 carloads shipped to Pittsburgh, not a case has resided, even temporarily, in a warehouse. The railroad company allows 48 hours to unload and release the cars. The 11 carloads mentioned were put directly on delivery trucks and taken to jobbers and dealers in West Virginia, Western Pennsylvania, Eastern Ohio and Northern Maryland.

The radio promotion for Malt-O-Meal has been split into two distinct programs: Participation in the *KDKA Home Forum* on Monday, Wednesday and Friday from 2.30 to 3 p. m.; Malt-O-Meal's own *Kiddies Klub* on Tuesday and Thursday from 5 to 5:15 p. m., plus participation in the *KDKA Kiddies Klub* program on Saturday morning.

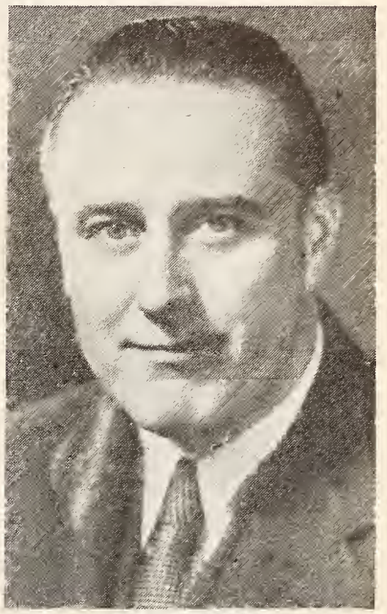
Both the *KDKA Home Forum* and the *KDKA Kiddies Klub* are regular features of the station. The former, a cooperative home economics program for women, has been in successful operation since 1927, and is limited to advertisers of such household products as foods, utensils, labor-saving devices, cleaning equipment, etc.

All the Malt-O-Meal broadcasts have a homemaker and child appeal, a combination that neatly covers the potential buyers of the cereal. The "Junior Broadcasters" star in a script serial on the company's Tuesday and Thursday *Kiddies Klub* program. The script, concerning a boy, a girl, and "Uncle Sammy" Fuller, conductor of the *KDKA Kiddies Klub*, is written by Mitchell-Faust Advertising Agency, Chicago.

During the first month of the series, the *KDKA Home Forum* offered a spatula, succeeded by a cooking fork, each for one box top and four cents. An average of 500 box tops a week have been received. The *Kiddies Klub* offers, for one box top, no cash, a harmonica and a slide whistle. Requests have been averaging 2,200 a week.

The Saturday morning quarter-hour of the *KDKA Kiddies Klub* is devoted to recitals by four or five children on instruments they got as Malt-O-Meal premiums. The performers are selected by competition, and those selected for the weekly broadcasts also receive a ring as a prize. The stunt has proved tremendously popular with youngsters.

The campaign, originally scheduled for 13 weeks only, is still on the air, doing its job of putting Malt-O-Meal on the map throughout the entire Pittsburgh wholesale area.



MR. BURNS

HOME AND MERCHANDISING

Yankee Network Household Program Has Elaborate System of Cooperating With Clients



Miss McMullen

SINCE 1928, Yankee Network's *Gretchen McMullen Household Hour* has been providing food messages in a compact area that consumes almost 10% of the food sold in the United States. With the program has been built up an effective merchandising setup that has been a big factor in developing a 50% renewal record.

The program is broadcast twice weekly, once on 12 Yankee stations and once on WNAC and WEAN. Eight non-competitive products are promoted on each. No definite number of words or minutes is guaranteed.

Every recipe used in a broadcast is verified and interesting new uses for products are devised. Copies of recipes and general information are mailed to listeners, the sheets carrying brand names of participating sponsors, who also are given the privilege of inserting small leaflets.

Each week advertisers are supplied with a mailing list of names and addresses of listeners who have written in during the previous week and each advertiser receives weekly that part of the script which pertains to his product.

Miss McMullen personally answers every inquiry. She sends representatives to contact retailers and distributors, telling them of radio support given them by manufacturers who participate in the program. Every sponsor is given a free advertisement in the *New England Grocer and Tradesman*, an independent food publication.

The Yankee Network Radiogram, a direct-mail piece similar to a telegram, is provided free, with envelopes, to advertisers in any quantity they desire.

Testing of recipes is done in the Gretchen McMullen Testing Kitchen. Miss McMullen has had wide experience in home and welfare work, including six years of restaurant management, lectures on home-making, articles on home economics, and teaching of these subjects at Simmons College.

NBC AND TEXAS CO. WIN UPROAR CASE

A DECREE by the Circuit Court of Appeals, First Circuit, restraining Uproar Co. from suing NBC and Texas Co. for alleged conspiracy to prevent publication of a pamphlet called *Uproar* which contained former Ed Wynn radio scripts, was upheld by the U. S. Supreme Court May 4, when it refused to hear an appeal by the Uproar Co. The Circuit Court had upheld a ruling by the U. S. District Court, Massachusetts.

In the Circuit Court it had been held that Uproar Co.'s publication of the scripts was a wholly unauthorized use of the material and of the name Graham, referring to Graham McNamee, foil of Ed Wynn in the former Texas Co. series on NBC. It had been held in the lower court that Wynn owned literary property rights in the scripts and had the general right to publish them. However, it had been held that Wynn was not at liberty to make any use of the scripts which would weaken or interfere with benefits which the Texas Co. might derive from its advertising under its contracts with Wynn. Wynn was said to have contracted with Uproar Co. to permit publication of the scripts on a percentage basis.

Anti-Repeal Spot

A ONE-TIME Mother's Day transcription urging return of prohibition was placed on more than a dozen stations May 10 by *The National Voice*, anti-repeal weekly of Los Angeles. Ethel Hubler, editor and publisher of the publication, delivered the transcribed address, which was placed through the Walter Biddick Co., Los Angeles. Among the stations scheduled for the broadcast were WFIL, WOWO, WIBW, KSOO, KSL, KNX, KSFO, KRNT, WMT, WJR and KOH.

Formation of Copyright Bureau By NAB in Preliminary Stages

Director of New Agency Sought; Compilation of List Of ASCAP Numbers to Be Ready by Convention

A SERIOUS search for a man to head the bureau of copyrights to be created within the NAB has been launched by James W. Baldwin, NAB managing director, and more than a dozen applicants, it is understood, are under consideration. Mr. Baldwin was vested with authority to create such a bureau by the NAB board of directors which adopted recommendations to that end at its last meeting in Chicago April 27.

In New York May 11 Mr. Baldwin arranged to interview a number of prospects for the post. He has had several preliminary discussions but no names are being mentioned.

The first task of the director of the copyright bureau would be to supervise the list of the ASCAP catalog of some 25,000 active musical compositions. The scope of the recommendations adopted by the NAB also includes creations of a standard library of musical compositions from the public domain, and establishment of a system for making available to the industry copyrighted musical works on a measured service basis.

Compiling a Catalog

IN CONNECTION with the compilation of the catalog, Mr. Baldwin has been awaiting the return to New York of E. C. Mills, ASCAP general manager who returned from a month's trip in the North and Southwest on May 11. The catalog will be compiled from the comprehensive card index of compositions in the ASCAP offices and Mr. Mills will be consulted in connection with the hiring of the necessary clerical personnel to copy these titles and other pertinent information for the NAB master index. Copies of the catalog then will be made available to all stations on a cost basis for the filing cards and card-index filing cabinets.

Mr. Baldwin is anxious to complete this task as expeditiously as possible, and hopes to have it ready prior to the NAB convention to be held in Chicago July 5-8. It is expected that five clerks will be hired for the copying job in the ASCAP offices.

Meanwhile prospects for enactment at this session of the Duffy Copyright Bill, or any acceptable modification of it, appear to have gone aglimmering. The House Patents subcommittee which was assigned the task of whipping a measure into shape, has dallied along, unable on most meeting days to get a quorum together. Duffy Bill protagonists see in this more of the "stalling tactics" of its opponents who predominate on the subcommittee of ten.

The Duffy Bill is designed to check onslaughts of copyright groups such as ASCAP and Warner Bros. by eliminating the onerous $250 minimum damage clause. Majority committee sentiment, however, appears to be for reduction, rather than elimination of the clause. Since the Senate passed the Duffy Bill at the last session, House action at this session would mean enactment of the measure. The President in the past has indicated his approval of American entry into the International Copyright Union, which is conditioned upon passage of a measure such as the Duffy Bill.

On another front there was an outburst on copyright, and a criticism of the NAB for purported failure to pursue a course that would remedy conditions. Kenneth C. Davis, Seattle attorney and managing director of the Washington State Association of Broadcasters, in a statement made public May 4, contended that states themselves can deal with these "rackets" without Federal aid. He argued, for example, that ASCAP is doing an "intrastate" rather than an interstate business in every state, and therefore is subject to state laws. He suggested a uniform statute for every state to cope with the problem.

All states, Mr. Davis contended, have existing laws against restraint of trade or commerce. Music, he said, is an integral part of radio and radio is commerce. "The law is plain that where an intangible is used as a part of commerce, that it then becomes a commodity or product subject to the regulation of the law relating to such commerce."

"Legislation is not necessarily needed in Congress," Mr. Davis concluded. "If ASCAP breaks the law by extorting and price fixing it is a state offense. They can be reached now if the NAB will cooperate. Remember that once a court of equity in any state has acquired jurisdiction over a defendant, that court may coerce and compel that defendant to act in relation to property not within its jurisdiction.

"Who knows but what the 'per piece plan' is the only legal plan in Washington, if the court should find so, perhaps the court could compel ASCAP to put that plan into effect throughout the country. It is worth trying."

General Mills Expands Boarding House Series

GENERAL MILLS Inc., rapidly becoming a top user of transcription spot, has renewed for a second series of *Mrs. Miller's Boarding House*, a quarter-hour feature five days a week. The program is produced and recorded by Mid-West Recordings Inc., Minneapolis. The initial series of 65 episodes was placed in a test campaign on WCCO, Minneapolis and WNAC, Boston, and won such spontaneous success that it was decided to renew for another 13-week series and to extend the list of stations to other selected markets.

Knox Reeves Inc., Minneapolis, placed the initial series. Mrs. Knox Reeves is the author of the *Boarding House* script.

GELLATLY IS NAMED TO HEAD WOR SALES



Mr. Gellatly

WILLIAM B. GELLATLY, a member of the WOR sales staff since last September, on May 11 was promoted to sales manager of the station succeeding Walter J. Neff, who resigned two months ago to form an advertising agency with William Rogow, also formerly of the WOR sales staff. The announcement was made by Alfred J. McCosker, president of Bamberger Broadcasting Service.

Mr. Gellatly has been in the advertising business for the last 16 years, having been a member of the CBS sales staff prior to joining WOR. He has been advertising sales representative for the *New York American* and *Chicago Herald Examiner*, as well as the New York *Herald Tribune*. Prior to that he was a partner in James Berrian Adv. Agency, now dissolved. Born in Philadelphia, he is a graduate of Andover Preparatory School and attended Yale. With Mr. Gellatly's appointment, Eugene S. Thomas, who has been on the WOR staff since 1934, continues as assistant sales manager.

Hollister to Be Manager Of New KANS, Wichita

HERBERT HOLLISTER, general manager of WLBF, Kansas City, Kan., has been named manager of KANS, new local station authorized in Wichita, Kans., which is expected to begin operations in July. He has resigned his WLBF post effective July 1, and will move to Wichita two weeks later to supervise installation of the new station.

KANS has been assigned the 1210 kc. channel, with 100 watts unlimited time. The licensee is Charles C. Theis, of Wichita. The construction permit becomes effective July 21. Mr. Hollister is the former owner of WLBF, but about a year ago sold it to the *Kansas City Kansan*, Capper newspaper, but remained as its manager.

Pro-Ker in New England

PRO-KER LABORATORIES, New York is using a two-station network Thursdays, 7:30-7:45 p. m., in New England in the interest of Hair Milk. The program is a quarter-hour musical show originating at WEEI, Boston, and piped to WJAR, Providence. Program signed for ten weeks with renewal option for another 13. Biow Co., New York, placed the account.

Texas Group Planned

FORMATION of a Texas association of broadcasters is planned by some 40 stations in that state at a meetings in Fort Worth called for May 23. James W. Baldwin, NAB managing director, plans to attend the meeting and address the group on the subject of functions of state associations, a dozen of which already have been organized. T. F. Smith, manager of KXYZ, Houston, arranged for the meeting.

Media Expenditure Analyzed by ANA

More Than Half of Advertisers Increased 1935 Radio Use

OF 260 national advertisers in divergent commodity fields who spend in the neighborhood of $100,000,000 annually for advertising of all kinds, approximately 30% used radio during 1935—about the same as during the preceding year. This is shown in a survey of 299 national advertising budgets covering 1934-1935 made available May 4 by the Association of National Advertisers.

The report was prepared under the supervision of the Advertising Research Foundation of ANA. It is in the nature of a factual presentation, with no conclusions of any character.

In another breakdown the report showed a comparison of 1935 advertising budgets of 241 companies reporting, with 1934 expenditures. In the radio field, this disclosed that 92 companies or 53% increased their radio budgets, as against 43% which decreased and about 3% which remained the same. In magazines, of the 165 companies involved, nearly 48% increased their budgets while 43% decreased and 9% remained the same. There were 141 companies using newspapers of which 49% increased their budgets, 43% decreased and 7% remained the same.

Confectionery Budgets

THE SURVEY, in a breakdown of the consumer advertising budgets of these companies for 1935, disclosed that confections and ice cream manufacturers contribute a greater proportion of their budgets to radio than any other lines. In this respect it displaced the proprietary medicine groups, which led in 1934. Most important of the radio budgets by commodities listed are:

Confections and ice cream: radio 30.52%, newspapers 10.26%, magazines .84%; proprietary medicines, radio 24.61%, newspapers 36.28%, magazines 18.66%; food and grocery products, radio 13.50%, newspapers 16.25%, magazines 20.02%; house furnishings, radio 13.47%, newspapers .63%, magazines 13.38%; drugs and toilet articles, radio 13%, newspapers 15.66%, magazines 30.04%; knit goods, hosiery, etc., radio 12.21%, newspapers 10.55%, magazines 25.58%; petroleum products, radio 10.65%, newspapers 27.40%, magazines 13.06%; paints, varnishes, etc., radio 9.62%, newspapers 8.51%, magazines 10.19%; beverages (soft and carbonated), radio 7.79%, newspapers 12.89%, magazines 14.99%; beer, radio 5.78%, newspapers 13.65%, magazines 3.89%; clothing and accessories, radio 4.55%, newspapers 18.93%, magazines 17.17%.

Kellogg in Boston

KELLOGG Co., Battle Creek, Mich. (cereals), on May 4 began a new series of summer programs on WBZ - WBZA, Boston - Springfield Mondays, Wednesdays and Fridays. Local talent is used. N. W. Ayer & Son Inc., New York, placed the account.

Is It True, What They Say About Summer?

No, Says NBC, and Tells Why Doldrum Theory Is All Wrong

Auto Set Study Blasts Hot-month Fantasies, Declares CBS

THE good old summer time is a good time for sponsors to aim sales messages at an American public that spends money whether it's hot or whether it's cold, assert NBC and CBS in simultaneously issued promotion brochures.

Because:

1.—NBC has discovered that only 8 of every 100 adults are away from home in any one week during the summer, and of those 8, 5 go places where there are radios.

2.—CBS has found that there were 3,000,000 radios on the road Jan. 1, 1936, there will be 5,000,000 before the year is ended and they are listened to a lot of the time by a lot of people, particularly in summer.

The NBC sales message is strictly a hot-weather one. The CBS data are year-round but offer evidence to support attacks on the alleged summer buying doldrums. Both are based on exhaustive excursions into the realm of economic and listening habits.

CBS mailed fairly long questionnaires to 20,000 names of owners of auto radios in 46 states, after quite a bit of digging around for suitable mailing lists, and got a 12% return. Many personal interviews supported the questionnaire findings.

Here are some of the CBS questions and the findings (tabular data omitted):

Do you use auto-radio more in summer than in winter?

That 47.5% use auto-radios equally all year round, and that 5.6% use auto-radios more in fall and winter will be surprising to many. Even more interesting is the total of 94.4%, representing the 47.5% who use auto-radio equally all year round and the 46.9% who use it more in summer. If and when the count of auto-radios approaches the number of home sets (and with 22,500,000 passenger cars in the country this is plausible) the fact that 46.9% use their auto-radios more in summer may mean the summer audience will expand to even greater size than the winter.

How long do you listen to your automobile radio per weekday?

Frankly, we were surprised to see how many people say they listen 5 or 6 hours per day. The first explanation that occurred to us was that people who take the trouble to fill out mail questionnaires may cherish a greater-than-average enthusiasm for their auto-radios. But on the other hand, results from the *personal* interviews checked so closely with those from the mail questionnaires as to call a halt to such "office" research. (Facts about listening aren't found in desks.)

Furthermore, the average listening of 2.6 hours per day closely correlates with the results of a preliminary check-up made for CBS by Walter Mann & Staff in the fall of 1933. This unpublished survey, consisting of 1018 personal interviews with auto-radio owners at a time when radio sets were not as good as they are now, showed an average listening of 2.7 hours per day. It also showed that 4% listen an average of 5 to 6 hours per day, 1% listen 6 to 7 hours, 2.5% listen 7 to 8 hours, 2% listen more than 8 hours. Evidently, people who drive a lot, listen a lot. They might be called, we suppose, the "shut-ins" of the road.

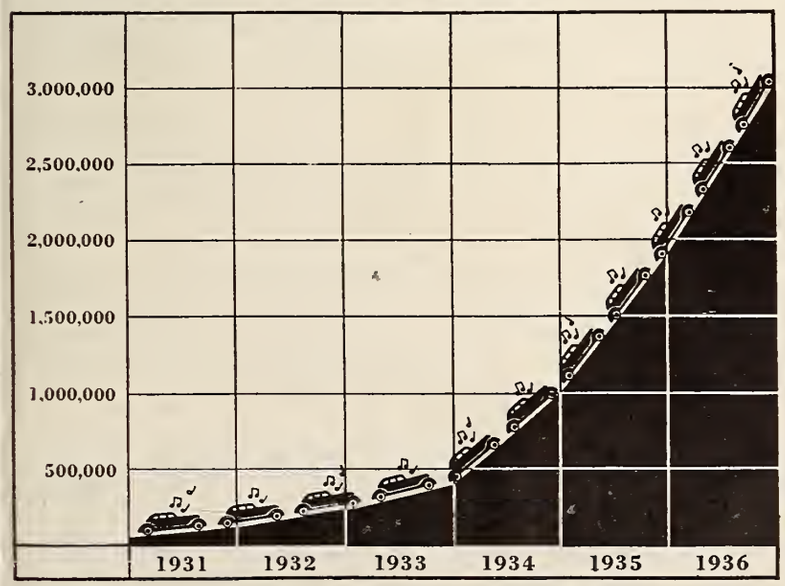
More important is the fact that weekday listening *averages* 2.6 hours. With 3,000,000 auto-radios on the road, this implies, 7,800,000 added hours of *daily* listening—and an additional audience of no small consequence to the radio advertiser. For, although their visual attention has to be concentrated on the road, their auditory attention is all but completely free. A good time to talk to them!

How long do you listen to your automobile radio on Sunday?

On Sundays just about twice as many listen for 5 and 6 hours as on weekdays, a fact which might have been predicted by sociologists, hot-dog stand operators, or others who've noted the great American Sunday habit of piling baby carriage and picnic equipment into the tonneau, tethering the dog on the running board, and taking the family for a ride. Average use of the auto-radio on Sunday shows a 23% increase over weekdays, tallying with the well-known Sunday afternoon increase of listening in the home. And, of course, on Sunday the number of listeners per auto-set probably increases too. Particularly in summer months.

Average number of people who listen to your auto-radio?

With 3,000,000 radio equipped cars, an average of 2.7 listeners apiece means an automobile radio audience of 8,100,000—*actually listening.* Such circulation figures are major ones in any (advertising) man's language. Indeed, except for the figures on home-listening in the 22,869,000 U. S. radio homes, they come close to the top for all media delivering complete advertisements.



AUTO RADIO OWNERSHIP—Shown by years in a survey by CBS is the number of automobiles equipped with radios and operated as well as ridden in by families who are able and willing to spend.

What NBC Discovered

ACCORDING to NBC, its *Good New Summertime* publication knocks the props from under old superstitions about people and radios in summertime. Here is NBC's version of its study:

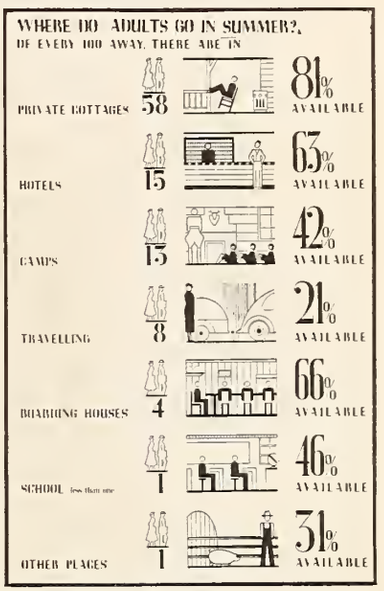
Into the hands of Anderson, Nichols, Associates, of New York, was put the job of finding out whether such objections actually had a leg to stand on. The organization, new to advertising, but for the past several years successfully engaged in the field of industrial engineering, offered two men more than adequate for the task—Paul A. Stewart, formerly of the Department of Commerce and author of the first *Market Research Data Handbook of the U. S.;* Dr. Robert J. McFall, chief statistician of the first Census of Distribution.

A survey was decided upon, covering five representative cities: Worcester, Cleveland, Newark, South Bend and Kansas City. House-to-house calls were made during August, 1935 — deliberately chosen as the hottest month and the most popular vacation time — and repeated in November. 7,456 families were interviewed, representing 27,045 potential listeners. Heads of the families were engaged in 114 different occupations; 56% owned their own homes, 73.2% were telephone subscribers, 75.9% owned automobiles.

The surprising information gathered from the interviews was that only 8 out of every 100 adults are away from home in any one week during the summer! Of those 8, 5 go to places where there are radios, making a total loss of only 3 out of every 100 adults.

As to those who do go away, where do they go, and how many are available to radio?

All sorts of vacations — from the one week variety to the May to September exodus — were grouped to get the information that the average vacation lasts 2.58 weeks. Of every 100 adults who receive vacations, 15 spend them at home. These facts should answer the question about how much of a summer audience is available. A more important point, of course, is how the summer audience compares with the winter audience.



WHERE THEY GO — In summer radio goes with vacationists, says NBC, offering this animated pictorial evidence that they continue to be dial turners.

Two separate investigations were made on this score: One, to find the percentage of men, women, adolescents and children available to radio at home from 8 a. m. to midnight—an exceedingly valuable study for advertisers who want to know when their particular audience can be reached. Two, to find the relation of the summer to the winter available audience. The latter comparison (adults only) is summarized here, with 100% representing the available winter audience:

	Weekdays	*Saturday*	*Sunday*
Morning ..	94.99	95.61	91.10
Afternoon .	102.43	87.14	82.22
Evening ...	89.80	91.42	83.67
All Day...	95.37	90.83	85.07

Those figures do not include adults away on vacation but living in radio-equipped dwellings, either, because their hourly availability could not be determined. It likewise leaves out the thousand travelling in radio-equipped autos. One of the most interesting points shown is that for several hours during the day, more people are available to receive advertisers' sales talk in summer than in winter.

It is an old story that people spend more money in summer. The hold on the purse strings relaxes as the temperature rises, and the sale of many year-round products increases. For instance, the public buys much more gasoline, many more cigarettes, refrigerators, new passenger cars. The sale of radio sets reaches a peak from July to September only topped by the October to December period.

A review of the sources of consumer wealth in summer shows this: Payrolls scarcely vary, postal savings actually increase. Dividend and interest payments hit their second best high of the year in July.

Summer, obviously, has been getting away with murder. It is encouraging to note, though, that each year more advertisers are finding it out, and staying on the networks twelve months of the year. 80 of the 141 products advertised on NBC networks both in 1934 and 1935 were on the air during the summer of 1935.

TEXAS CENTENNIAL PLANS FOR RADIO

ELABORATE radio arrangements for the Texas Centennial Expositions, which opens in Dallas June 6, include schedules of 45 live talent broadcasts weekly over Dallas stations, according to Clyde Vandeburg, radio director of the exposition.

A $150,000 public address system, sponsorship of which is handled by Gulf Oil Co., already has been completed. The exposition studios cost a similar amount, and the grounds system consists of 20 loud speaker banks and ten permanent remote pickup points. There is sufficient equipment, according to Mr. Vandeburg, to supply six broadcasting stations.

Of the live talent shows already arranged, WFAA, Dallas, will originate 16, KRLD, 15 and WRR, 14. Together with the Gulf studio presentations, there will be "audible-visual shows" before the exposition-going public about 90% of the time the Centennial is open. Most of the WFAA originations will be carried on the Texas Quality Network, including KPRC, Houston, and WOAI, San Antonio.

The radio-public address staff of the exposition will include 39, of whom 20 already are on duty. Assisting Mr. Vandeburg, who was chief of the San Diego Exposition's radio department, are Lewis Lacey, former Pacific Coast and Southwest broadcasting executive and Arthur Linkletter, formerly program director of KGB, San Diego, as assistant director and program director, respectively.

E. C. Mills, ASCAP, general manager, visited the exposition during the week of May 4, and after a conference with radio officials, granted the centennial rights to ASCAP music for the duration of the event. It is expected that other music copyright groups will grant similar rights.

Reps Combine to Form Weston, Frykman & Allen

AERIAL PUBLICIZING Inc., New York station representative, has merged with Frykman-Allen, Midwest associates, to form Weston, Frykman & Allen. Officers are Malcolm N. Frykman, Chicago; Edwin C. Allen, Detroit; Herbert Weston and Stuart Ayers, New York.

Frank J. Cooney, recently with Rodney Boone organization, the Eastern office of *St. Louis Post Dispatch*, and J. P. McKinney & Son, Gannett representative, goes to the New York office as district sales manager. Stations now represented by Weston, Frykman & Allen include WJAY, WROK, WWSW, WSAR, WNAX, DKBH, WTAQ, WHBY, CFLC, WBNY, as well as Northern California Broadcasting System and Nebraska Broadcasting System.

Sherman to Pepsodent

STUART SHERMAN, vice president of Lord & Thomas, Chicago, has been appointed vice president in charge of advertising and sales promotion of Pepsodent Co., Chicago. Mr. Sherman, prior to joining Lord & Thomas in 1933, was divisional sales manager of the Colgate-Palmolive-Peet Co.

OIL SPONSOR USES REMOTES

Cruising Transmitters Used by WKBW for Traffic Broadcasts From Downtown Streets



FOR SOCONY-VACUUM — The Buffalo Broadcasting Corp. shortwave truck, used on Socony-Vacuum Oil Co. traffic broadcasts on WKBW, Buffalo. Left to right are Harold Smith, engineer; Karl B. Hoffman, technical director; Richard Blinzler, engineer; Jack Gelzer and Clinton Buehlman, announcers, who handle the series.

SOCONY-VACUUM OIL Co. Inc., New York, is sponsoring downtown traffic broadcasts on WKBW, Buffalo, in which a 25-watt shortwave transmitter and pack transmitter mounted on a truck serve as pickup. The broadcasts are staged Mondays through Fridays, 6:45-7 p. m. J. Sterling Getchell Inc., New York, is agency.

Each evening the sponsor awards a $10 cash prize to a driver who has been observed during the day and recommended for his safe driving. Commercials on the program are given from the studio, where announcer Stuart Metz interviews prominent citizens on the necessity of safe driving, and calls attention to the part that the sponsor is taking in the drive to reduce traffic accidents.

Buehlman and Gelzer maintain a rapid, running-fire comment on drivers whom they follow without identifying the car with license numbers. Occasionally a driver, who has tuned-in the broadcast on his auto radio, will hear a description of his own driving faults and stop to locate the broadcasters. Pedestrian traffic violations, such as jay-walking and crossing against signals, receive their proportionate share of attention from the announcers who describe the person guilty of the infraction and suggest he or she may be a member of some family listening to the broadcast at home.

How It Is Done

DURING the *Socony Safety Patrol* programs, the identifying signs on either side of the truck are purposely concealed on the theory that the human interest element is heightened by the fact that drivers are unaware of the fact that they are being followed.

The ultra-shortwave installation by Karl B. Hoffman employs an RCA police transmitter redesigned for broadcast purposes and a police receiver also redesigned. In addition, there is an ultra-shortwave transmitter in the control room which makes possible two-way communication between the truck and Clifford Jones, production man.

Operating with a power of 25 watts, the truck transmitter broadcasts with a half-wave antenna. There are four receiving antennas of the half-wave doublet type, one on each corner of the 18th floor parapet of the Rand Building, where the WGR and WKBW studios are located. Through a system of switches, the control room operator is able to select the antenna delivering the best signal.

The unique new installation will be used this summer to cover sport events, news "breaks" and other outdoor activities. A "pack" set on the truck also enables the announcer to broadcast activities to the truck where the signal will be picked up, rebroadcast through the truck transmitter to the control room, and through the WGR or WKBW transmitter for long-wave reception.

Kelvinator Corp. Makes Bid for Free Publicity

KELVINATOR Corp., New York, has approached broadcasters with an "offer" of a series of "free" talks on refrigeration, prepared by its newly-formed Temperature Research Foundation. The talks are part of "a broad educational program" to be conducted by the foundation. Two radio talks monthly are offered to stations.

A reply sent by one station to the foundation read: "Thanks for your bid for free advertising. On any station that would consent to give you this for nothing the broadcast would be worth what you would pay for it. Here's our rate card. We will be glad to do business with you on a business basis."

FCC Plans Recess

IF PRESENT plans materialize the FCC will recess over July and August insofar as regular meetings and the hearing dockets are concerned. Except for routine matters, the Broadcast Division does not plan to handle its customary dockets and no hearings before examiners or before the Division en banc are contemplated during these months. All actions will be on a ratification basis, subject to subsequent approval by the Division.

Ed Norton Group Leases WAPI, Birmingham, as Original Bid Is Revised

FOLLOWING a revision of offers, WAPI, Birmingham clear-channel station, was leased May 4 to interests headed by Ed Norton, of Birmingham, who takes over operation of the station next year under a 15-year lease arrangement from the three Alabama universities which jointly own the station. The leasehold includes a provision for new equipment and partial financing of an application for 50,000 watts for the half-time station which now is operated under lease by B. H. Hopson.

Prior to the offer to revise bids, it had been indicated that the bid of Gordon Persons, operator of WSFA, Montgomery, Ala., and chairman of the Rural Electrification Authority, would be accepted on a similar leasehold basis. He was to have taken over operation as of Aug. 15, 1937. The bidding then had narrowed down to the groups headed by Messrs. Persons and Norton. Subsequently, Mr. Norton revised his bid, while Mr. Persons, it is reported, stood on his original offer.

In the original bidding, Mr. Persons, Mr. Norton and Continental Radio Co., Scripps-Howard Newspapers radio subsidiary were in the competition. The latter, however, subsequently withdrew its bid. The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University. It operates on 1140 kc., with 5,000 watts, and is an NBC supplementary outlet.

Mr. Norton has been associated with WMBR, Jacksonville, but is well known in Birmingham.

Ten Persons Mentioned For FCC Secretaryship

ALTHOUGH at least ten persons are being considered for the secretaryship of the FCC which was vacated May 1 with the resignation of Herbert L. Pettey, there is no indication as to when the vacancy will be filled. Meanwhile, John B. Reynolds, assistant secretary is acting as secretary and will continue in that capacity until such time as a successor is named. Complete confidence in his ability to function in that office indefinitely has been expressed by FCC members.

A list of those known to be under consideration includes E. Willard Jensen, secretary, Business Advisory Council; Thomas A. Brooks, radio editor *New York Evening Journal*, a resident of New Jersey; Earl W. Dalberg, formerly of NRA and now of the Department of Commerce division of economic analysis; Joseph Wright, clerk of the Senate Interstate Commerce Committee; Major Edney Ridge, manager of WBIG, Greensboro, N. C., and former North Carolina newspaper executive; Joseph Keller, of Ohio, administrative assistant to Commissioner Thad H. Brown of the FCC; Wayne Pierson, of New York, said to have been identified with Eddie Dowling, actor; Vincent G. Hart, New York attorney; and Frank Dufficy, former assistant deputy administrator of NRA, now residing in Washington.

Now Operating the Very Latest New R. C. A. High Fidelity Type 5000 Watt Transmitter

KSD IN ST. LOUIS

The Pioneer in 1922

A Distinguished Broadcasting Station

STANDARD BROADCASTING PRACTICES DEVELOPED FROM KSD EXPERIMENTS

A long list of broadcasting achievements followed KSD'S opening night on the air, February 14, 1922. These experiments have developed into techniques and practices accepted as nation-wide standards in radio broadcasting. On May 13, 1923, after this station's first year on the air, the U. S. Department of Commerce assigned KSD to 545.5 meters with exclusive use of this channel, in recognition of its excellent service. With increased power and modern equipment, KSD has continued its record of public service since the opening night, 14 years ago.

EARLY ACHIEVEMENTS IN RADIO

KSD wos first in the United Stotes to poss the requirements and become o licensed Class B Station, August, 1922.

KSD inouguroted o regulor schedule of Morket News, August, 1922.

KSD programs were heard in every Stote in the Union ond on ships in the Atlontic ond Pacific Oceans in September, 1922.

KSD wos first to broodcast the world series baseboll games ond first to broadcast to o moving train, November, 1922.

KSD wos the first stotion to broodcast on entire season of symphony orchestro concerts, November, 1922.

KSD wos the first stotion to broodcost o Cothalic Mass, December, 1922.

KSD wos the first stotion to broodcost on address by the President of the United Stotes—President Hording—June, 1923.

KSD corried out the first successful two-woy communication between o stotion and o dirigible in flight, June, 1923.

KSD corried on its first network hookup — the speech of President Coolidge to the Congress, December, 1923.

KSD in on internotionol test wos the first stotion west of the Alleghenies Mountoins to be heord in England, Scotlond ond Latin Americon Countries, December, 1923.

KSD did pioneering work by broodcosting the Demacratic and Republicon Notionol Conventions in 1924.

KSD IN ST. LOUIS

The Pioneer in 1936

EXPERIMENTAL

ULTRA SHORT WAVE AUXILIARY W9XPD

On October 29, 1935, KSD's experimental ultra short wave transmitter went on the air, under the call letter W9XPD, broadcasting on the 31,600 Kilocycle frequency (9.5 meters)—the first ultra short wave station west of the Mississippi River. Broadcasts are made simultaneously with KSD day and night. With these ultra short wave broadcasts KSD pioneering is regarded of great importance by engineers and broadcasters.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Selling Home Service Right in the Home

By MARGARET MARABLE
Lone Star Gas System, Dallas

Desire for New Equipment Created; Reckless Charges Made By Political Haranguers Counteracted by Broadcasts

IN DALLAS, Lone Star Gas System is selling service and appliances through its *Modern Homemaking* programs on WFAA. In charge for Lone Star is Margaret Marable, ex-reporter, ex-stenographer, excellent student of marketing and exceptional continuity writer. Housewives in a good-sized chunk of Texas organize their day's work around the gas company's program. The result: They like to listen; the gas company puts over its message hard and often. Here Miss Marable analyzes radio as she sees it from the utility sponsor's viewpoint.



Miss Marable

TODAY here are 21,500,000 radio families in the United States, representing a potential audience of 70,000,000 listeners who depend on their radios as a regular part of their daily life. Perhaps you aren't impressed with that staggering total of 21,500,000 radio families—after all your contact as home service workers is with only a few of those millions. You are apt to say, "Well, what of it? That doesn't prove that the radio will do my company any particular good or help my department in any way."

Radio offers home service workers every advantage for accomplishing the primary purpose of all home service work, the very reason for our existence. As we see them, our objectives are these: (1) To establish consumer confidence in the company and its service, essentially a problem of creating friendly public relations and good will. (2) To educate our customers to the value and benefit they personally can enjoy from the service we sell. (3) To create a desire in the minds of our customers for improved types of home equipment which give the customer the most satisfactory and efficient use of our service. In each of these objectives, radio offers the home service department a valuable aid.

Creating Good Will

LET'S take the first objective. To create consumer confidence in the company and its services, and to establish friendly public relations. It is hardly necessary to remind employes of any utility company of the necessity for good will. But unfortunately for us all, we must work twice as hard to create and hold good will because our efforts are constantly being counteracted by political candidates who depict the utility company as a horrible octopus whose tentacles reach out to grasp the family earnings from thousands of helpless hands.

Now if we could visit each one of our customers for even as little as fifteen minutes, we could leave the impression with women on whom we call, that the gas company is not a heartless corporation, but a friendly servant on whom they can rely for dependable service. We know from the home calls we do make that in almost every instance, the customer welcomes the home service worker and listens carefully to all she has to say. But the cost of such an undertaking is prohibitive, and the time required makes personal visits to all our customers impossible. Just one 15-minute visit into 150,000 homes would take a home service worker about 16 years, working tooth and toenail without even a breathing spell for cooking schools and special demonstrations. By means of radio, we can visit in the homes of the majority of our customers once a week, bringing them valuable information about the use of our service with an occasional reminder of its convenience and economy.

Radio employs two things generally. Music and the human voice, both of which meet with ready acceptance by our customers, who voluntarily turn on their radios to be entertained. Listening to music is pleasant, and puts most of us in a receptive frame of mind to hear what follows. To listen requires little conscious effort, and the easier your message is made for those whom you hope to reach, the more likely they are to absorb it.

In the early days of house-to-house canvassing, salesmen were instructed by shrewd sales managers to put their foot in the door as soon as it was opened. This canny artifice made it difficult for the housewife to return to her work until the salesman had at least given her the benefit of hearing his high pressure talk. But with radio, we not only have our foot in the door in the most painless way possible, we have the advantage of catching our listeners when they are in surroundings which make them most susceptible to conviction and agreement—their own homes.

Still another advantage radio offers those who desire to create good will and establish friendly relations with their customers, is its power to personalize a company through the voices of one or two people. Familiarity does not always breed contempt. It can create confidence. For an illustrious example, we point to President Roosevelt's fire-side chats. Or to be more exact, I don't know what kind of gelatin dessert you use or what kind of coffee you drink, but I'll wager that each one of you has a kindly feeling toward Jell-O because of Jack Benny's hilarious comedies and has a neighborly attitude toward Chase & Sanborn because of Major Bowes' amateur hour. Both companies are big companies, corporations which deal in millions of dollars, but they are rarely sued, and seldom cussed.

To sum up the points in favor of radio for creating consumer confidence and building good will then, let me repeat: Radio offers an opportunity to the utility companies through home service workers to personalize their service, to reach a voluntary audience which offers little resistance under circumstances most favorable for acceptance and conviction.

Customer Education

NOW, how can radio help us to educate our customers to the value and benefit they personally can enjoy from the service we sell? We realize that although men influence purchases far more than they are usually given credit for, it is the women who must use the purchases. With radio, we can get directly into a woman's home, perhaps while she is actually using the service we speak of and tell her exactly what it will do for her and how she can get the most benefit from her use of it.

For instance, we can tell 100,000 women how to use a broiler, what foods are suitable for broiling and how to prepare them for broiling. By continued repetition of the facts we feel are essential to a user, we can gradually acquaint them with every phase of our service, while we are continuing to build good will for the company. A more specific outline of some of

(*Continued on page 52*)



MODERN HOMEMAKING

Vol. 1 Published by the Home Economics Dept., Lone Star Gas System No. 2

Look to Your Laurels, Ladies! Men Boast of Their Skill As Cooks

Prince of Wales Buys New Gas Range

FOR MEN AND WOMEN — Here is the first page of Lone Star Gas System's monthly publication, used as an envelope stuffer.

HOW TO SELL GAS APPLIANCES

Lone Star Gas System Mixes Music, Color and Humor With Its Pointed Selling Messages

Here is a sample continuity written by Margaret Marable, Lone Star Gas Co. radio director, who incidentally plays a second part in the programs:

MUSIC: Theme, Home.

GH: The Modern Homemaking Program, presenting Miss Albertine Berry, home economics director of the Lone Star Gas System, in a program of food news and kitchen fashions.

AB: Good morning. Hello, Gene.

GH: Ship, ahoy!

AB: What do you mean. ship ahoy? There's not a ship in sight?

GH: I know it. But how else would you start out a nautical program?

AB: Why, with music of course—

GH: All right, boys. But remember those high C's are treacherous!

MUSIC: Anchors aweigh—cue.

AB: Now that we're on the high seas, what's the name of this ship, Gene?

GH: The Bounty! And I'm Captain Bligh!

AB: Good heavens! Where's the crew?

GH: Where they should be—sailing the ship.

MUSIC: Sailing, Sailing Over the Bounding Main—

AB: But Captain, these are stormy waters we're sailing in! These waters look blue and cold!

GH: As long as you're sailing, the temperature of the water makes no difference, ma'am. But on land, now. It's different. Why, you need hot water 150 times a day, and the best way to have a dependable supply of hot water always ready at the faucet is to have an automatic gas water heater.

AB: Who's the first mate, Captain?

GH: Why, ma'am. Eve was the first mate. You see us old seadogs knows our Bible history!

AB: No. no. I mean who's the first mate on the Bounty?

GH: Why. that's him right over there.

MUSIC: Barnacle Bill.

AB: Oh. Barnacle Bill. My, he's handsome. Listen, Captain what's that noise?

MUSIC: Sailor's Hornpipe.

GH: That's no noise. ma'am. That's the sailor's hornpipe you hear.

AB: But it sounded mighty squeaky, Captain.

GH: Well, ma'am, you know how it is when pipes gets rusty . . . they gets squeaky. Same thing on seas as on land. But now you take on land. when water pipes gets rusty, you don't have a clear, you have a rust-colored water when you turn the faucet, and the chances are ten to one the water heater's worn out. What you need is a modern automatic gas water heater to give you a dependable supply of hot water 24 hours a day.

AB: Now I know what they mean when they talk about wind-jammers! I always thought it meant a sea-going vessel. Now I know it means a sea-going man!

GH: What's that you say about a ves-

(*Continued on page 56*)



NEWS PULSE OF THE WORLD





NEWS . . . more than six hundred thousand words each day . . . from the four corners of the earth . . . passing through United Press headquarters in New York . . . news pulse of the world . . . relayed to more than 1300 newspapers in two hemispheres . . . unbiased . . . comprehensive . . . edited by experts with traditional U. P. Accuracy and Speed.

UNITED PRESS

FOR DOMINANT **NEWS COVERAGE**

Joint Hearing on Superpower May Result from 500Kw. Pleas

Two of Five Applications for High Power Already Assigned to Hearing But Dates Are Not Fixed

A JOINT "superpower" hearing, along the lines of that held by the former Radio Commission six years ago when 50,000 watt assignments were at issue, may grow out of the deluge of pending applications for authority to use power of 500,000 watts, or the equivalent of that of WLW, Cincinnati, world's most powerful outlet.

The trend of events before the FCC indicates such a possibility, although no definite action to that end has been taken by the Broadcast Division. Of the five applications pending for superpower, two —WHO and WJZ—already have been designated for hearing before the Broadcast Division en banc, but thus far there have been no hearing dates set. Other pending applications for this power are from WGN, WHAS and KNX.

The FCC cleared the decks for superpower consideration early this month when it threw out a horde of applications seeking to bring about East-West coast duplication on clear channels and thereby result in the "breakdown" of such waves for the exclusive use of high-power stations. That was a definite showing by the Broadcast Division that it will countenance no further "chiseling" at clear channels until it decides upon definite policy.

Many factors are entwined in the ultimate consideration of a new alignment of broadcast allocations, and in which the superpower requests appear to be definitely involved. First, the FCC has before it the preliminary recommendations of its Engineering Department relating to a horizontal increase of power on certain regional channels. This was to be the forerunner of a complete realignment of the band to bring stations up to modern engineering practices.

A chronological course is indicated before the FCC will get to the all-important allocation proceedings. At the earliest, it does not appear possible that general hearings can be held on it before late this year or in about January, 1937.

First, the Broadcast Division must clear out of the way general broadcasting rules governing allocations. For example the present regulations prescribe that the maximum power allowable is 50,000 watts. WLW is operating with 50,000 watts regular and 450,000 experimental. It could not grant the WJZ or WGN applications without modifying those regulations since they ask for 500,000 watts outright.

The new regulations have been drafted in a preliminary way and all signs point to an eventual lifting of the limit on power. But ahead of that, the FCC is disposed to await the results of the comprehensive clear channel wave-propagation study begun last fall, the results of which now are being analyzed. This included other classes of stations also. Latest word is that the data will not be analyzed in usable form until late this summer and is now only one-quarter way through.

Until this analytical work is completed it will be impossible to say, according to FCC sources, precisely what the allocation recommendations will be. The original plan contemplated superpower on perhaps a dozen channels in the clear group, with reduction in the number of clear channels from 40 to 25. Horizontal increases in power were projected on local as well as regional waves.

Moreover, there is a school of thought that a general hearing on the advisability of adopting new rules of any character will have to be held. Under the regulations, it is possible for the FCC to invoke new rules by procuring agreements in advance from the parties who might be affected by realignment of assignments but hearings appear to be regarded by another group as essential.

Taking into account all these factors, it is difficult to arrive at a conclusion other than that the superpower hearings, plus any consideration of reallocations, will drift along several months, at least. Moreover, no move can be made until the June 15 technical hearings are out of the way.

In denying the applications for duplication on three clear channels on May 1, the Broadcast Division caused a mild sensation in industry ranks. These applications, pending more than a year, sought duplications on the 640 kc. clear channel, on which KFI, Los Angeles is the dominant station; on 830 kc., which is assigned to KOA, Denver as a clear wave, and on 1180, which is used on a shared basis by KOB, Albuquerque and KEX, Portland, Ore. The 640 case was one of the most prolonged ever held before the FCC.

For the 1370's

NEWEST twist in station organizations is the proposal of Charles A. Hill, manager of WIBM, Jackson, Mich., to organize all stations on the 1370 kc. local channel into the "1370 Club". Some 50 stations occupy the wave throughout the country. His idea is to work toward a horizontal increase in power to 250 watts night and 500 watts day; synchronized operation; standardization of equipment and antennas; Washington representation; exchange of program, selling and engineering ideas, and other mutual activities. He suggested the plan be worked out at the NAB convention in Chicago July 5-8.



—— nothing up either sleeve

There is nothing tricky or magical about the way KWK gets results. It is just the natural result of hard work and close cooperation with our clients.

We will admit, however, that very often the results we get seem to have been gotten by magic.



KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

☐ Two years for $5 ☐ Check is enclosed

☐ One year for $3 ☐ Bill me later

YEARBOOK Number Included

NAME_____

ADDRESS_____

_____

FIRM_____ TITLE_____

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.



What we did in April

IN APRIL, WLS was 12 years old. During its "birthday" month, WLS received more listener mail than in any previous April in its history; held 81% of its advertisers on renewal or repeat schedules; received 50,201 letters from metropolitan Chicago alone; received $21,977.79 from its listeners for flood relief—and generally operated in a way we believe pleased our listeners and advertisers—and ourselves.

A brief summary of some of these happenings, together with a few other things we think worth talking about, is presented here. Know WLS!

* * * *

830,869 letters were received at WLS during the first four months of 1936. The corresponding period in 1935 brought 632,530 letters—the previous high for the first third of any year.

* * *

WLS celebrated its twelfth birthday with a big one-hour broadcast Saturday night, April 18th. More than sixty artists took part in the program, including such favorites as Lulu Belle, Tony Wons, Uncle Ezra, Henry Burr, Cliff Soubier, Pat Buttram, Ralph Emerson and the Maple City Four. Uncle Ezra's imaginary 5-watt station, E-Z-R-A, heard on a NBC Network three nights weekly, serenaded WLS with a 12-minute program from the stage of 8th Street Theatre.

* * *

WLS programs and artists continue among the leaders in Radio Guide's nationwide radio poll. Lulu Belle, whose only radio work has been on WLS, is fifth in the "Star of Stars" classification. The WLS National Barn Dance is fifth in the "musical program" section, being led only by Show Boat, Hit Parade, Hollywood Hotel and Vallee Variety Hour. Julian Bentley, WLS News Reporter, is seventh in the "News Commentator" group.

A washing machine manufacturers' association secured 8,981 inquiries in April from nine 5-minute transcribed programs. The transcriptions are scheduled twice weekly at 8:55 A. M.

* * *

Exceeding all previous April mail response records, WLS last month received 153,466 letters. This was 210% above the April, 1935 response—and marked the third consecutive month in 1936 that mail records have been shattered.

* * *

WLS listeners had purchased (to May 1st) 54,045 copies of the 1936 WLS Family Album. The book contains nearly 100 pictures of WLS artists and staff members. It is in its seventh annual edition, and is priced at 50c. Copies are available to advertising and agency executives interested in knowing WLS. Address your request to WLS, Chicago.

Renewals = Results

81% of WLS advertisers (local) in April had used the station on previous schedules. During the month a cosmetic manufacturer reordered 156 announcements; a perfume advertiser renewed twice weekly; a nursery increased from five to fifteen minutes a day; a yarn manufacturer continued six days a week; a proprietary was rescheduled for an additional period; another renewed its daily programs for twenty-six weeks; a life insurance company added thirty-nine programs; and a proprietary manufacturer, who has used WLS three years, renewed twenty-six weeks.

* * *

Four 15-minute amateur programs during April brought 15,751 letters. The program is for members of Chicago's Fire and Police Departments only, and is a Sunday morning feature. Listeners are invited to send their votes by letter. The novel contest is sponsored by Mayor Kelly's "Keep Chicago Safe Committee."

* * *

Lorado Taft, famous sculptor, celebrated his 76th birthday on April 29th with a special broadcast over WLS. The program was carried from Mitchell Tower at the University of Chicago.

* * *

$21,977.79 was contributed by WLS listeners towards relief work when disastrous floods swept the United States early this year. A letter from the American Red Cross, which administered all funds received at WLS, revealed that 6,900 listeners responded. Contributions were received from 863 organizations, including towns, churches, war veterans' groups, farm organizations, women's clubs, lodges, fraternities, city and rural schools. One town in Michigan, total population 1,336, sent a check for $335.75.

* * *

During the first one-third of 1936, 195,442 letters from metropolitan Chicago listeners were received at WLS. During the month of April, 50,201 Chicago listeners wrote.

* * *

All this adds to, and is further proof of, WLS "listener loyalty." And listener loyalty predicates Advertising Results. Why don't *you* try WLS, too!



THE PRAIRIE FARMER STATION

CHICAGO

BURRIDGE D. BUTLER, *President* **GLENN SNYDER, *Manager***

National Representatives: John Blair and Co.

"The Capital Station in the Capital Market"

K F B K

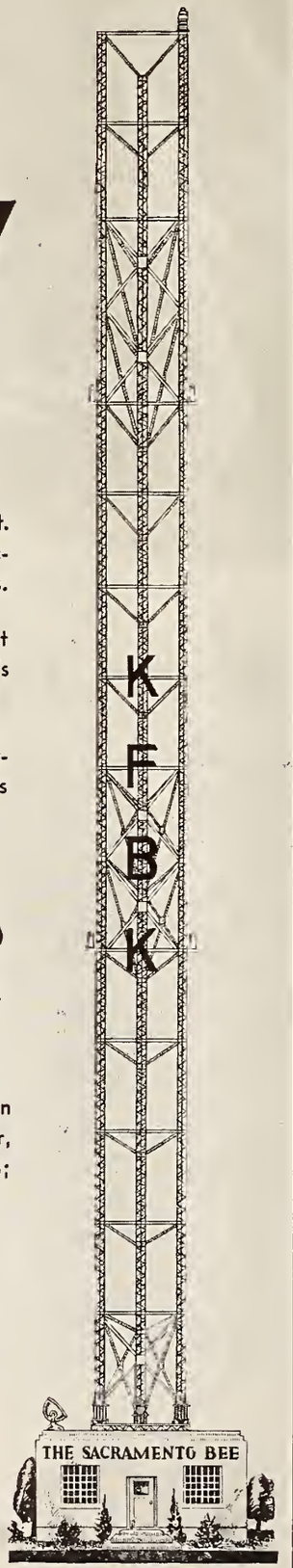
Here's A New

Able-To-Buy Market

And it's not a theoretical market. The money is here and it is being spent. Accurate, undeniable facts backed by economic authorities place the Sacramento Valley as one of the leading markets in the entire United States.

Now, for the first time, radio advertisers can reach this wealthy market completely, effectively and profitably through the medium of KFBK's new 5000-watt station.

Everything is new from the studios to the transmitter and antenna. Everything is designed to bring RESULTS. Any one of our representatives will gladly supply SACRAMENTO VALLEY FACTS.



KFBK SACRAMENTO CALIFORNIA

Now 5,000 WATTS

Owned and operated by the James McClatchy Company, for more than 79 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner, KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada.

Joseph McGillvra

485 Madison Avenue, New York City

919 N. Michigan Avenue, Chicago, Illinois

Walter Biddick Company

568 Chamber of Commerce Bldg. Los Angeles, Calif.

1358 Russ Building, San Francisco, Calif.

1038 Exchange Bldg., Seattle

Affiliated with Columbia Broadcasting System Don Lee Broadcasting System

New Crosley Group To Start Operation

Copyright Justice Is Purpose Of Independent Association

ASSOCIATED Independent Radio Stations, broadcast group organized under the leadership of Powel Crosley, WLW president, will be incorporated within the next few weeks as a going organization. While its initial purpose is that of actively engaging in copyright matters looking toward more equitable dealings, the charter will be sufficiently broad to permit it to engage in trade associations activities generally.

At a meeting of the executive committee in Cincinnati May 1 Sol A. Rosenblatt, former NRA division administrator, who has been retained to draft a copyright legislative plan, was instructed to draw up incorporation papers for an Ohio corporation, and also to assist in the preparation of a constitution and by-laws. It was indicated that another meeting, for approval of the organization details, will be held prior to June 1.

To Elect Officers

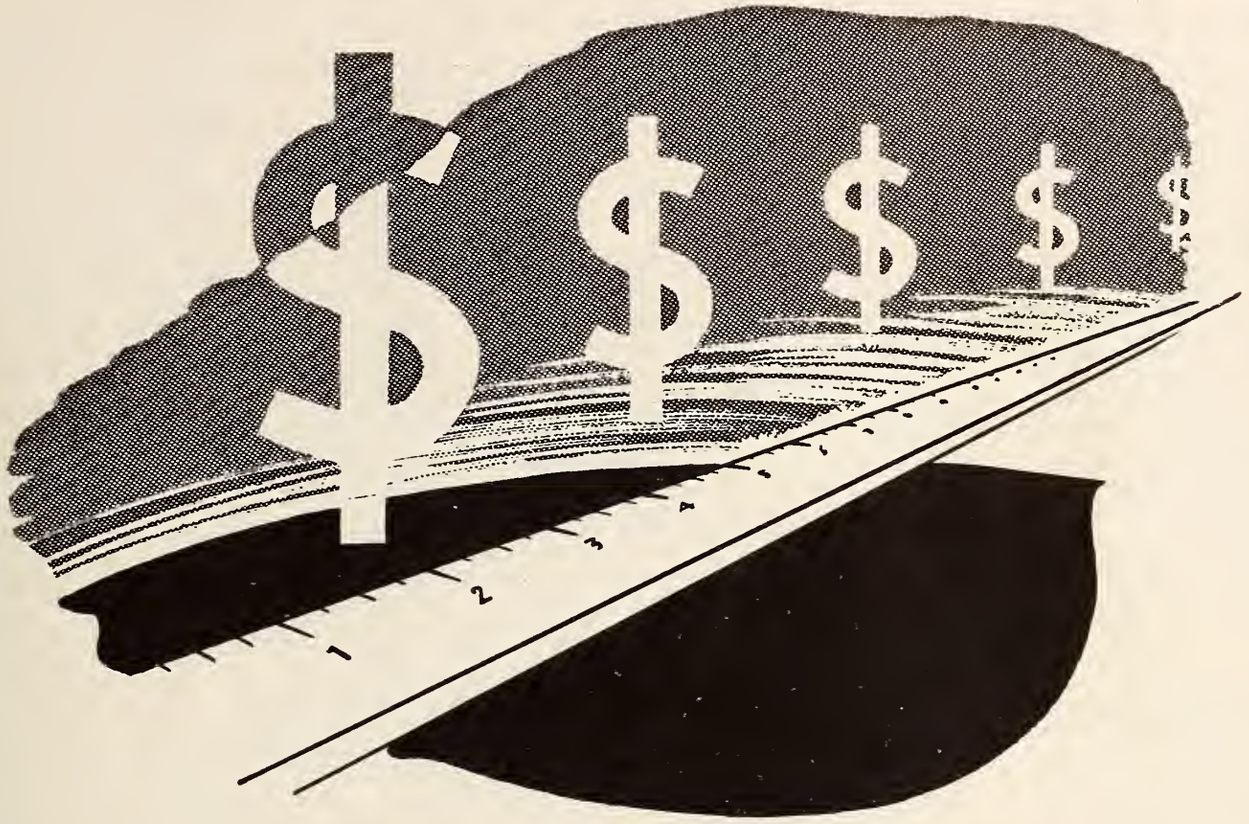
WITH the formation of the corporation Mr. Crosley is expected to be elevated to the presidency, relinquishing his temporary post of chairman. Other officers and a board of directors also will be elected, it is understood. The first actual organization membership meeting probably will be held coincident with the NAB convention in Chicago July 5-8.

It has been repeatedly emphasized that AIRS does not propose to compete with the NAB as a trade organization, but has been organized for the sole purpose, at the outset, of procuring justice on copyright. About 150 stations have received letters inviting them to membership. One means of financing which has been advanced is that of having member stations contribute to AIRS 10% of what they now pay to performing rights societies for copyrighted music.

Among those who attended the meeting were Messrs. Crosley and Rosenblatt, John L. Clark, WLW general manager and secretary of AIRS; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; James C. Hanrahan, Scripps-Howard stations; Glenn Snyder, manager, WLS; Edward A. Allan, WLVA, Lynchburg, and president of National Independent Broadcasters; Harry S. Stone, WSM, Nashville, and D. R. Merrill, business manager of the *Detroit News*, operating WWJ.

GallenKamp Enlarges

GALLENKAMP STORES Co., San Francisco, largest retail shoe company in the West, with 85 stores on the Pacific Coast, on May 18 will start a six months' campaign directed to children on eight Pacific Coast stations. Daily spot announcements will be used on KFBK, KFRC, KQW, KMJ, KGB, KOIN, KOL. Offering a variety of prizes in contests, newspaper tie-up will be used along with radio. GallenKamp also sponsors George Tolin's Wednesday night *Student's Hour* on KGGC, San Francisco. Long Adv. Service, San Francisco, has the account.



MEASURED IN DOLLAR VALUE

In reaching 4/5ths of the buying power of New England, WBZ and WBZA offer advertisers an unusual value per dollar expended. They boast a potential circulation of 1,156,000 radio families. And they're concentrated in the sections where most New England money is spent.

WBZ

50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA

1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

Two of NBC's Managed and Operated Stations

First Census Data Cover New England

Revenue and Employment Data for Region Are Shown In Initial Release Under U. S. Business Census



Mr. Sandage

IN THE first official U. S. census data ever made public on the broadcasting industry, the Bureau of Census, Department of Commerce announced May 15 that total receipts of the 36 stations in New England from sale of radio time during 1935 amounted to $3,664,687. Of this amount, more than half was derived from local sales and about one-sixth from national and regional advertisers. The balance of 31.87% came from national and regional networks.

The Bureau's release, made by William L. Austin, director, is the initial one covering an industry-wide questionnaire survey on 1935 station operations. In addition to the breakdown of time sales, the survey also covers employment and payrolls in the various station categories.

Periodically, the Bureau will make public the results of the census covering individual states and regionals, and finally it will make available figures for the country as a whole, broken down in various classifications and groups. The survey has been under the direct supervision of C. H. Sandage, chief, Division of Transportation and Communications, with headquarters in Philadelphia.

Station Cooperation

MR. SANDAGE, a university teacher and business consultant by profession, has taught marketing advertising and transportation. Before joining the Bureau, he was a business consultant in problems of advertising and marketing. Stations and networks alike, Mr. Sandage said, have given "wholehearted cooperation in this first census of the broadcasting business. This cooperation has not only been appreciated, but I am sure will result in providing the industry with valuable factual data."

Because of the significance of the first Bureau announcement, it is published herewith in full text:

Total receipts of the 36 broadcast stations in New England from the sale of radio time during the year 1935, amounted to $3,664,687, it was revealed today (May 15) by Wm. L. Austin, Director, Bureau of the Census, Department of Commerce, in the first report of the new Census of Business now under way. It is the first census data ever made public on the broadcasting business.

Although the report is called "preliminary" because it is not in as great detail as will be contained in subsequent final reports, it includes all broadcast stations in the New England States, of which there are 14 in Massachusetts, 6 in Connecticut, 5 in Maine, 5 in Vermont, 3 in Rhode Island and 3 in New Hampshire. Two stations which did not carry advertising are not included, and two stations in Massachusetts which are sychronized are counted by the Census Bureau as one, accounting for all of the 39 stations licensed to operate in New England.

Approximately one-half of their revenue (50.58%) was derived from local advertisers, and about one-sixth (17.55%) from national and regional advertisers who purchased time directly from the stations. The remainder (31.87%) was received by the stations from national and regional networks as payment for network commercial programs carried by the stations.

Revenue as reported here is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts.

In the report, the sources of income are further analyzed by States, Massachusetts leads the other States in all three classifications, with total revenue of $2,184,112, of which $1,187,284 was local advertising. Connecticut is second with $592,304 of revenue; Rhode Island is third and Maine fourth. To avoid revelation of the individual operations of any station or single ownership, the report combines the figures for Rhode Island and New Hampshire.

All figures of individual concerns are confidential and are carefully guarded by law and by elaborate precautions within the Bureau of the Census. Names are never shown in census reports, and tabulations are arranged in such manner as not to disclose any company's figures. As a result, the Census Bureau continues year after year to enjoy the full confidence of business. It is a strictly impartial fact-finding organization which establishes mass facts on which business bases its long-range plans and policies. All census employes are sworn to secrecy, and census files are not accessible, even to other Governmental agencies.

Employment Data

THE 36 New England stations employed a total of 727 persons (monthly average) with an annual pay roll in 1935 of $1,365,856. Practically all of the pay roll is for full-time employes. There is relatively little seasonal fluctuation in employment. Lowest employment was in February (676) and the highest was in December. For stations that were in operation in both February and December the latter figure was 745. During the last six months, three new stations started operations, adding 41 employes to the December total.

During a representative week used for more detailed analysis of employment and pay rolls, when a total of 776 employes (full-time and part-time) is shown, only one-sixth (16.3%) are reported on a part-time basis, and their pay roll is 6.8 percent of the total. The remainder are full-time employes of the stations.

Station talent, which is further divided into artists and announcers, accounts for 33.2% of total employment and 26.7% of total pay roll. Station technicians, the second largest group, account for 22.9% of employment and 20.6% of pay roll, during the representative week which is analyzed in detail. Other employment classifications shown in the report include executives, supervisors, office and clerical, and employees not otherwise classified.

Of the total analyzed, 613 (79%) are men, and 163 are women.

The Census Bureau emphasizes that employment and pay rolls as reported by the broadcast stations do not include entertainers and other artists employed directly by advertisers, nor those employed directly by radio networks and not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of broadcasting business in the United States, which will include network staffs as well as station staffs.

This is the first year that radio broadcasting has been included in the Census of Business, which also covers retail and wholesale trade, service businesses, amusement enterprises, hotels, truck and bus transportation, warehousing, advertising agencies, the insurance business, contract construction and nearly every phase of the complex machinery of American business, except those fields regularly covered by other Census divisions. The entire project is under the direction of Fred A. Gosnell, Chief Statistician.

The preliminary series of basic facts by States, of which this is the first, will be followed by final reports in booklet form in much greater detail. Whenever revelations can be avoided they will include analyses by counties, cities and towns; kinds of business; sales volume; number of employes; and other classifications. In many kinds of business the data will be compared with similar data from the Censuses of 1929 and 1933.

Because radio broadcast stations are limited in number in most cities, detailed information will be mostly by states and regional divisions. "National spot" and local advertising revenue will be shown in the final reports by the following types of advertising: Electrical transcriptions, live talent, records, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

REVENUE FROM SALE OF TIME

Area	*Stations*	*Total*	*Nat'l and Regional Network* [1]	*National spot (non-network)* [1]	*Local Advertising* [1]
New England	36	$3,664,687	$1,167,598	$ 643,238	$1,853,851
		100%	31.87%	17.55%	50.58%
Connecticut	6	592,304	231,520	144,740	216,044
Maine	5	249,512	93,807	42,435	113,270
Massachusetts	14	2,184,112	631,892	364,936	1,187,284
New Hampshire, Rhode Island [2]	3, 3	557,704	210,379	80,182	267,143
Vermont	5	81,055	.....	10,945	70,110

[1] National and regional network revenue represents the amount received by stations from networks as payment for network commercial programs carried by the stations. National spot revenue represents time sold directly by stations to national and regional advertisers rather than through a network. Local advertising revenue was received from local advertisers who purchased time directly from stations.

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

Summary of Employment and Pay Rolls

	Stations	*Station Employees (Avg. No.)* [1]	*STATION PAY ROLL* *Total*	*Full-time*	*Part-time*
New England	36	727	$1,365,856	$1,262,327	$103,529
Connecticut	6	179	397,103	339,194	57,909
Maine	5	65	88,195	67,871	20,324
Massachusetts	14	370	725,974	712,956	13,018
New Hampshire, Rhode Island [2]	3, 3	73	127,391	123,077	4,314
Vermont	5	40	27,193	19,229	7,964

[1] Monthly average, based on number of employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

Analysis of Employment and Pay Rolls

(Based on Representative Week[1])

	All Employes [2]		*Full-time Employes*			*Part-time Employes*		
				Pay Roll			*Pay Roll*	
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	776	$28,001	650	$26,101	$ 40	126	$1,900	$15
Executives	33	4,266	27	3,999	148	6	267	45
Supervisors	44	2,906	43	2,886	67	1	20	20
Office and Clerical	156	3,655	149	3,587	24	7	68	10
Station Technicians	178	5,779	170	5,737	34	8	42	5
Station Talent:								
Artists	134	4,467	58	3,397	59	76	1,070	14
Announcers	124	3,023	113	2,932	26	11	91	8
Other [3]	107	3,905	90	3,563	40	17	342	20

[1] Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.

[2] Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

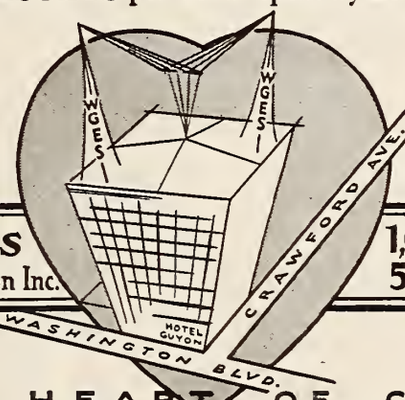
[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

free! There's a possibility that we might be wrong in some of the important statements we made on this page! We do not believe so—however, to see that justice is done to all, WGES makes this offer: *We will pay for this same sized advertisement in BROADCASTING and devote it entirely to a correction of any mis-statement and to honoring the Chicago rodio station that can surpass our record as set down here!*

WGES

1st IN CHICAGO

First . . . in **NUMBER** of Local Chicago Accounts!
First . . . in **HOURS** per day Sponsored by Chicago Accounts!
First . . . in **NUMBER** of REPEAT Contracts from Local Accounts!
First . . . in **RESULTS** per dollar spent by Local Accounts!



Oak Leaves Broadcasting Station Inc.

1,000 and 500 Watts

IN THE HEART OF CHICAGO

. . . under Personal Direction of GENE T. DYER

This Advertisement

(*Ran in BROADCASTING April 15, 1936*)

A PAGE advertisement from April 15th issue of BROADCASTING is reproduced above. As *this* advertisement goes to press, *there has not been a single challenge to the statements set down in the first advertisement!* Every radio station in Chicago is a good publicity investment—WGES *leads all others in local business!*

WGES

"In the Heart of Chicago"

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC —an Advertisement*

By GENE T. DYER

This column will appear frequently from now on. It is YOURS as much as it is ours. Come on and use it!

There are more than 300,000 unnaturalized aliens in Chicago! WGES, WCBD and WSBC each maintain Bureaus to aid these people to become real Americans. Special booklets on Naturalization are supplied by each station.

* * *

Thank you, Jim Baldwin! Station operators know the good work you've done and are doing for everyone in radio!

* * *



The world's largest business in the retail sale of canary birds and bird supplies has been built with WGES as its sole means of publicity. Every day for five years a choir of canaries has sung its way into the hearts and pocketbooks of Chicagoland.

* * *

Without malice we repeat what one of the smartest radio station operators we know said the other day: "The radio stations can do without networks — but the networks can't do without radio stations!"

* * *

WGES has the most complete foreign-language service (announced both in English and foreign tongue) of any radio station in Chicago. Do you know that TWO out of every THREE radio listeners in Chicago are of either foreign birth or parentage? (1930 census)

* * *

There are more radio receivers in CHICAGO than in the TEN (so-called) SOUTH STATES — yet Chicago has only a small fraction of the quota facilities assigned to those states.

* * *

In Chicago at 9:00 P. M. outside of WSBC (our hundred watter) there are only FIVE radio stations on the air in Chicago - - three owned by the networks and the other two affiliated with them! And someone said Chicago was over-crowded with radio stations?

* * *



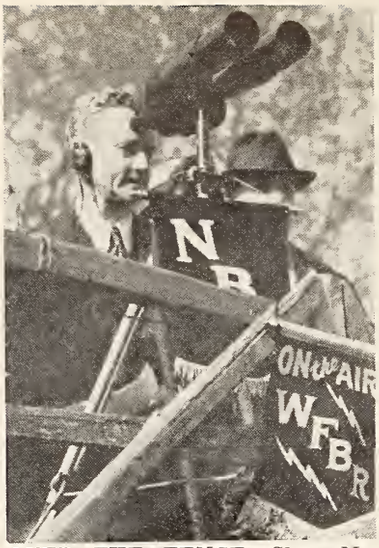
Let us be first to invite you fellow radio men to Chicago to the NAB Convention. We'll guarantee a welcome!

Gene T. Dyer

WBZA Shift to 550 kc. Sought by Westinghouse

SEEKING to terminate synchronized operations of its two stations for coverage of the Boston-Springfield markets, Westinghouse Electric and Manufacturing Co. on May 5 applied for a change in frequency to 550 kc. for WBZA, Springfield, to make the station a regional outlet. WBZ, Boston, mother station of the synchronized duo, would continue on the 990 kc. clear channel with 50,000 watts power. The stations were first synchronized in 1926.

The application proposes moving the present WBZA transmitter from East Springfield to a new location across the Connecticut River from Springfield. "The discontinuance of synchronized operation," said Westinghouse, "will more adequately serve local interest." The application proposes a new Westinghouse high-fidelity transmitter and erection of an antenna system located to give maximum signal to the greatest number of people.



OVER THE FENCE—Clem McCarthy, NBC turf expert, announcing the 43d running of the four-mile Maryland Hunt Club Cup in Worthington Valley, Md. WFBR, Baltimore, keyed it to NBC-Red.

Feature Foods Inc. Claims Increase in Sales of Sponsors

Chicago Cooperative Program Uses Novel Merchandising

INCREASED sales in the Chicago area are claimed for food distributors participating in Feature Foods Inc., a cooperative radio merchandising enterprise operated by Mitchell-Faust Adv. Co., Chicago.

Sponsors using the plan, which is based on the daily *Feature Foods* program on WLS, Chicago, are Campbell Cereal Co., Minneapolis (Malt-O-Meal); Steele-Wedeles Co., Chicago (Savoy foods, coffee); Chr. Hansen's Laboratory Inc., Little Falls, N. Y. (Junket, Rennet); Squire Dingee Co., Chicago (Ma Brown pickles, preserves); Rapinwax Paper Co., St. Paul; Sunfed Flour Mills, Minneapolis; W. F. Straub & Co., Chicago (Lake Shore honey); Pillsbury Flour Mills, Minneapolis (pancake flour); Lever Bros. Co., Cambridge, Mass. (Spry shortening).

The plan includes frequent broadcasts; premium or gift offers by radio to create non-substitutable demand by women for the products; meetings and demonstrations each week with groups of club women; merchandising calls on most important dealers; store displays of products.

Sales Clinics Held

WEEKLY sales clinics are conducted by Martha Crane and Helen Joyce who demonstrate products, test ways of talking about each product, ask questions and weigh replies, get immediate reactions on popularity of new uses, and discover advantages and selling points. The clinics are held in churches and halls in Chicago. Meta Given, home economics expert, provides home economics news, creates recipes and supplies buying suggestions.

More than 100,000 signed proofs of demand enclosing money have been received in the last six months, most of the premium offers being self-financing. Trained merchandising men make personal calls on buyers, merchandising managers and sales managers of chains and wholesalers; make personal calls on 1500 independent stores said to do more business than the other 16,000 independents in the area combined; make counter or floor displays of each product in the stores at regular intervals; report each call to each sponsor with notation on whether his product is for sale in the store, rate of sale, price, and in some cases report of special conditions. These reports are said to provide a method of checking rate of increase of distribution.

Increases in sales volume are shown in a table depicting percentage of distribution before starting the program and after six months of participation in *Feature Foods*. The table shows: Product A, 16.7% before, 25.% after; Product B, 59.5%, 63.2%; Product C, 13.4%, 27.8%; Product D, 24.6%, 50.8%; Product E, 19.8%, 28.2% (three months only). Sales volume increase of 43% is shown for one product and 92% for another. Sales of $26,500 are claimed for a new product in the market within 4½ months.

An analysis is presented to show that over a three-year period sales in the summer months average 96% of the monthly average for the entire year, indicating that the so-called summer slump in consumer buying habits is a myth.

The *Feature Foods* program on WLS uses a morning period. Feature Foods Inc. places its radio advertising through Mitchell-Faust and the agency's services are available without charge to participating food companies.

BUSINESS INCREASES
WITH THE THERMOMETER'S RISE
IN THE
CHARLESTON MARKET

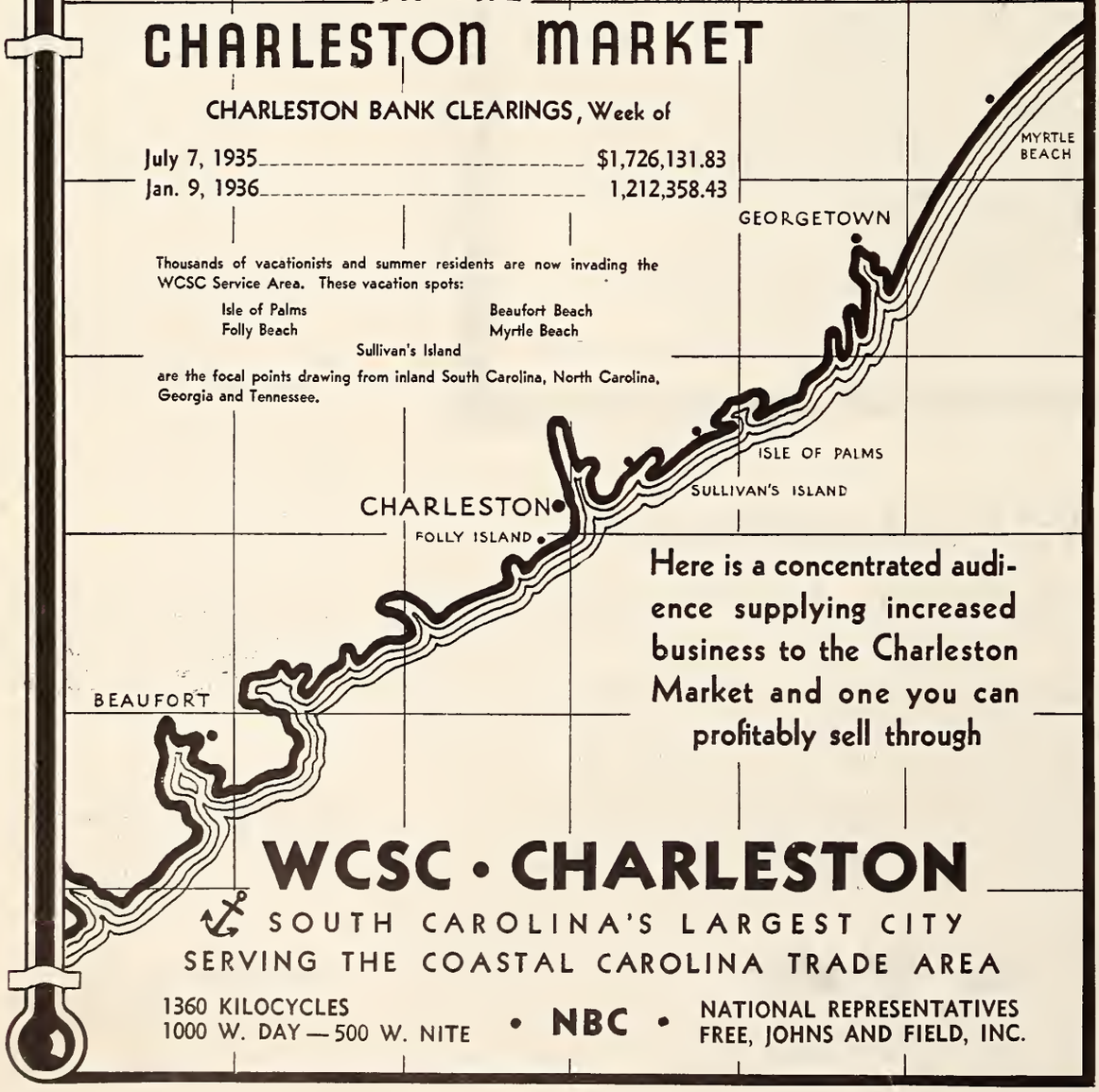
CHARLESTON BANK CLEARINGS, Week of

July 7, 1935	$1,726,131.83
Jan. 9, 1936	1,212,358.43

Thousands of vacationists and summer residents are now invading the WCSC Service Area. These vacation spots:

Isle of Palms
Folly Beach
Beaufort Beach
Myrtle Beach
Sullivan's Island

are the focal points drawing from inland South Carolina, North Carolina, Georgia and Tennessee.



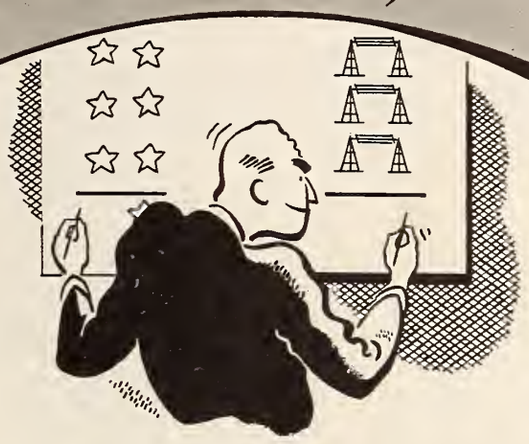
Here is a concentrated audience supplying increased business to the Charleston Market and one you can profitably sell through

WCSC • CHARLESTON
SOUTH CAROLINA'S LARGEST CITY
SERVING THE COASTAL CAROLINA TRADE AREA
1360 KILOCYCLES
1000 W. DAY — 500 W. NITE
• NBC •
NATIONAL REPRESENTATIVES
FREE, JOHNS AND FIELD, INC.

KGFK Removal Approved

REMOVAL of KGFK, 100-watter on 1500 kc., from Moorhead, Minn., to Duluth, was sustained May 4 by the U. S. Court of Appeals in Washington in a decision on the appeal of WEBC, Duluth-Superior, from the FCC decision allowing the move. The court held the FCC decision was sustained by "substantial evidence" and rejected the argument of WEBC on economic grounds.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



WE'RE ADDING STARS and STATIONS

IT would take a lightning calculator to keep track of our mathematical activities these days: ADDING—new stars to the Standard Program Library. MULTIPLYING—our service with new features—Super-Sound Effects—Last Nighter—and now—SUBTRACTING—Oscar and Elmer, from the Last Nighter programs, and hi-spotting this new comedy discovery into a series of their own. NEVER DIVIDING—our efforts to build the finest transcribed features available anywhere. That's why we're constantly ADDING so many new stations to the Standard family—now well over 200. May we ADD you, too?

★

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

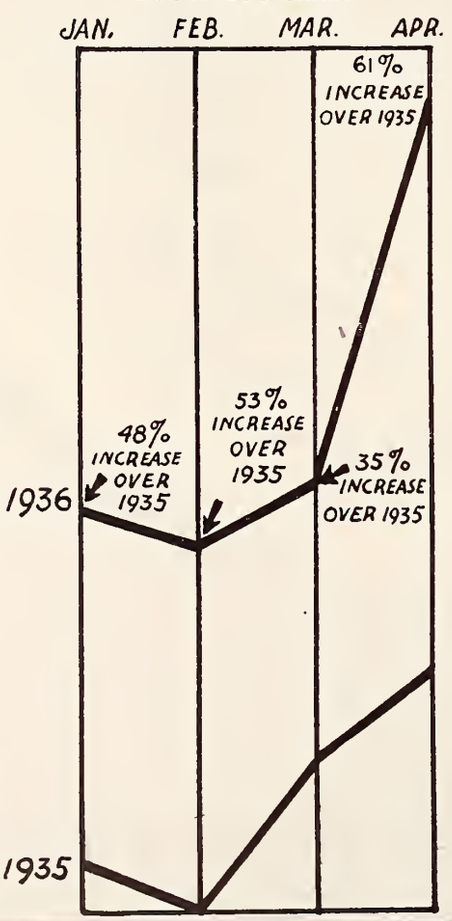
6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

EVERY MONTH
OF 1936
BIGGER
THAN THE
CORRESPONDING
MONTH OF
1935!

PRODUCTIVENESS of
WTCN
MINNEAPOLIS ST. PAUL
BRINGS ADVERTISER-RESPONSE

HERE IS THE WTCN
BUSINESS CHART



The tremendaus increase in valume af business every manth an WTCN aver that af 1935 is a striking testimonial af WTCN's productiveness . . . a reflectian af the camplete satisfactian af WTCN advertisers. Thase wha used this station in 1935 are using it again in 1936 because it did a big jab af praducing sales far them. Mare and mare advertisers are hearing af the resu:ts ather advertisers are having an WTCN and are using it far their awn sales messages ta the rich Twin Cities market in 1936.

Put YOUR sales message on WTCN. This statian, backed by twa leading Northwest newspapers can sell far YOU in this 10th largest market in the United States, just as it is selling far athers.

WTCN . . . MINNEAPOLIS TRIBUNE AND
ST. PAUL DISPATCH-PIONEER PRESS STATION
Wesley Temple Bldg., Minneapolis. Minnesata Bldg., St. Paul
FREE & SLEININGER—Natianal Representatives

QUESTIONS AGENCY MEN ASK

WGAR Clinic Gives the Answers in Meetings at Which The Story of Radio as a Medium Is Told

By EUGENE CARR
Assistant Manager
WGAR, Cleveland


Mr. Carr

WE DON'T know of a better name for them, so we call them "Clinics". Not that we consider the subject of Radio Advertising as sick, but that we gather together to study concrete cases or problems of a special type. The name is not important. The importance in this instance lies in what is done and why, and the results thereto.

The WGAR Clinics on Radio Advertising are occasional meetings to which are invited various Cleveland advertising agency representatives. We present to these groups the story of radio as a medium. No effort is made to sell a given station or any particular program idea or campaign. The stress, from beginning to end, is on radio, the medium.

We tell our story over the loudspeaker, with a number of voice changes, with sound effects and music cues. It's the story of the first commercial program, a decade of growth and development, facts and figures on receiving sets, audience availability, use by classifications, income totals and income by classifications. We attempt to define radio as it is today, and point out the values of radio, peculiar to it alone as a medium, which accrue to an advertiser through a proper interpretation of that definition. We give rules for planning and producing programs. And we talk about merchandising the program, using examples from our own file on the subject.

What They Ask

TELLING this story over the loudspeaker is effective. You see, we believe in that loudspeaker as an instrument that *sells*. We talk to advertisers every day about loudspeakers, and how they can sell merchandise to thousands of listeners in the homes of our community. Why shouldn't we use one of those loudspeakers to sell radio, the medium, to agency groups?

But, you may ask, why do you find it necessary to sell radio as an advertising medium to agency groups?

A very logical question, if you live in a city where agencies have complete radio departments, with radio account executives, production men, writers, announcers, a department within an agency sufficient unto itself. But what about hundreds of cities throughout the country in which agencies are not thus equipped? What about the thousands of advertising men who have had no first hand contact with radio, not even to placing a spot announcement campaign? What of those men who look unfavorably on radio strictly because of an unfamiliarity with it, a lack of knowledge of it? This was our problem. These were the agencies and men we wanted to reach, and, so far, we have found them willing to be reached.

Once they have come to your "Clinic", and you have told your story briefly but effectively, these are the questions they will ask:

How do you arrive at your rates?

What's being done to measure your listening audience?

How can a local program compete with a network program?

What talent can you offer locally?

What are your rates at various times of day and evening?

What is the remembrance value of an advertisement by radio?

What are your percentages of local and network programs?

What are the essential needs of an agency in setting up a radio department?

And one other question: Where do you get the showmanship in a spot announcement?

You see, during our presentation we say that "Radio Is Showmanship That *Sells*". That accounts for the last question.

You'll want to be able to answer all of these questions, in addition to all those you have answered in your formal presentation preceding the question and answer session, and in addition to many more that are bound to come as time goes on.

Then, you'll want to give each one of your guests your complete story in written form, for further consideration and digestion at leisure.

Results? A better understanding of radio, a greater appreciation for the medium, what it has done, what it can do.

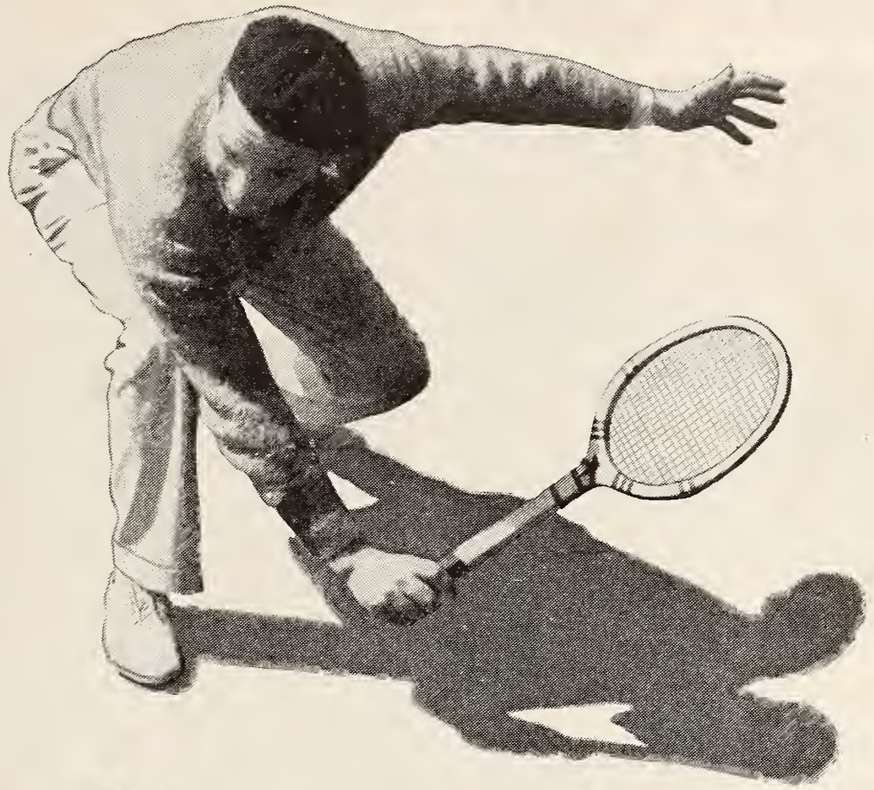
Sales today? No, probably not. But, certainly, more consideration for radio each and every time it is possible to grant any consideration whatsoever in the future.

COPYRIGHT CHECK FOR CONVENTIONS

FINAL radio arrangements for coverage of the Democratic National Convention in Philadelphia June 23-29, were to be made at a meeting called in Washington May 14 by Charles A. Michelson, director of publicity of the Committee and William B. Dolph, manager of WOL, Washington, and radio director of the committee.

The most important topic was that of protection on performance of copyrighted music to avoid possible performance by floor bands of Warner Bros. tunes, particularly since the networks are not licensed to perform them. All bands will be required to submit lists of the compositions in advance, and all unlicensed numbers will be excluded. All unlisted tunes will be cut off at the outset, it is understood, whether or not they are in the Warner catalog. A copyright "checker" will be present during sessions on the floor.

Expected at the meeting were Alfred Morton, NBC; Paul White, CBS; G. W. Johnstone and Jack Poppele, for Mutual, and Dick Fishel, WMCA, and James Allen, WIP, both for Inter-City.



Advantage In!

That's what these powerful stations give spot and local advertisers in 9 great markets

THEY'RE big markets, important markets—and these are big stations with the power and the "reach" to send scorching aces across the sales net. More than just local radio stations, they are National Broadcasting Company outlets with all the prestige, popularity and influence which only the largest radio organization in the world can offer.

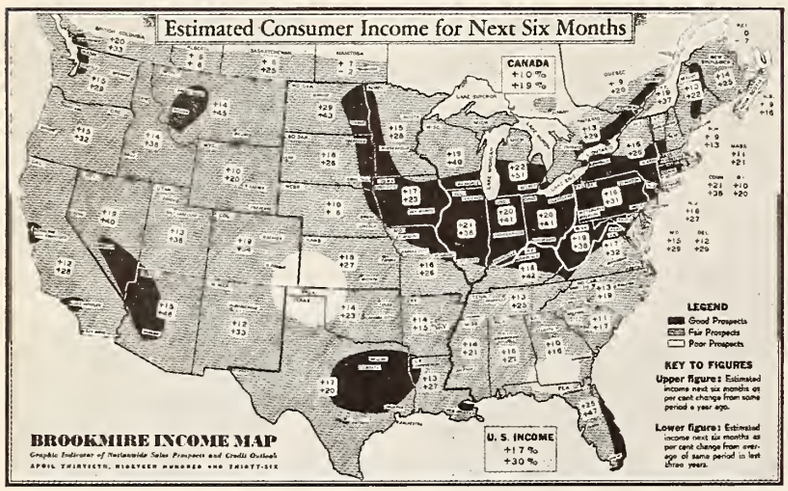
If you would do a **complete** *selling job these stations are musts:*

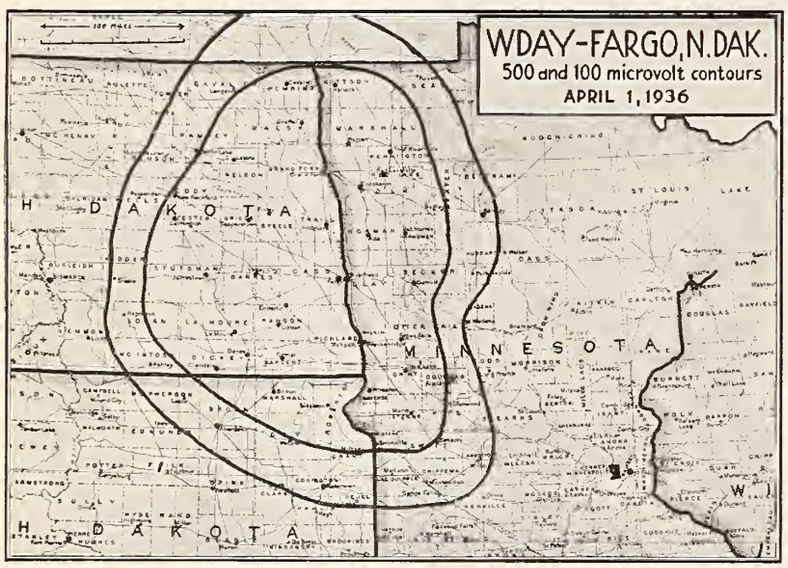
WEAF	New York	50,000 watts
WJZ	New York	50,000 watts
WGY	The Great Northeast	50,000 watts
WBZ-WBZA	New England	51,000 watts
WRC	District of Columbia	1000-500 watts
WMAL	District of Columbia	500-250 watts
KDKA	Pittsburgh and the Tri-State Market	50,000 watts
WTAM	Northern Ohio	50,000 watts
WMAQ	Chicago	50,000 watts
WENR	Chicago	50,000 watts
KOA	Denver and the Rocky Mt. Region	50,000 watts
KGO	San Francisco	7,500 watts
KPO	San Francisco	50,000 watts

●

For full information about one or all of these stations, get in touch with the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

Dope this out for YOURSELF!





The Brookmire map above shows that the Red River Valley of North Dakota and Minnesota will have the highest consumer income in the U. S. for the next six months [North Dakota 43% above 3-year average—Minnesota 28% above]. Our contour map shows that WDAY covers the Red River Valley like a tent. Figure it out for yourself!

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

With Our Eyes Wide Open

By Station Break

TO BORROW the title of a recent song and to add . . . rather wryly . . . with out necks 'way out! We raise the copyright question . . . in response to popular demand and because we feel it to need inspection away from the emotions now current . . . *with eyes completely open to the basic problem and its ultimate solution!*

* * *

WE SHALL be content to raise questions. Perhaps someone will furnish us the answers.

* * *

IS THERE any logic to a system of payment based upon factors having no relation to the thing being charged for? We refer to the present 5% charge on all commercial program time . . . whether ASCAP music is used or not . . . Does this system not become even more unsound now that Warner music has been withdrawn from the ASCAP catalogue?

* * *

IS NOT the most logical price for a commodity its value in exchange in a *competitive* market? Since compositions vary as to program value, is it not reasonable to set the price of each composition in terms of its value as revealed by supply and demand? Is there any *other* sound way of charging for the use of musical compositions?

* * *

CAN THIS method be applied so long as the preponderant majority of copyrighted numbers in current demand are controlled in a single pool, determined to assert its collective power in a blanket charge on gross receipts irrespective of their source?

* * *

IF THE answers to these questions indicate the per-piece system to be the most desirable ultimate solution, is it practical? Some contend that the pure per-piece system would be applied only to currently popular music and would probably embrace little more than 150,000 titles. They visualize the remaining music grouped into various libraries available either on a flat rate per piece . . . the value of individual compositions here would differ too little to demand scaling in price . . . or on a subscription basis. Does this make the per-piece plan seem practical or not?

* * *

IF PRACTICAL, what would be the result of the per-piece plan? Would it raise the price of music? Here we venture a reply . . . probably at the outset. But does any price remain unreasonably high if there is a substitute lower priced article to take its place?

* * *

WOULD not the competitive pressure of the next most desirable composition . . . and so on down the line . . . and the pressure of the new composer anxious to establish himself in the field . . . hold down the price of compositions to a reasonable measure of their value?

* * *

EVEN if prices increased to some extent . . . would that not be more desirable than the continued existence of the present arbitrary power to raise the price of copyrighted music to almost any heights desired?

* * *

WOULD music costs be increased equally for all stations and for all music? Would the lower price probably placed on many of the excellent older numbers lead to their revival? What would be the experience of the fund of light opera and semi-classical music now utilized to but a limited degree? If these could be secured economically, would this not open up the possibility of savings to the skilful buyer of music?

* * *

WOULD not this also assist the smaller station, comparatively free of the competitive pressure of continually putting on the latest hit?

* * *

WOULD not forces such as these result in a more diversified use of music and of *more varied service to the listener?* Might they not also result in longer life for top hits by reason of less continuous performance?

* * *

WOULD not the per-piece system make possible charging the advertiser for the music utilized on his program? Should the advertiser pay for such music, just as he pays for a McClelland Barclay illustration? Should not that charge vary in amount with the value of the composition, just as does the cost of art work in the printed media?

* * *

IS THERE any fundamental diversity of interest between networks and stations on copyright in the long run? No matter the system in use, will not the *ultimate operation of economic forces require that the recipient of the greatest value in use will pay the largest sum?* . . . And we add . . . we haven't yet thought out the complete implications of this last question.

* * *

CAN any temporary advantage won without answering these fundamental questions be more than the apples of Sodom to him who achieves it?

* * *

PERHAPS we're wrong . . . but it seems to us that these are the problems which the industry . . . *as a whole* . . . must face in clear-eyed fashion. And if it doesn't . . . but why should we prophesy?

WKY's Elaborate New Studios Are the

SHOW PLACE of the SOUTHWEST



The Barnsdall Program with "Colonel Courtesy" and the Barnsdall Dealerettes . . . a musical and dramatic show sponsored by the Barnsdall Refining Corporation.



Above—Musical program featuring the O. G. & E. Men's Glee Club sponsored by the Oklahoma Gas & Electric Co.
Left—"It's McEntee Time", a variety program of music, comedy and drama sponsored by the McEntce Jewelry Co.



Johnny Marvin, featured in a daily program sponsored by Oklahoma City's Approved Laundries.





WKY's Staff and Facilities Are Geared to the Production of Box Office Air Shows!

● Teamed with WKY's new studios, without equal in the South or Southwest for beauty, size and technical excellence, is a production staff of able radio showmen with a standout reputation for producing bang-up air attractions with profitable box office wallop.

In other words, it's a place of shows as well as a show place. More than 60 live-talent studio programs of network pace and calibre are now being created and produced weekly.

With staff, facilities and performers geared to the production of air shows specifically for this area, or the reproduction of shows used elsewhere, and with the largest, most responsive audience in Oklahoma, WKY offers air advertisers a service, a market and a sales opportunity outstanding in America today.



Above — Ken Wright, former NBC and CBS artist, at WKY's new $33,000 Kilgen organ featured on the program of Harbour-Longmire Co., largest retail furniture store in the Southwest.

Left — The Bluebelles, harmony trio, featured on the program of the Oklahoma City Federal Savings & Loan Association.

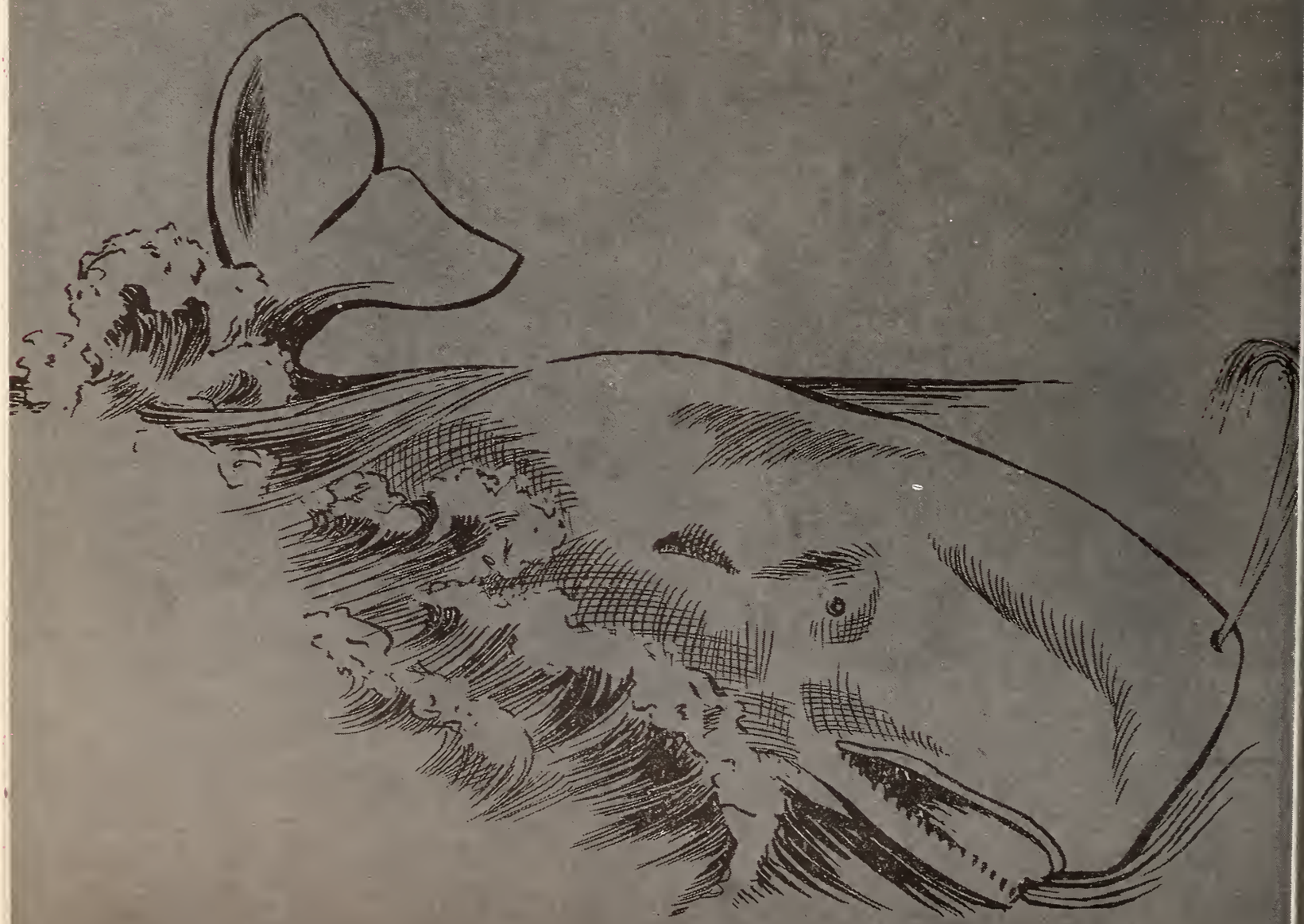
WKY • OKLAHOMA CITY

Affiliated with **The Daily Oklahoman, The Times and The Farmer-Stockman**

E. KATZ SPECIAL ADVERTISING AGENCY — REPRESENTATIVE

THE ONLY FULL-TIME STATION IN OKLAHOMA CARRYING NBC PROGRAMS

WHAT A WHALE OF A DIFFERENCE THE RIGHT



STATIONS MAKE

You and your Advertising Agency devise a radio test for your product.

You choose the test markets carefully. You develop a sound plan and a good program. Except for choosing the right stations to carry out your plan, you are ready to go!

But what a large "except." Your plan will be a success or a failure *depending upon what radio stations you choose.*

The advertiser is headed for a large radio appropriation or is "off radio for life"—*depending upon what stations you choose.*

Choose from this list of successful stations and you are headed for a successful campaign.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

Merchandising Notes

Hardware Cooperation—Recorded Promotion—Lost and Found—Personally—Pickles in Summer

A COOPERATIVE program, presented by seven Iowa hardware jobbers in the interests of independent Iowa hardware stores, has proven so successful in its test over WHO, Des Moines, that manufacturers are joining in the sponsorship of the feature. On the air since the middle of December, 1935, the program consists of a new broadcast six days per week at 7:15 a. m. Commercial continuity is designed to urge listeners to visit their independent hardware stores in preference to specialty shops. Free & Sleininger Inc. represents the station.

* * *

WALTER CHEVALIER, manager of the Lane Bryant store in Philadelphia, broadcasts a daily talk titled *Personally — to You* on WHAT, Philadelphia, in which he gives civic and merchandising news. He speaks directly from the store. After his talks the store receives immediate and frequent telephone response on articles mentioned.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

GILMORE OIL CO., Los Angeles, using the Hix *Strange as It Seems* program twice weekly on eleven Don Lee-CBS stations, plus transcriptions in several isolated spots, on May 13 launched a new campaign utilizing the same program. Raymond R. Morgan Co., Hollywood, service the account.

The "Gilmore Cub", in its June issue, out May 15, outlines the "monogram deal". The publication is the firm's monthly newspaper with an issue of 500,000 copies. Motorists receive the sheet by asking at independent service stations carrying the Gilmore gasoline and Lion Head motor oil.

The new advertising plan offers car owners a monogram to be affixed on their car door upon the purchase of a quart of oil and a ten-cent service charge. No newspapers or other supplementary media will be used except a series of "A" boards for service station displays and window stickers.

* * *

A NEW merchant-radio tie-up has been started by WHBY, Green Bay, Wis. Alternating morning and evening at the three studios of Green Bay, Appleton, and Oshkosh an essay contest is being sponsored, with prizes in merchandise going to those whose words most potently extoll the praises of the various sponsors.



NOT EVEN FLOODS—Could keep the crowds away from radio merchandising displays in store windows and interior of Barnard, Sumner & Putnam, Worcester, Mass., department store. The displays were arranged in cooperation with NBC and WTAG. Here is an interior radio display in the store, with radio advertised goods.

WMCA, New York, set out to produce something different in the way of sales literature with its *WMCA as Others See Us* brochure. The volume, decorated in deep yellow, is illustrated in humorous vein but the promotional material is seriously presented.

Numerous comments on the station are presented. Coverage comments are given from engineering, advertisers and audience viewpoints. Rates of New York stations are listed in tables. Market data from several sources are shown and a breakdown of audience response is listed. Population density in the metropolitan area is related to signal innensity in a double-spread map.

The introduction frankly states: "In this presentation on WMCA we are therefore making no attempt to put into your hands a fancy brochure of the impressionistic type. Rather we'd like to take you behind the scenes and show you the true picture of WMCA, not as our promotion department might like to paint that picture, but rather as it has been painted for us by our critics."

* * *

L. P. LAZARE & Co., big Montreal fur store, has this to say about its *Lost and Found Column* on CFCF, that city: "We are happy to say that nothing we have done during our 25 years of advertising has brought us anything like the returns." The sponsor has started a similar daily program in French on CKAC, Montreal. United Radio Service of America, Montreal, is the agency.

* * *

THAT agencies and prospective buyers may have accurate knowledge of what it has to offer in local programs WFBL, Syracuse, has bought a new Presto recording machine to record 15-minute local programs. The machine will also be used to give announcers and artists an opportunity to check and improve their air styles, and for competitive auditions.

Get Business in Montana

Use—

KGIR

Only Station in Butte
Montana's Largest City

BAILEY Co., Cleveland department stores, broadcasting nationality chorus groups twice weekly on WGAR, places spotlight announcements and advertisements in national papers prior to broadcasts in addition to courtesy announcements on the air. Large placards are utilized in the three Bailey stores. Direct mail promotion to nationality groups invites them to listen, the store's mailing list being used. With a 65% foreign-born population, Cleveland has choral groups among Czech, German, Irish, Italian, Polish, Bohemian, Croatian, Welsh, Hungarian and Jugoslavian nationalities.

* * *

REALTORS of the Midwest have come to realize the power of radio in selling their goods, it was demonstrated at the annual convention held recently in Cedar Rapids by the North Central Region of the National Association of Real Estate Boards. With 132 realtors attending, a contest with a $25 prize was offered for the "Best Real Estate Sales Idea of the Year". In the contest a radio skit won the award. D. E. Buck & Co., of Omaha, entered the competition with a skit, originally broadcast as one of a series of programs sponsored by real estate men over KOIL, Omaha.

* * *

WOAI, San Antonio, which has been sending news on its druggist-sponsored programs to druggists in its area, has extended the services to grocery outlets. Each month both druggists and grocers receive a list of new and old programs, ads and drops, contests, offers and promotion work being carried on each program by sponsor, agency and station.

A house organ soon to be issued by WOAI will contain data on the Texas Centennial new programs, a reprint of an article on spot broadcasting which appeared in the April 1 issue of BROADCASTING and facts on Texas and radio.

* * *

RADIO listeners buy as many jars of pickles and jam in summer as in winter, Squire Dingee Co., Chicago, believes and has just signed a 26-week contract with WLS, Chicago, to promote Ma Brown's Old Fashun' products thrice weekly. Mitchell Faust Adv. Co., Chicago, has the account.

In Pittsburgh . . .

"Sales Begin At 1220 Kilocycles"

Odds are 100 to 1 that increases will be seen in the 22% to 543% greater audience* WCAE now has over other Pittsburgh stations. (*Ross Federal Survey of week ending Dec. 16, 1935).

Reason: With WCAE already broadcasting more valid radio-poll-winner programs than all other Pittsburgh stations combined, these six nationally popular broadcasts were added to WCAE's schedules within the last month:

1, Voice of Experience; 2, Today's Children; 3, Ed Wynn and Graham McNamee; 4, Life of Mary Sothern; 5, David Harum; 6, Ralph Kirberry, The Dream Singer.

Time alone is worthless . . . *buy audience.* In Pittsburgh that means: *BUY WCAE.*

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

Tomorrow's Engineering Improves Coverage

for

WJDX

JACKSON, MISSISSIPPI

66% Coverage Area Added!

300% Power Increase
In Many Parts of State!

Recent improvement in the WJDX radiating system extends and improves the service area of this high-quality, 2500-watt, NBC station. In the program of engineering improvement, probably the best ground system ever put down has been installed. MORE COVERAGE, MORE LISTENERS, MORE RESULTS!

• • • •

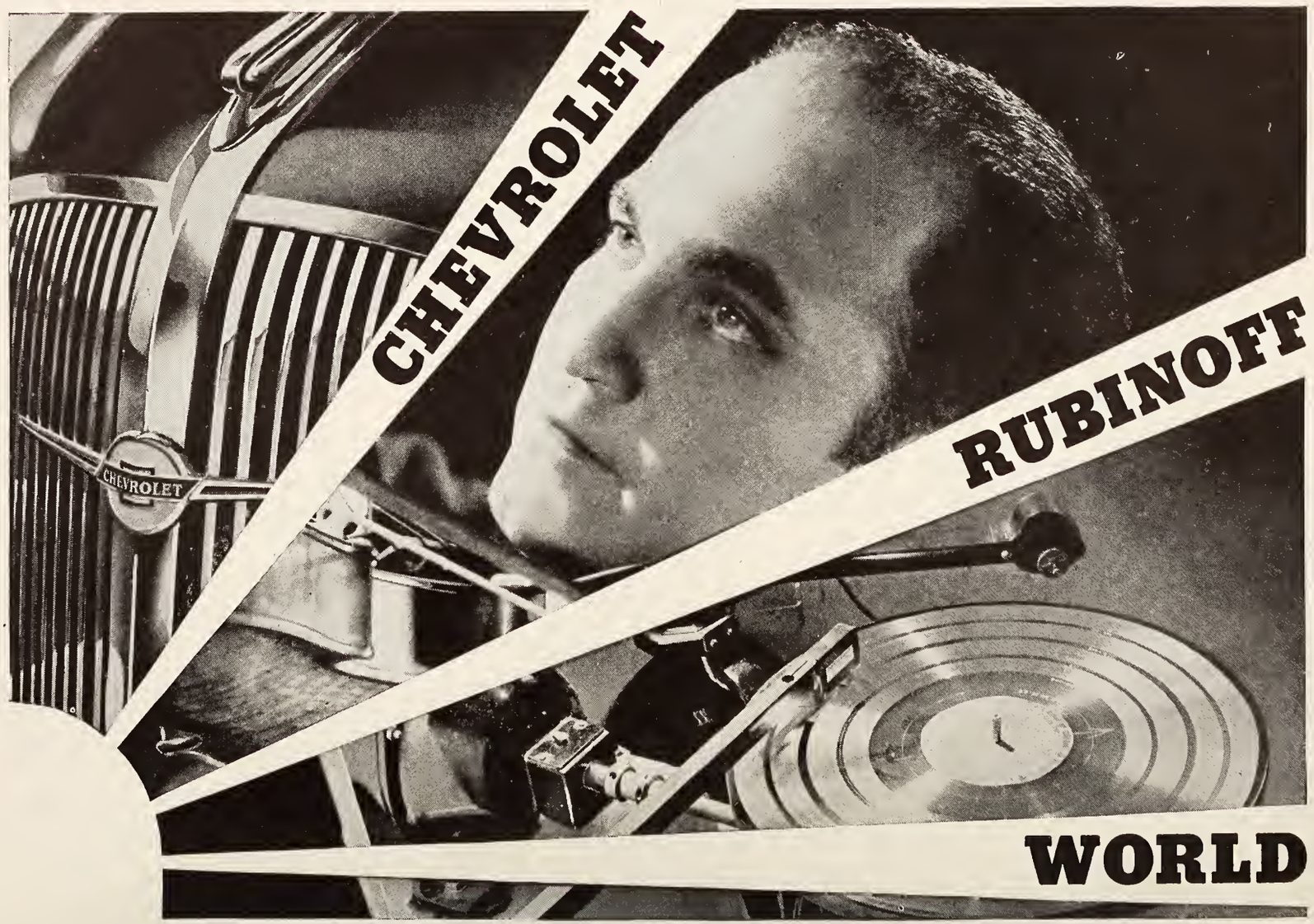
WJDX is one of an ever-increasing number of stations that put their engineering advancement under the direction of

★

FRED O. GRIMWOOD

Radio Engineer

P. O. Box 742 | 1810 Boonville Hiway | EVANSVILLE, INDIANA



The Chevrolet *Selected* "network"

The Chevrolet

● A new use for an old term. With a WORLD of meaning. The Chevrolet "network" includes 378 stations selected to meet Chevrolet's exact selling requirements. On this "network," Chevrolet dealers receive the full selling force of a program featuring RUBINOFF and His Violin, with his orchestra . . . Richfield Oil, Studebaker, General Electric, Du Pont, Procter & Gamble, General Baking are among the many other national advertisers who plot out their own selected "networks" over the facilities of WBS. . . . You can build up your own "network" too—covering each specific market in much the same way you would pick and choose your newspaper list. And handle your WBS recordings as simply and easily as newspaper mats. . . . WBS selective broadcasting means: highly selective marketing—unlimited marketing flexibility—definite marketing economy. In your selling plan, and in more ways than one, WBS facilities hit each nail squarely on the head!

WBS facilities include: expert production assistance, when desired, for program building; station relations division, an aid in clearing time; shipping division for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

BROADCASTING and Broadcast Advertising

Published by BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Right Foot First

AFTER a year of almost total inactivity, the Joint Committee on Radio Research suddenly has erupted into action. First came the estimate on radio families as of Jan. 1, 1936, and along with it orders to produce figures covering states and counties as quickly as possible. Then it was decided that a full-time research specialist should be hired to formulate a plan for establishment of an independent research bureau to authenticate station coverage and audience habits.

These are hopeful signs. As a major advertising medium, and the one that has proved most effective per dollar spent, radio has nothing to lose from the creation of an independent, impartial agency which would certify station coverage facts and data. It should encourage the effort.

The most important phase of the undertaking, however, is in its beginnings. Selection of the man who is assigned the task of devising the plan for the independent bureau is of fundamental importance. He should not be pro radio, pro newspaper or pro anything else except unbiased research. Only such a man can command the complete faith of the three groups most vitally affected. But he should be thoroughly familiar with radio—the most complex of the advertising arts.

Frankly, we feel that radio does not have to justify its effectiveness with figures and researches, although we confess they have a very definite value. The pages of BROADCASTING in almost every issue are replete with the stories of successful use of radio as an advertising medium. The advertiser knows that radio, properly used, pays dividends faster than all other media combined.

Thus, unless a bureau, entirely impartial and dominated neither by advertiser nor broadcaster, is created, we believe it would be better to have no bureau at all.

The advertiser, through the Association of National Advertisers, is interested in getting his "time on the air" at the lowest possible rate. The advertising agency, through the AAAA, has the task of selecting the medium and of preparing the radio "copy" in a way that will produce most effectively for his client. But his fee comes from the medium, and he must perform his service there too.

Therefore, we maintain that only an impartial, entirely independent bureau of radio research can perform the job for which it is created. We urge that the Joint Committee, equally representative of the NAB, AAAA and ANA, see to it during these preliminary deliberations that it starts on the right foot.

Nit-Wit Law

WE DON'T know the identity of that giant legal mind on the FCC, who, by dint of arduous legal research, has concluded that John Charles Thomas violates the radio law when he intones "Good Night, Mother", after every microphone appearance. But we do know that he is a nit-wit, a nincompoop and a busybody.

Technically perhaps, that fine opera singer is guilty of violating the law which prohibits point-to-point communication via broadcasting. Actually, however, he represents the highest ideals of American manhood and sets a wonderful example for every American child when his last thought upon completion of his day's work is of his mother.

That one little phrase, to our mind, is educational broadcasting of the kind that can't be written in books or in continuity. When Mr. Thomas ends his broadcast with that soft, sentimental line, it must touch the heart of everyone listening, whether he be banker, farmer, thief or murderer.

Yes, we think that fecund FCC legal mind might better figure how many times he has jumped a red light or expectorated upon the sidewalk (both of which are violations of laws) rather than make the FCC appear ridiculous.

WITH final enactment of the Copeland food, drug and cosmetic bill impending, proprietary houses are seeking long-term station contracts in advance of legal restrictions. We urge stations to scrutinize these contracts with care and keep control of continuity.

"Public Service"

ALL TOO FEW in the broadcasting industry, we hazard, realize the importance of the FCC technical hearings which start June 15. We do not exaggerate when we say that the future of radio as an entertainment, educational and public service medium is involved in the outcome of those hearings.

All have heard the trite phrase that "radio has only scratched the surface of its possibilities". Yet never were truer works spoken. Coming—and soon—are television and facsimile and ultra-high frequency broadcasting. All of them are the rightful heritage of the broadcaster of today. But these services will be retarded by years, possibly even by decades, if the broadcasters do not make a showing at these hearings for an equitable portion of the usable ultra-short waves.

At the hearings the Army and the Navy will ask for perhaps the lion's share of the available channels between 30,000 and 100,000 kc.—the new bonanza territory of radio. They will base their claims on national defense. Aviation and maritime and police radio services will be on hand asking equally large chunks. Their claims will be based on safety of life and property, and on the argument that wire lines cannot serve them. Those are potent contentions, difficult to answer.

But broadcasting has the answer. It is public service. It is the education and the enlightenment and the advancement of the people. And it is the succor and relief provided in emergencies such as the recent disastrous floods in the East and the hurricane that ripped through the Southern states. Without broadcasting, relief would have been impeded and the consequences vastly more distressing. All this constitutes public service just as important to the people as the services of other claimants for these coveted channels.

A Hot Time

THERE will be a hot time in more ways than one at the NAB convention to be held in Chicago in mid-July. We are told there isn't a hotter place north of the Equator where the temperature is concerned. And of our own knowledge, we know there hasn't ever been a more torrid agenda facing the NAB in its 14 years of conventioneering.

A thousand different panaceas for that single radio ill—copyright—have been offered since ASCAP began its relentless rampages, and was followed by lesser copyright groups looking for radio flesh. Thus, copyright will be the burning issue just as it has at every convention within our memory.

Unfortunately, this issue has brought a rift in the united front of the industry. It has tended to blind opposing factions to the point where they cannot see the other infinitely more important issues that involve broadcasting as a whole. They are forgetting the battle against those who have plagued the politicians and the public with insidious propaganda favoring government ownership.

We are not unmindful of the importance of copyright. Our own view is that the solution must begin with proper legislation — legislation which will remove the last vestige of coercive tactics from the copyright-owning combinations. Warner Bros. for example, probably could not have gotten a single signer of its five-year contracts but for that formidable bludgeon in the present law which allows $250 minimum damages for an innocent infringement, and leaves the courts no discretion whatever. Out of proper legislation, in our opinion, a measured service method of purchasing music in a competitive market can then evolve.

Every broadcaster, whether or not a member of the NAB, should be at the Chicago convention. He should be there with fire in his eyes, to preserve the unity of the industry, and not to see it torn apart by internal strife over copyright.

An industry as big and powerful and important as broadcasting should be able to keep its own house in order. It should temper its feelings of intra-industry discord in the realization that after all independent station and network, local and 500,000-watter are battling toward a common goal. That goal is the right to operate as an industry, stable and secure, by serving the public and procuring a reasonable profit for that service.

We Pay Our Respects To —



STUART SHERMAN

IF STUART SHERMAN had followed family tradition he should now be carving out a secure place for himself in the publishing world instead of climbing the unsteady ladder towards the top of the advertising profession, thinking up ways to make people buy and read his paper instead of schemes to make them prevent colds with Pepsodent antiseptic, or failing that, to blow their noses on Kleenex tissues.

For Stuart's father is publisher of *Railway Age, American Builder* and a number of other successful trade papers; his uncle, Sam Sherman, was publisher of the *Rocky Mountain News;* his uncle John editor of the old *Chicago Inter-Ocean;* his aunt Mabel author of numerous best sellers. But young Sherman was not cut out to follow family tradition or anything else. His way is not the well-traveled highway of precedent but the unblazed trail of individual discovery. Which may explain why at the age of 30 he occupies the position of vice-president of Pepsodent Co., Chicago, to which post he has just stepped from the vice presidency of Lord & Thomas.

Scorning to use family influence to start him off with a cushy office job, Stuart entered his business career literally through the door of an open hearth furnace. After graduation from tradition-bound Williams College something less than a decade ago, he spent two years with the American Steel Foundries, a good share of the time as second helper at one of the open hearth furnaces. After this basic but somewhat back-breaking training Sherman felt that his experience at the elemental side of modern industrial achievement would perhaps suffice.

Stuart then became identified with Colgate-Palmolive-Peet, serving as district manager of the Buffalo office and later as divisional sales manager in the Chicago territory. It was during his association with this famous soap manufacturer that he first became actively interested in radio. At that time the company was sponsoring *Clara, Lu 'n' Em* in an evening series. As the program was aimed solely at the women listeners, potential purchasers of Super-Suds, it was wondered if it would not be possible to move the broadcasts to a morning hour, effecting an appreciable saving in time costs, without seriously cutting down on the size of the feminine audience.

Sherman was given the job of determining just what the effect of such a move would be. During the survey he went down into southern Illinois and himself interviewed more than 500 housewives, learning at first hand what they thought about the various artists and advertisers who visited their homes via the loudspeaker. As a result of the study the program was shifted to a daytime spot, a daring thing to do in those days, but which worked out as successfully as the survey had forecast it would.

In 1934 Sherman joined Lord & Thomas, assuming the responsibility of contacting the Pepsodent and Kleenex accounts. This immediately precipitated him into radio, as broadcasting has long been the backbone of Pepsodent's advertising and one of his first official duties was to assist in the selection of a radio program to carry the Kleenex message. The choice of *The Story of Mary Marlin,* which in slightly over a year has become one of the most popular daytime programs on the air, got him off to such a good start that he was asked to do it again last fall, when Pepsodent was looking for a new program to introduce Pepsodent Tooth Powder.

When he mentioned this assignment to Amos 'n' Andy, they suggested the chief actor in a favorite broadcast on the Pacific Coast, who at that time was in New York. Stuart was off for New York at once, his only baggage a toothbrush and a tube of Pepsodent purchased at the station drug store. Two days later he was on his way home, a signed contract in his pocket. It was Al Pearce and His Gang.

Sherman brings to his Pepsodent office a background of direct selling and, what are probably even more explanatory of his success, a ready smile and an ability to inspire friendship and confidence in everyone he meets. He would be the last to claim credit for the accomplishments of others, but without drawing any conclusions it may be stated that, during his tenure with Lord & Thomas, Pepsodent conducted its first (and subsequently a second) radio contest (which Amos 'n' Andy personally plugged over the air, the first time they had ever departed from their own mythical world to mention their sponsor or his products); the commercial announcements on these broadcasts have become livelier and more varied; and the Crosley rating of the program has steadily risen.

"Stu" Sherman spends his few leisure hours with his wife and daughter in their Winnetka home, and once in a while manages to find time to exercise his only other hobby, which is shooting ducks if it's that time of year and clay pigeons if it isn't.

PERSONAL NOTES

PURNELL GOULD, commercial manager of WFBR, Baltimore, returned to his desk May 4 after a month's illness which began with an infected throat and developed into jaundice. He is still in the recuperating process and is spending only a portion of the day at the station.

ANDREW D. RING, Assistant Chief Engineer of the FCC in charge of broadcasting, and Mrs. Ring, became the parents of an eight-pound son born May 11 at Garfield Hospital, Washington. It is their first child.

T. W. BEARUP, branch manager for the state of Victoria, Australian Broadcasting Commission, is in the United States to investigate broadcasting, and to procure overseas talent to appear on Australian national stations.

JOHN R. OVERALL, recently of the NBC sales staff in New York, joined Mutual network's New York sales office May 11, succeeding T. Wylie Kinney, who resigned to devote his time to private interests.

R. L. FERGUSON, sales manager of WTAM, Cleveland, and former manager of WINS, New York, has resigned effective May 15. He did not divulge his plans.

HENRY A. BELLOWS, former CBS vice president and now special advertising representative of General Mills Inc., was married last month to Mrs. Alice Rickey Eells, of Cleveland and Washington. The ceremony was at Ashville, N. C. They have taken a cottage at Lake Minnetonka, Orono, Wayzata, Minn.

JAMES G. RIDDELL, member of the commercial staff of WXYZ, Detroit, was married May 2 to Miss Fadellis Bradley, Detroit.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been appointed assistant state manager for Dr. Ralph McDonald, candidate for Governor of North Carolina on the Democratic ticket.

GUY F. HERBERT, manager of CFAC, Calgary, Alb., has opened a Winnipeg office for United Broadcast Sales Limited, being succeeded as CFAC manager by Gordon Henry, of CJCA, Edmonton, Alb.

GEORGE E. MAINARDY, formerly of American Tobacco Co., has joined Joseph Ness, president of Advertising Features Inc., New York, in promoting "Broadcastment", newspaper comic strip spotlight feature.

DE WITT LANDIS, formerly with KGNC, Amarillo, Tex., has been appointed manager of KFYO, Lubbock, Tex., whose transfer to the *Amarillo Globe & News* interests was recently authorized by the FCC.

SAM GOMPERS, formerly of the *Toledo News-Bee,* has joined the staff of WSPD, Toledo, as city salesman.

MURRAY ARNOLD has been appointed director of public relations of WIP Philadelphia, succeeding James Allan, elevated to the program directorship. John Hayes, former WIP program director, has accepted a similar post at WNEW, New York.

MAURICE L. GAFFNEY, director of the CBS trade news division, is the father of an eight-pound son, tentatively named Spike, born April 20.

O. J. NILSEN, managing director, and C. T. Cromie, director, of 3UZ, Melbourne, Australia, will arrive in New York from London late in May and continue homeward via Los Angeles.

WILFRED WOODY WOODS, newspaper and advertising man of Des Moines, has joined WHO, Des Moines as public relations director. He formerly edited *The Advergram,* Des Moines' Advertising Club weekly.

L. E. EDWARDS, formerly commercial manager of CKOC, Hamilton, Ont., has been named manager of CHML, Hamilton.

H. H. FIELD, vice president of Free, Johns & Field Inc., radio station representatives, is recovering from an emergency appendectomy undergone at White Plains, N. J. He celebrated the first anniversary of the company's founding in a hospital bed.

E. K. BAUER, business manager of WLW and WSAI, Cincinnati, is the father of a boy born April 29 in Jewish Hospital, Cincinnati.

WARD INGRAM, KFRC, San Francisco, account executive, has returned to his desk after an illness which confined him to his home for more than a week.

BEHIND THE MICROPHONE

E. J. ROWELL, agricultural director of WBZ-WBZA, Boston-Springfield, is the father of a boy born recently. Gordon Swan, WBZ-WBZA traffic manager, broke his ankle and is maneuvering on crutches. Edward B. Hall has been named news editor, replacing Jan Hasbrouck, who resigned to join the Boston *Herald.*

HAL HULBERT, formerly of WXYZ, Detroit, on May 15 joins WGAR, Cleveland as production man and announcer.

HENRY BLANC, formerly on the announcing staff of KGW and KEX, Portland, Ore., has joined WFBR, Baltimore.

JULIAN FIELD Inc., talent agency, was started May 4 at 730 Fifth Ave., by Julian Field, formerly director of commercial broadcasting for CBS, vice president of Lennen & Mitchell Inc., and vice president of Joseph Katz Co., New York office. Associated with him is John H. Moses, owner of the former WRBX, Roanoke.

DAVID ELTON, NBC San Francisco announcer, has been shifted to production. Albert Tentman, formerly of KSTP, St. Paul, has been named to the vacancy.

DICK BURRIS, recently of WTCN, Minneapolis, has returned to KFYR, Bismarck, N. D., where he has been named production manager and publicity director. Al Lowrey has been named program director.

ARTHUR E. BAGLEY, who once called them off for early-morning calisthenic fans in an NBC series sponsored by Metropolitan Life Insurance Co., is giving lectures on the road for Metropolitan.

BRACE BEEMER has been transferred from sales to resume his duties as studio manager of WXYZ, Detroit. Harry Sutton, contact man and continuity chief in the commercial department has been named traffic manager and assistant to H. Allan Campbell, general manager, pending appointment of a full-time assistant. Jack Ricker, production chief, has left the staff.

JAMES HARVEY, formerly an announcer, has been named a continuity writer at KYW, Philadelphia, assuming some of the duties formerly assigned to James Begley, recently named program director. New announcers are Herbert Austin, formerly of WMMN, Fairmont, W. Va., and Charles Edwards, formerly of W2XR, New York.

JACK GLEASON, formerly of WCHV, Charlottesville, Va., has joined the announcing staff of WBIG, Greensboro, N. C.

VIRGINIA DAVIS has been appointed assistant program director of WBIG, Greensboro, N. C.

WALTER FREDERICKS, one of two winners of an announcers award from WMEX, Boston, has joined the station's announcing staff. Hamilton G. Flowers, formerly of WLLH, Lowell, was the other winner, and is a member of the staff.

CHARLES ARLINGTON, formerly with a bakery, and Guy Wallace, formerly of WIP, Philadelphia, have joined the announcing staff of WNAC, Boston.

The
A B C
Station of Eastern Indiana
WLBC - Muncie

GLENN WILLIAMS, chief announcer of WKOK, Sunbury, Pa., on May 2 was presented with the medal for distinguished community service of the Kiwanis Club of Sunbury, for his "unremittiug efforts at the microphone for a period of more thau 60 hours during the March flood."

RICHARD F. VOYNOW, former music director of the Brunswick Recording Co., later Decca, Chicago, has beeu appointed production manager of WLW and WSAI, Cincinnati. He is a brother of Ed Voynow of Edward Petry and Co. Miss Clara Udry, for six years secretary in the WLW-WSAI traffic department, resigns May 15 preparatory to her marriage May 28 to Albert Geiser of Frankfort, Ky.

CONNIE DESMOND, assistant program director and sports announcer of WSPD, Toledo, was married in April to Virginia Johnson Rucker, graduate of Union Memorial, Baltimore.

BOBBY BROWN, commercial program manager of WBBM, Chicago, has been appointed program director to succeed Bob Kaufman.

JAMES ALLAN has been promoted to the program desk of WIP, Philadelphia, succeeding John Hayes, who resigned to take a similar position at WNEW, Newark. Murray Arnold has been named public relations director. Don Martin, formerly of WIBG, Glenside, Pa., has joined the announcing staff.

CHARLES SMITH, formerly with Lyons, McCormick & Lyons, Hollywood talent agency, early in May became affiliated with the NBC Hollywood artists bureau.

EARLE J. KALUSCHE, formerly of WPFB, Hattiesburg, Miss., has joined KFRO, Longview, Tex., as program director and chief announcer.

HAL THOMPSON, formerly of Fort Worth, has joined the announcing staff of WFAA, Dallas.



Announcers Feted by New York Advertising Club

TWENTY-SIX announcers from NBC, CBS and five New York stations enjoyed the hospitality of the New York Advertising Club at a recent luncheon, many of the microphone personalities meeting each other for the first time. Here are the 26, arranged approximately by rows:

Front row (left to right): Ben Grauer, NBC; Ford Bond, NBC; Graham McNamee, NBC; H. B. LeQuatte, president of club; Milton J. Cross, NBC; A. L. Alexander, WMCA; David Ross, CBS; Thomas H. Cowan, WNYC; Kelvin Keech, free lance. Second row: Don Kerr, WMCA; Arthur Hale, WOR; Ray Saunders, WHN; Joseph R. Bolton, WOR; Brooke Temple, WHN; Roger Bower, WOR; Don Wilson, NBC; George Hicks, NBC. Third row: Howard Claney, NBC; Dick Cooke, WINS; Robert Trout, CBS; Joe Bier, WOR; Paul Douglas, CBS; Harry von Zell, Young & Rubicam; John Gambling, WOR; Floyd Neal, WOR; Howard Petrie, NBC (in rear).

ABBOT TESSMAN, formerly with KSTP, St. Paul, has joined the NBC announcing staff in San Francisco, succeeding David Elton, who has been transferred to production.

MELVIN VICKLAND has resigned from the announcing staff of KFRC, San Francisco, to join NBC's staff in that city as junior annouucer.

GENE CLARK, producer - anuouncer at KQW, San Jose, Cal., is the father of a girl born April 26. She has been named Patricia Mae.

JAY SIMS has resigned from the NBC announcing staff in San Francisco to become personal representative for Del Courtney orchestra.

WILLIAM A. CRABBE, formerly on the announcing and production staff of KDON, Del Monte, Cal., has joined KQW, San Jose, Cal., in a similar capacity.

RICHARD DEASEY, new to radio, has been added to the continuity and production staff of KSFO, San Francisco.

GEORGE TOLIN, special features announcer at KGGC, San Francisco, has announced his engagement to Miss Dorothy Thomas of that city. The wedding is scheduled for early June.

J. C. MORGAN, production manager of KSFO, San Francisco, is managing production of the annual San Juan Pageant, which will be staged at Mission San Juan, under sponsorship of Californias Inc., on June 23.

ROY SHIELD, general musical director of the NBC central division, Chicago, is in Hollywood writing the musical score for Laurel and Hardy's new picture, as yet untitled.

WILT GUNZENDORFER has been appointed northern California manager of the Thomas Lee Artists Bureau, an affiliate of the Don Lee Broadcasting System. He succeeds Ellis Levy who resigned last month to head the newly organized Western Booking Corp., in San Francisco. Gunzendorfer, who has been associated with the Thomas Lee Artists Bureau for the last two years, will continue to make his headquarters at KFRC, San Francisco.

NORMA V. YOUNG (Prudence Penny) for 11 years director of home economics of the *Los Angeles Examiner* and frequently heard on the air, resigned May 2 to begin a vacation.

FRED GARRIGUS, member of the Old English Players sustaining cast of WHDH, Boston, has joined the WHDH announcing staff.

FRAN HEYSER, production manager of KMBC of Kansas City has returned to his office last week after a month's illness.

Queen Mary Programs

G. W. JOHNSTONE, public relations counsel of WOR, Newark, and Harlan Eugene Read, news commentator, will sail Saturday, May 16, from New York on the *Georgic* for London. Mr. Read will do one broadcast from the BBC studios in London and give nightly broadcasts from the decks of the new Cunard liner *Queen Mary* which leaves Southampton May 27. Programs will be heard over Mutual.

DR. DANIEL GREGORY MASON, composer, will give a second series of *Musicians as Men* for the NBC Music Guild on the Blue network.

AHEAD OF THE MINUTE!

● Latest flashes of World News WHILE IT'S NEWS! 20-hour United Press Service.

News Tower — News Camera

● An additional service for advertisers. The new Press Camera helps an advertiser "visualize his program." Great for promotion, too!

● Latest equipment. Now WOW advertisers can have instantaneous recordings made of their programs at low cost.

Recording Machine — Showmanship

● Here you'll find "tops" in all the snap and flourish that constitutes Real Radio Showmanship!

● The popular feature that swept the country. WOW has the original "Man on the Street" program in this territory.

Man on the Street — Leading Local Shows

● WOW is now carrying the leading local shows. Listeners leave their dials at 590. They've caught the habit!

"Up To The Minute" isn't enough anymore. In every territory there's a "FIRST" station. Buy that station and YOU BUY MAXIMUM SALES!

590 Kilocycles
5000 Watts
"COVERS THE NATION'S BREADBASKET"

WOW
OMAHA, NEBR.

JOHN BLAIR COMPANY,
Representatives,
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Prominent Figures in the Radio Field To Testify at FCC Ultra-high Hearings

OUTSTANDING figures in the radio world, among them David Sarnoff, RCA president and chairman of NBC, and William S. Paley, CBS president, are expected to testify before the FCC at its engineering hearings to begin June 15 looking toward shaping of allocation policies governing channels above 30,000 kc., the ultra-high frequency range.

Realizing that future development of broadcasting and its prospective offshots are at stake, major units of the industry are preparing to attend the sessions and coordinate their testimony with that to be presented from an industry-wide standpoint through the NAB. In the bands above 30,000 kc., television, facsimile, and "apex" broadcasting experimentations are going forward, but in addition to broadcasting groups, government, aviation, shipping, police and other communications services are seeking assignments which, if granted in any large measure, would preclude their ultimate use for broadcasting operations, both aural and visual.

As its first step toward building an industry case, the NAB has retained Dr. Charles B. Aiken, assistant professor of electrical engineering of Purdue University in charge of communications, to present its engineering case in chief. Dr. Aiken, who has had wide experience in virtually all phases of technical radio, in his statement is expected to explore the possible future needs of broadcasting and related services for frequencies with which to keep abreast of the advancement of the art, insofar as sound broadcasting, television and facsimile are concerned.

Other units of the industry, including the networks, independent stations, and experimenters in the ultra-high frequencies, will be prepared to round out the industry case with a plea that sufficient frequencies in the ultra-high range be preserved for broadcasting and related services, lest radio progress be impeded.

Defense Demands

GOVERNMENT services, notably the Army and the Navy, have given indications that they will demand the lion's share of the available bands between 30,000 and 110,000 kc., regarded as the present usable portion of that spectrum, for "national defense" purposes. Aviation, shipping and police services want slices on the ground that they are necessary to safety of life and property. The argument of broadcasting organizations, it is expected, will be that in times of national stress the government is authorized under law, to take over all private radio operations anyway.

Meanwhile, the FCC Engineering Department, under Chief Engineer T. A. M. Craven, is whiping into shape its agenda for the hearings. The FCC has under consideration the addition to its technical staff of Dr. L. P. Wheeler, physicist of the Bureau of Standards Radio Section, and a well-known radio scientist. Should he join the FCC he will become chief of a newly created technical information section, and at the hearings would be called upon to present scientific theories on the propagation qualities of channels in the ultra-high band. He was formerly with the Naval Research Laboratories.

Mr. Sarnoff, it is reported, will be present at the hearing to testify for the RCA group and talk of the experimentation it has been doing in these very bands. RCA has been in the front of television experimentation and hopes to begin first practical demonstrations June 29. Mr. Sarnoff will be supported by engineers of RCA and by officials of NBC.

For CBS, Mr. Paley will make the opening statement, telling of the service of his company and of its experimentations in radio. E. K. Cohan, CBS technical director, and others on the staff are expected to testify also. In addition, individual stations which have conducted experimental operations are slated to appear.

The Radio Manufacturers Association, representing set manufacturers, has appointed a committee to testify. Dr. W. R. G. Baker, of General Electric, chairman of the RMA engineering division, is in charge of the preparations. He has named a special committee including L. C. F. Horle, consulting engineer; Dr. C. B. Jolliffe, former chief engineer of the FCC; R. H. Manson, A. F. Murray, F. E. Johnston, Sarkes Tarzian, Dorman D. Isreal and H. B. Marvin.

Preakness by Amoco

AMERICAN OIL Co., Baltimore (Amoco) will sponsor the Preakness at Pimlico Race Track, Baltimore, May 16 on 21 NBC-Red Stations, keyed from WBAL, Baltimore. All races run at Pimlico that day will be sponsored on WBAL and WRC, Washington, filling in with music and comedy from WBAL studios. Joseph Katz Co., Baltimore, has the account.

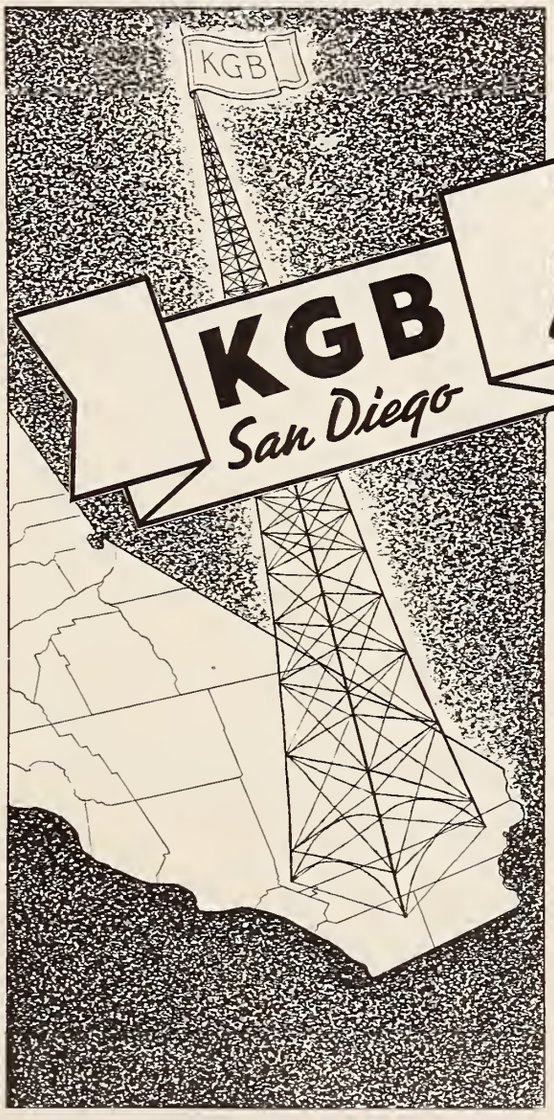
SPEED AND SMOKE
Fast Salesmanship Gets KFYR Sponsor for Skywriter

LOOKING upward, Dick Burris, announcer of KFYR, Bismarck, N. D., saw an aviator starting to write in smoke the name of a well-known oil company. He dashed to the studio to put a description of the event on the air. While Ernest Grewer, chief technician, set up remote equipment, Manager Frank Fitzsimonds phoned a local oil company and sold the description.

Six minutes after the plane was sighted and before Art Goebel, the flyer, had completed his first word, the description was sold on the air.

Field Opens Offices

FORMATION of George H. Field & Associates, radio station representatives, was announced May 2 by Mr. Field. Headquarters are at 152 West 42d St., New York City.



First

In Local Audience Preference . . .
(accumulated popularity surveys over o three year period emphatically point out KGB a three ta ane preference aver the other San Diego station.)

FIRST **In Local Showmanship Ratings . . .**
(Variety October 30, 1935...and the same exacting care is exercised with transcribed progroms as with live tolent.)

FIRST **Choice of Local Advertiser . . .**
(who know the preference of the lacal listening audience... Son Diega's leading Department Store...lorgest whalesale Baking Campany...the mast agressive Jewelry store...the biggest distributor of Ice Cream ...all use KGB exclusively.

● **Spot Advertisers . . .**
using KGB get the FIRST Statian in the 3rd richest market af Califarnia at the lowest cost per-thausand listeners.

WRITE OR WIRE TODAY.

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street - - - San Francisca Office, 1000 Van Ness Avenue

San Diego Office ... 1012 First Avenue

★ THE ONLY CALIFORNIA NETWORK ★

First Quarter Radio Revenues Increase 11% to $25,509,364

Industry Shows the Largest Gain for Period of Any Major Media; Stabilized Trend Is Indicated

BROADCAST advertising during the first quarter of the current year totaled $25,509,364, according to statistics compiled by the NAB, an increase of 11.4% over 1935.

Radio continued to show the greatest relative gains of any major advertising medium as compared to corresponding periods of previous years. National magazine volume during the first quarter of the current year increased but 6.5% over the level of the same months of 1935, while newspaper lineage rose 5.6%. National farm paper volume, however, led the field with an increase of 37.0%.

Indications point to the beginning of the stabilization of radio advertising at a post-depression level, in that the aforementioned growth in volume is comparable to one of 19.6% for the first quarter of 1935 as against the corresponding three months of 1934.

National network advertising increased 5.8% as compared to the first quarter of last year. The gain during the first three months of 1935 as compared with the previous year was 23.9%, indicating a particularly strong trend toward stabilization of advertising volume in the national network field.

Regional network advertising registered a gain of 55.9% as compared to the first quarter of 1935 while national non-network volume rose 40.5%. Local broadcast advertising rose but 1.5%. Broadcast advertising volume during the first quarter is as follows:

	1936	*1935*
National networks	$14,926,616	$14,107,206
Regional networks	300,318	193,299
National non-network	5,670,550	4,035,182
Local	4,611,880	4,545,023
Total	$25,509,364	$22,880,710

The marked rise of regional network and national non-network advertising has changed the composition of the medium's business to an interesting degree. Whereas national network volume during the first quarter of 1935 comprised 61.3% of the gross billings of the medium, it comprised but 58.5% during the corresponding months of the current year. Regional network volume increased from .8% of the medium's total, while national non-network advertising rose from 17.3% to 22.2%. Local broadcast advertising, on the other hand, declined in importance from 20.6% to 18.1%. This constituted a further decline in relative importance from 22% during the first quarter of 1934.

Non-network Increase

GENERAL non-network advertising rose 19.7% during the quarter. Regional stations experienced the most rapid increase in non-network volume reflecting thereby, the marked rise in national non-network advertising. The most pronounced gains in non-network advertising continued to occur in the South and Midwest.

Electrical transcription volume experienced particularly marked increases in both the national and local field during the first quarter of the current year. National transcription volume rose 64.0% over the corresponding period of 1935, while local transcription business increased 21.8%.

National live talent volume continued its marked rise of more than a year's duration, increasing 44.5% as compared to the corresponding months of last year. Local live talent business gained 6.7%. Records declined 6.2% while announcements dropped 7.5%. National announcement business decreased 3.1% and local volume 9.8%.

The continued rise of electrical transcription and live talent volume and the decline, especially in the announcement field, have resulted in marked changes in the composition of non-network advertising with regard to type of rendition. In the national field transcription volume increased from 32.1% of total volume in 1935 to 37.6% in 1936. Live talent volume rose from 44.2% of total national non-network business during the first quarter of last year to 47.9% during the current year. Announcement volume decreased from 23.3% of the total to 14.2%.

Local transcription business rose from 7.5% to 9.0% of the total while live talent volume increased from 52.8% to 55.6%. Record business remained comparatively unchanged in importance while announcements declined from 35.8% to 31.7% of the total.

Trends in broadcast advertising sponsorship during the period under consideration were largely the continuation of tendencies previously noted in the current season. Automotive advertising continued to experience marked gains, especially in the national non-network and local fields. Food advertising rose materially, as did beverage volume. Drug and pharmaceutical advertising declined in the national network and local fields, though rising materially with regard to regional networks and national non-network volume. Tobacco advertising increased.

Principal gains in the national network field, as compared to the first quarter of last year, were as follows: Automotive, 12.1%; accessories and gasoline, 43.4%; beverages, 27.2%; tobacco, 14.8%, and miscellaneous, 117.9%. The latter is a significant indication of a widening variety of sponsorship of national network advertising. Drug and pharmaceutical volume declined 31.7% while confectionery advertising dropped 37.4%.

Regional network volume rose quite generally, principal increases being the following: Drugs and pharmaceutical, 179.5%; foodstuffs, 50.3%; beverages, 178.4%; soaps and kitchen supplies, 229.8%; tobacco, 132.1%. Gains likewise were general in the national non-network field. Automotive advertising rose 185.6%, while other increases were as follows: Foodstuffs, 51.3%; beverages, 77.8%, and tobacco. 67.9%.

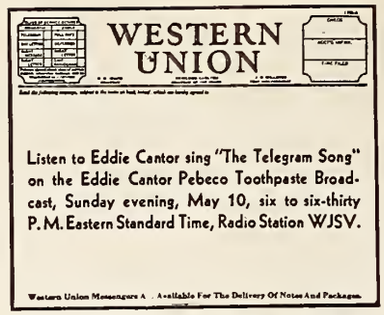
Local broadcast advertising registered considerably smaller gains. Automotive advertising rose 41.3%, food volume 11.5% and clothing business 6.6%. Drug volume decreased 23.2%, and gasoline and accessory advertising 8.4%.

March Business

TIME SALES in March experienced the usual seasonal up-swing, totaling $9,332,368, 14.6% above the February level and 12.6% greater than in March, 1935.

Regional network and national non-network advertising continued to show the greatest gains as compared to the preceding year. National network increases continued to taper off gradually, while local broadcast advertising showed confused tendencies. March volume in the latter field declined below 1935.

Increases in non-network revenue were fairly even throughout the entire medium as compared to March of last year. Regional station volume showed the most pronounced increases as compared to the previous month. Non-network advertising in the South and Middle Western States continued to show the greatest gains over the previous year's volume.



PROMOTION—Western Union delivered miniature telegrams far and wide to tell listeners that Eddie Cantor would sing "The Telegram Song" May 8 on the CBS Pebeco program. This is one of them.



★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

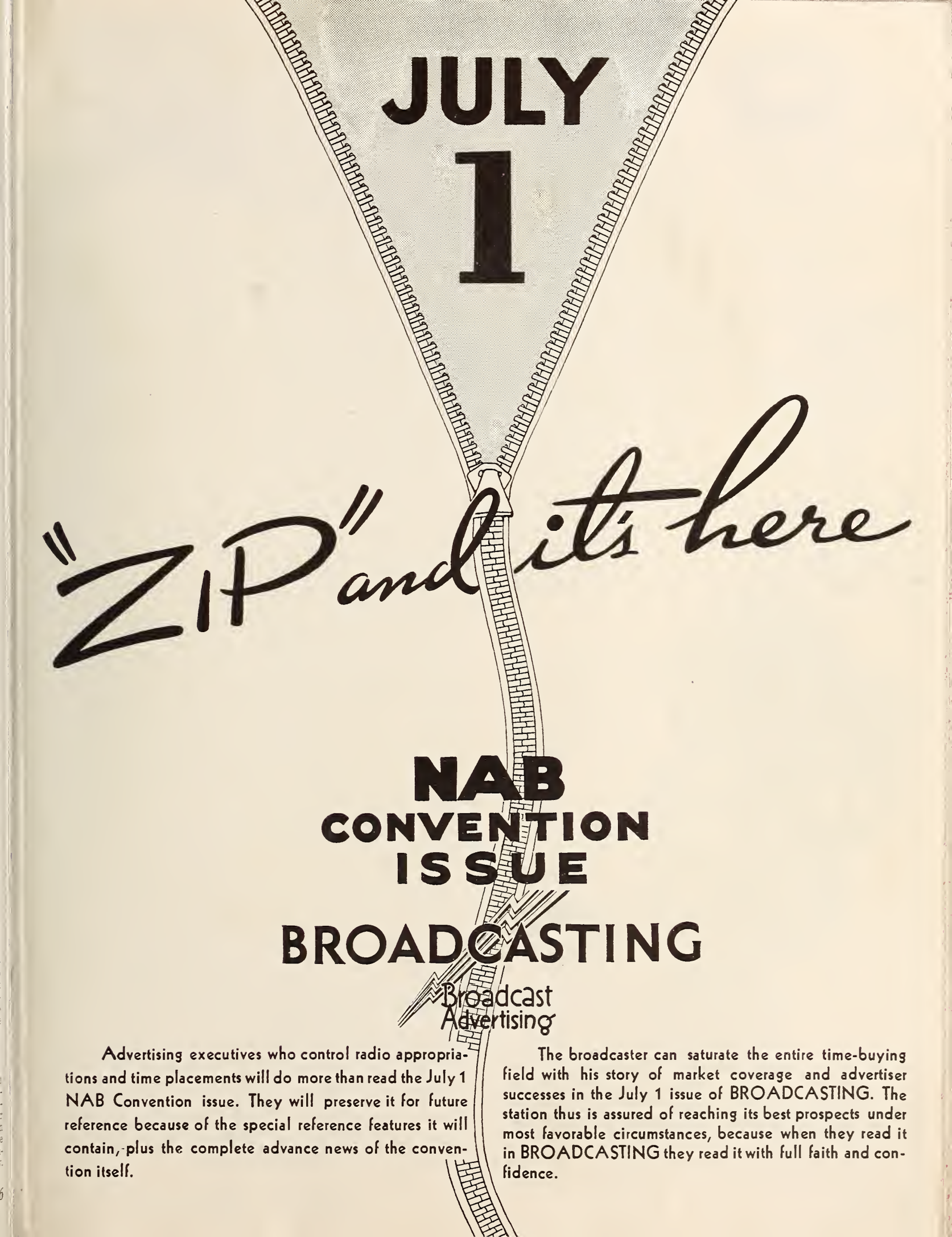
KMBC of KANSAS CITY

FREE & SLEININGER, Inc., National Representatives

2389 paid 25c each to see
WJBY BARN DANCE
Sat., April 25th
over 1000 turned away
Positive Proof of Local Popularity
WJBY Gadsden, Ala.

Jiffo Polish to Expand

JIFFO PEOPLE, New York (Jiffo furniture polish) is using spot announcements over WBBC, Brooklyn to introduce the product. Other stations are to be added as soon as distribution is more complete in the New York area. Dameron-Reynes Inc., New York, is agency.



Advertising executives who control radio appropriations and time placements will do more than read the July 1 NAB Convention issue. They will preserve it for future reference because of the special reference features it will contain, plus the complete advance news of the convention itself.

The broadcaster can saturate the entire time-buying field with his story of market coverage and advertiser successes in the July 1 issue of BROADCASTING. The station thus is assured of reaching its best prospects under most favorable circumstances, because when they read it in BROADCASTING they read it with full faith and confidence.

CLEVELAND
610 Kilocycles

WJAY

We have always been

FIRST IN CLEVELAND

in local accounts

●

Now we're climbing in the

NATIONAL FIELD

Listed here are a few of the national accounts recently signed and GETTING RESULTS ON WJAY:

Drums Dry Cleaner
C. C. Winningham
Federal Cigarettes
Robert St. Clair Co. Inc.
Gold Cross Milk
Erwin-Wasey & Co.
La Choy Products
placed direct
Musterole
Erwin-Wasey & Co.
Moth-wool
Cramer-Krasselt Co.
Olson Rugs
Palmer Co.
Quick-Serve Beans
Martin, Inc.
Twinz Hair Products
Placed direct

For further details, write, wire or phone

Edythe Fern Melrose
Manager, Station WJAY
Cleveland Cherry 0464
Nat. Rep. Aerial Publicizing, Inc.
New York - Chicago

RADIO SELLS RECREATION

San Francisco Officials Create Interest in Work Of Playgrounds by Popular Broadcast

By RAYMOND S. KIMBELL
Asst. Supt., San Francisco Department of Recreation

THE AVERAGE citizen has a radio set. He also has a wife and children. It's also possible that his children attend playgrounds. Mr. Average Citizen's eye, traveling down a column of newsprint and lighting upon a statement that such and such a recreational group is doing thus and so tonight at a given spot, leaves him so unmoved that it may be said that he was unaware that he saw the item.

The same person, half listening to a radio program given, let us say, by children from Portola Playground, which is in his neighborhood, hears a solo by little Mary Jane Jones, who is the daughter of the clerk at the corner grocery store. Mr. Average Citizen listens. The recreation program has definitely captured his interest. If the same little girl's performance was followed with a statement that Portola Playground has a card party every Tuesday night; a gym class every Wednesday night or a baseball tournament Friday nights, it is unquestionable that Mr. Average Citizen, having nothing to do of an evening, might remember, stroll around and see for himself. It is unquestionable that some few would remain. It is unquestionable that Portola's attendance would be increased.

Last Christmas, with the San Francisco Recreation Department staging an elaborate program based on the folk ways of the Elizabethan era, which, in the opinion of city editors, there could be nothing drearier on earth, some 60 radio plugs, judiciously sprinkling the early morning and late afternoon air, awoke public interest sufficiently that the program became news.

Then, taken up purely for its news value by the papers, an attendance of several thousand persons resulted, whereas the previous year only a few hundred turned out. Those 60 air plugs, at a market value of $2.50 to $4 each, represented not only costly publicity, but also the willingness of radio to cooperate with recreation.

When the San Francisco recreation department started its radio program *Boys & Girls Only*, over NBC in June, 1933, we were particularly anxious to have the Junior Civic Symphony become known via the air. Our supervisor of music, Mrs. Marie V. Foster, and NBC officials had a series of conferences with the result that the production manager stated that he didn't want a symphony. For years, however, he stated, he had been looking for a first rate juvenile program. A compromise was made. The symphony idea was dropped in favor of airing harmonica bands and the singing by small children. Suggestion was also made at the time to air an old-fashioned spelling bee for children under 12. From these ranks would rise a city playground champion and create more interest.

At the next meeting they got down to cases. Mrs. Foster announced that she was going to bring 65 children to sing on the broadcast. The NBC producer was up in arms. He said: "It has never been done. It can't be done. Leave all but five or six of them at home." She, equally firm, told him she had promised the children. They were looking forward to it. She couldn't disappoint them. She won and brought the children. The program was an immediate success. A radio poll put it up as one of the best children's programs in the country. The program is heard Fridays, from 4:45 to 5:15 p. m., each week on KGO, and it's a going institution.

Radio officials have stated that this program, like all juvenile programs, appeals principally to adults. They believe it has a definite value in calling attention to the fact that organized recreation exists. They believe it interests parents in playground activities.

We are confident that radio, free plugs and all, has done much to sell the citizens of San Francisco as to the value of recreation not only for their children, but for themselves too.



From the Zeppelin's Cabin

DR. MAX JORDAN, NBC European director, addresses a worldwide audience from the dirigible *Hindenburg* on the first of a series of flights to the United States. NBC had exclusive rights to broadcast from the airship and broadcast the takeoff at Friedrichshafen, piano playing and singing from aboard the ocean-going ship, two-way conversations between Ford Bond in New York and Dr. Jordan, and the arrival in Lakehurst. Dr. Jordan made a number of broadcasts during the flight. A piano concert was broadcast May 8 from midocean. Brief talks were given by prominent passengers and Commander Eckener.

Copyright Department Is Organized by WBS

CREATION of a music copyright department under the direction of John Hanna was announced May 11 by World Broadcasting System "to provide every possible cooperation to stations who are broadcasting World transcribed programs." Mr. Hanna has had some 15 years' experience with copyright in the motion picture and music publishing fields. The service is also available to advertisers and agencies utilizing WBS transcriptions, said the announcement. The department is prepared to advise on all questions concerning restricted music, and as far as possible, will advise of new developments in the copyright field, as they affect clients of WBS.

Simultaneously, WBS announced that G. E. Hollihan, formerly with Batten, Barton, Durstine & Osborn, New York, had joined its program service department. He also was radio director for Alfred Rooney Co. Inc., advertising agency of New York, Boston and Cleveland. He will be charged with development of commercial aspects of WBS program service, with a view to providing subscribing stations with ammunition for the sale of time to local sponsors.

Mutual April Billings

MUTUAL network on May 8 announced total billings for April of $139,934, including both basic and associated stations. With announcement of April receipts, Mutual began announcing its monthly figures in terms of the total receipts from basic and associated stations, rather than merely the basic figure. March billings for basic stations totaled $173,117, the combined total for March amounting to $191,482. WOR total billings for the first quarter of the fiscal year (beginning Feb. 1) were the highest in its history, exceeding the same period last year by 29%.

SPOTS BETWEEN 9 O'CLOCK AND 10 30 PM ARE OPEN ON WHAS

Louisville, Kentucky
C B S Basic Outlet
Edward Petry & Co.
National Representative

Operated by
The Courier-Journal and
The Louisville Times

• because Daylight Saving Time has advanced the network program one hour. But 9 to 10:30 p.m. is the ideal period. Almost everybody is home and tuned-in. 50,000 Watts at this period gives your product tremendous coverage.

Montana's youngest and fastest growing Radio Station.

1000 Watts
1260 Kc.
KGVO
MISSOULA
MONTANA

Need of Specialists In Radio Education

Ohio State Conference Hears Conflicting Viewpoints

PROFESSIONALS should handle educational radio programs.

Radio isn't a new form of art in itself.

These opposite beliefs were presented to the Seventh Institute, Education by Radio, which met May 4-6 at Ohio State University, Columbus.

Carl L. Menzer, of the NBC central division, took the position that showmanship is one of the needs of the day in programs from educational stations. He said script preparation is a profession, and a professional should be charge of this work.

Lester Ward Parker, Rochester, N. Y., on the other hand, said that "most of the confusion in ratio terminology, such as 'educational broadcasting', results from the desire of some enthusiasts to regard broadcasting as a new form of art in itself when after all the most it can do is to transmit, over wide areas, those forms of art which can be expressed through sound."

Dr. W. W. Charters, director of the university's bureau of educational research, said that radio has reached a stage calling for specialists in station management, program planning, script preparation, talent selection, rehearsing, microphone presentation and listener consumption and measurement.

Public Service

WIDER use of radio for public service, greater promotion of the medium for cultural and civic uses and a much more general adaptation to public school instruction were listed as some of the future uses of radio by Dr. Arthur G. Crane, president of the University of Wyoming and chairman of the National Committee on Education by Radio.

Prof. Philo M. Buck, University of Wisconsin, advocated assigning of a few frequencies, adequate power and sufficient funds for a qualified personnel "undisturbed by thoughts of immediate profits" to undertake a program of experiments and research.

Prof. Buck said that radio is a new and valuable and most omnipotent art, though as yet only partly explored. He said education by radio can never expect to follow the old routine of educational procedure, adding that the use of radio may call for new definitions of education and its aims.

A discussion of script writing was staged at one of the sessions May 5, with H. V. Kaltenborn, of CBS, offering a report on news commentators. Collaborating in the report were Frederick William Wile, John B. Kennedy, Gabriel Heatter, Raymond Gram Swing, Boake Carter, Stanley High and Lowell Thomas.

Whittemore Polish

WHITTEMORE Bros., Cambridge (shoe white) the week of May 18, placed one-minute spot announcements on seven stations from St. Louis Eastward. Announcements scheduled once a day, six days a week, for 13 weeks. N. W. Ayer & Son Inc., New York, is the agency.



SIDEWALK REPORTER—Here is Don Hastings in action for KFWB, Hollywood, as he gets a touch of public reaction from an attractive feminine interviewee.

Navy Takes Bands From Society List

Recording Group Is Required To Cease Service Band Fees

REPUDIATION of the "American Society of Recording Artists" newly created organization which is attempting to exact license fees for performance of phonograph records by broadcasting stations, has been effected by the Navy Department insofar as performance of recordings of the Navy and Marine Corps bands are concerned.

At the instance of Rep. Karl Stefan (R-Neb.), former news commentator of WJAG, Norfolk, Neb., Admiral William H. Standley, acting secretary of the Navy, on May 1 disclosed he had written the Society requesting it to "remove from their membership list the names of the United States Navy and Marine bands."

Meanwhile, it has been reported that the Society has threatened numerous stations in Southern California with purported infringement suits unless they sign licenses for performing recordings made by their members. The NAB steadfastly has maintained that performing artists hold no copyrights and that broadcasters are in no way required to pay royalties to them.

Information sent to Washington was that the Society demanded settlements from stations, based on alleged checking of phonograph record renditions, plus a monthly service fee retroactive to May, 1935, plus a guarantee that 40% of the record performances of stations would be the recordings of the Society's claimed members. And the settlements also stipulated agreements to the licensees under which stations would pay a fee per performance of each side of a record ranging from 5 to 15 cents depending upon the station's power.

Payment Demanded

LAST February, over the signature of Arthur W. Levy, executive secretary of the Society, letters were sent to all stations informing them that unless they applied for licensee memberships that they not broadcast recordings of members. The rate schedule specified was 15 cents per usage for stations of 1,000 watts or more, 10 cents per usage for stations from 500 to 999 watts and 5 cents per usage for stations of 499 watts or less. The decision last January of the Common Pleas court in Philadelphia in the case of Fred Waring against WDAS, was used as the basis for the licensing. This court, an inferior tribunal, decided in favor of the rights of the performing artists, but the case is now pending on appeal, and, if necessary, will be carried to final adjudication in the interests of the industry.

Last month Rep. Stefan wrote to Navy Secretary Swanson that stations in his district had complained they are now ordered to pay a fee for playing records made by the two service bands. He quoted the letter from the Society ordering such payments, and mentioned that the names of the service bands were listed as members of that organization. A reply from Rear Admiral J. K. Taussig, acting chief of naval operations, on April 15 stated that an investigation by the Department "shows there is no connection between the United States Navy Band, or the United States Marine Band and the American Society of Recording Artists."

Rep. Stefan, however, wrote again, pointing out that in view of the investigation "this Society is misrepresenting the United States Marine Band and the Navy band, and I believe your Department and this office should have a better explanation of the matter."

To this, he received the reply from Acting Secretary Standley stating that the Society had been requested to remove the band names from its membership list.

NBC carried running of the Dixie Handicap race at Pimlico, Md., May 9, with Clem McCarthy and Bill Coyle announcing.

Sponsors Like It

LESS than a week after it was started, the *Racing Matinee* on WAAB, Boston, had acquired more than a hundred sponsors. Surprise features are inserted into the program at frequent intervals, with the basic material covering race results. Prominent persons are to be interviewed and novelty attractions are being planned. A surprise feature was a series of broadcasts from Barnum & Bailey - Ringling Bros. Circus. Most of the sponsors are local.



HERE'S HOW WE USE OUR *Spare time*



in the Station that's First in the Heart of Maryland

We refuse to be "just another chain outlet". We spend our spare time building an audience in the Heart of Maryland. Sustaining locals or "live talent" national or local programs are our specialties. On Saturday, April 25th, we were key station (basic red network) for the thrilling Maryland Hunt Club steeplechase, most important in U. S. A. Big Baltimore department store, Hecht Bros., is on WFBR with 15 minute program, 6 times weekly, for 13 weeks. Get the idea? We have some of our Spare Time to spare for you. It pays.

Maryland's Pioneer Broadcast Station

WFBR

Baltimore, Md.

National Representatives: Edward Petry & Co. Inc.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Oneida Ltd., New York (silverware), 39 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.
RCA Mfg. Co., New York (tubes), 117 *sa*, thru Lord & Thomas, N. Y.
American Tobacco Co., New York (Roi-Tan cigars), 160 *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
General Foods Corp., New York (Huskies), 52 *sp*, thru Benton & Bowles Inc., N. Y.
Kellogg Co., Battle Creek (cereal) 108 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Armand Co., Des Moines (cosmetics), 65 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Servel Sales Inc., New York (Electrolux refrigerators), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
American Gas Machine Co., Minneapolis (KitchenKook stoves), 8 *t*, thru Greve Adv. Agency, Minneapolis.
Zenith Radio Corp., Chicago (radio sets), 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bethlehem Steel Co., Bethlehem, Pa. (roofing, fences), 35 *t*, direct.
Folger Coffee Co., Kansas City, 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Dr. Pepper Co., Dallas (beverage), 52 *sp*, thru Tracy - Locke - Dawson Inc., Dallas.

KSFO, San Francisco

Associated Oil Co. of California, San Francisco (motor oil), weekly *sa*, thru Lord & Thomas, San Francisco.
Boericke & Runyon Co., San Francisco (Eopa home remedies), 3 weekly *sa*, thru Doremus & Co., San Francisco.
Budd & Votaw, San Francisco (Pebble Beach neckties), 6 weekly *sa*, thru Doremus & Co., San Francisco.
Western Union Telegraph Co., San Francisco (telegraph service), 14 weekly *sa*, direct.
Crazy Water Crystals Co., San Francisco (mineral water), 6 weekly *ta*, thru Vandevort Adv. Co., San Francisco.

WHK, Cleveland

Magazine Repeating Razor Co., New York (Shick razor), daily *sa*, thru J. M. Mathes Inc., N. Y.
Beneficial Management Corp., New York (personal finance), 3 weekly *sp*, thru Albert Frank - Guenther Law Inc., N. Y.
C. S. Welch Co., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Graybar Electric Co., Cleveland (Kelvinator), 3 daily *sa*, thru Geyer, Cornell & Newell Inc., Detroit.

WESG, Elmira, N. Y.

Southern Oil Co. of New York, Horseheads, N. Y., daily *sp*, thru Stewart, Hanford & Frohman Inc., Rochester.
Richfield Oil Corp. of New York, New York, 52 *t*, thru Fletcher & Ellis Inc., N. Y.

WOR, Newark

Joseph Middleby Jr. Inc., South Boston, Mass. (Midco ice box freeze), 2 weekly *sp*, thru Doremus & Co., Boston.
Ruud Mfg. Co., Pittsburgh (gas water heaters), 3 weekly *sp*, thru Ketchum MacLeod & Grove Inc., Pittsburgh.
Atlantic Sales Corp., Rochester (Reckitt's Blue), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Guild Laboratories, New York (Vita-Col toothpaste), weekly *sp*, thru Monroe F. Dreher Inc., N. Y.
Eleanor Martin, Chicago (knitting equipment), 3 weekly *t*, thru Morenus Adv. Agency, Chicago.
New York American (American Weekly), weekly *t*, direct.
Chemical Control Eastern Division Inc., New York (Moth Surance), 2 weekly *sp*, thru Mackay-Spaulding Inc., N. Y.
Boston Food Products Co., Boston (Prudence corned beef hash), 2 weekly *sp*, thru Ferry-Hanley Co., N. Y.
Bathasweet Corp., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Greenwich Savings Bank, New York, 5 weekly *sa*, thru Metropolitan Adv. Co. Inc., N. Y.
Gardner Nursery Co., Osage, Ia. (plants, seeds), 4 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

KMOX, St. Louis

Baltus-Rolfs Inc., Milwaukee (Moth Wool), 78 *sp*, thru Cramer-Krasselt Co., Milwaukee.
E. I. Du Pont de Nemours & Co., Wilmington, Del. (paint), 16 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Phillips Petroleum Co., Bartlesville, Okla., 5 *sp*, thru Lambert & Feasley Inc., N. Y.
Kellogg Co., Battle Creek (corn flakes, Pep, etc.) 156 baseball broadcasts, thru N. W. Ayer & Sons Inc., N. Y.

WDRC, Hartford

Colt Shoe Co., Boston, 6 weekly *sa*, direct.
Johnson Educator Food Co., Boston (Educator biscuits), 7 weekly *sa*, thru John W. Queen, Boston.
General Baking Co., New York (Bond bread), 65 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Massachusetts Mutual Life Insurance Co., Springfield, 13 *t*, thru R. J. Potts Co., Kansas City.
Phoenix Mutual Life Inc., Springfield, Mass. (insurance), 26 *t*, thru Atherton & Currier Inc., N. Y.

WROL, Knoxville

Oertel Brewing Co., Louisville, 6 weekly *sp*, thru M. R. Kopmeyer Adv. Agency, Louisville.
BC Remedy Co., Durham, N. C. (proprietary), 7 weekly *sp*, thru Harvey-Massengale Co., Durham.
Ice Dealers Association, Atlanta (ice), 6 weekly *t*, thru Rawson - Morrill Co., Atlanta.
Atlantic Ice & Coal Co., Atlanta (Atlantic beer), weekly *sp*, 156 *sa*, thru Rawson-Morrill Co., Atlanta.

CFCF, Montreal

South African Government, (wine), 6 *sa*, thru A. McKim Ltd., Montreal, and United Radio Service of America, Montreal.
General Motors Products Ltd., Montreal, 3 daily *sa*, thru United Radio Service of America, Montreal.
Nu Enamel Co. of Canada, Montreal (paint), 3 weekly *sa*, thru United Radio Service of America, Montreal.

KDKA, Pittsburgh

E. L. Knowles Inc., Springfield, Mass. (proprietary), 91 *sa*, thru Deforest Merch. Bureau, Springfield.
Chicago Mail Order Co., Chicago, 24 *t*, thru Matteson - Fogarty - Jordan Co., Chicago.
Florida Citrus Commission, Tampa, 12 *sa*, thru Ruthrauff & Ryan, N. Y.
Household Finance Corp., Chicago, 312 *sp*, thru Chas. Daniel Frey Co., Chicago, Ill.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Good Luck Food Co., Rochester, 13 *sp*, thru Hughes, Wolff & Co., Rochester.
Campbell Cereal Co., Northfield, Minn., 78 *sp*, thru Mitchell - Faust Adv. Co., Chicago.
Bulova Watch Co., New York, 364 *sa*, thru Biow Co. Inc., N. Y.
General Electric Co., Bridgeport, Conn., 13 *t*, thru Maxon Inc., Detroit.
Standard Oil Co. of New Jersey, New York, 312 *sp*, thru Marschalk & Pratt Inc., N. Y.
Oneida Inc., New York, 36 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.

WKRC, Cincinnati

Great Atlantic & Pacific Tea Co., New York (coffee), 13 *sa* (tie-in), direct.
College Inn Food Products Co., Chicago (tomato juice), 6 weekly *sa*, thru Blackett - Sample - Hummert Inc., N. Y.
Cincinnati & Suburban Telephone Co., Cincinnati, daily *sa*, thru Japp-Orr, Cincinnati.
Oneida Community Ltd., Oneida, N. Y. (silverware), 100 *sa*, direct.
Reddi-Made Apple Co., Cincinnati (canned apples), 26 *sp*, direct.

WNAC, Boston

Snider Packing Co., Rochester (catsup), 39 *sa*, thru Stuart Hanford & Frohman Inc., Rochester.
Webster-Eisenlohr Inc., Philadelphia (Girard cigars), 2 weekly *t*, thru N. Y. Ayer & Son Inc., Philadelphia.

WGY, Schenectady

Bulova Watch Co., New York, 2 daily *sa*, thru Biow Co. Inc., N. Y.
Gardner Nursery Co., Osage, Ia. (seeds, plants), daily *t*, thru Northwest Radio Adv. Co., Seattle.



From Los Angeles Examiner

"I'll get the roast recipe on this set while you get the dessert on that one."

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *t*, thru H. M. Kastor & Sons Adv. Co. Inc., Chicago.
Bernard Perfumers, St. Louis (Love Charm), 3 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Bayer-Semesan Co., Wilmington, Del. (seed inoculator), 12 *sa*, thru Thompson-Koch Co., Cincinnati.
Crazy Water Hotel Co., Chicago (Crazy Water Crystals), 156 *sa*, thru Rogers & Smith, Chicago.
Gardner Nursery Co., Osage, Ia. (plants), 18 *t*, thru Northwest Radio Adv. Co., Seattle.
Mentho - Kreoamo Co., Clinton, Ill. (proprietary), 174 *sa*, thru Beaumont & Hohman Inc., Chicago.
Murine Co., Chicago (eye wash), 234 *sa*, thru Neisser - Meyerhoff Inc., Chicago.
Servel Inc., Chicago (refrigerators), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Zenith Radio Corp., Chicago (radio receivers), 72 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WBT, Charlotte, N. C.

Hartz Mountain Products Co., New York (birds, seed), 3 *sa*, direct.
Atlantic Ice & Coal Co., Atlanta (beer), 25 *sa*, thru Rawson-Morrill Inc., Atlanta.
Southern Bearings Parts Co., Charlotte (Norge refrigerators), 53 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Westinghouse Electric Supply Co., Atlanta (refrigerators), 52 *sa*, thru Fuller & Smith & Ross Inc., N. Y.

WMBH, Joplin, Mo.

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Julian & Kokenge Co., Columbus (Footsaver shoes), 6 weekly *ta*, direct.
Washburn Crosby Co., Kansas City (chick ration), 6 weekly *sa*, direct.

WBZ-WBZA, Boston-Springfield

E. I. Dupont de Nemours & Co. Inc., Wilmington (paint), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Zonite Products Corp., New York, *sa*, thru McCann-Erickson Inc., N. Y.
Detroit White Lead Works, Detroit (paint), daily *sa*, thru Simons-Michelson Co., Detroit.

WBNY, Buffalo

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.
Rochester American, Rochester (American Weekly), weekly *t*, direct.
Child's Inc., New York (restaurants), 5 daily *sa*, direct.

WFAS, White Plains, N. Y.

McKesson & Robbins Inc., New York (Pursang tonic), daily *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Perma - Maid Co., Toledo (kitchen utensils), weekly *sp*, thru Karl A. Kopetzky.

KJBS, San Francisco

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powel Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KGO, San Francisco

United States Rubber Products Inc., New York (tires), 3 weekly *sa*, thru Campbell-Ewald Co., N. Y.

WADC, Akron

McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 12 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CKAC, Montreal

General Motors Products Ltd., Montreal, 2 daily *sa*, thru United Radio Service of America, Montreal.

AGENCIES AND REPRESENTATIVES

SLEININGER Inc., Chicago, station representatives, have opened a New York office at 350 Madison Ave., with Hibbard Ayer in charge, according to an announcement by C. L. Sleininger, president. Mr. Ayer has represented several chain and local stations in the New York area since 1933. He was formerly in the sales department of WSYR, Syracuse.

AUSTIN & ROSSITER Co. has been formed at 515 Madison Ave., New York, by Alvin Austin, who formerly conducted an agency under his own name, and Ralph Rossiter, recently with Reese, Rossiter & Co. Mr. Austin at one time was vice president of Biow Co. and active in radio. Mr. Rossiter at one time was with H. W. Kastor & Sons Adv. Co. Inc., New York office. H. Sumner Sternberg has joined the new firm as account executive.

GEARE-MARSTON Inc., New York and Philadelphia, and Riegel & Leffingwell Inc., New York, have combined their interests, with the former firm name to be continued. G. Frederick Riegel, president and treasurer of the latter agency, assumes an executive post with Geare-Marston. The agency also announced the addition of Thomas A. Doyle, formerly of Batten, Barton, Durstine & Osborn Inc., New York, as a member of its Philadelphia media staff.

J. CLEMENT BOYD, formerly with Frank Presbrey & Co. Inc., and W. I. Tracy Inc., has started his own agency under the name J. Clement Boyd Inc., with main office at 14 S. Park St., Montclair, N. J., and New York office at 205 E. 42d St.

OSBORNE B. BOND, radio director of the Joseph Katz Co., Baltimore, and Mrs. Bond became the parents of a 10-pound daughter born April 16 in Baltimore.

H. M. (Mix) DANCER, general manager of Henri, Hurst & McDonald Inc., Chicago, was elected chairman of the Western Council of the American Association of Advertising Agencies. He is also a member of the executive board. On May 11, with George A. Morrell, advertising director of John Morrell & Co., he sailed for London and a sojourn in Europe.

JOSEPH T. AINLEY, radio director of Leo Burnett Co., Inc., advertising agency in Chicago, was married April 27, to Betty Lou Gerson, NBC dramatic star. Mrs. Ainley, who had been in Hollywood recently as a star of the *First Nighter* programs, came to Chicago to be married in the Fourth Presbyterian Church. Mr. Ainley was formerly a member of the NBC, Chicago, production staff. They will make their home in Chicago.

RADIO ADVERTISING Corp., New York, a radio advertising agency, has announced the opening of branch offices in Albany, Chicago, and Los Angeles.

ERNEST HIX, executive of the Raymond R. Morgan Co., Hollywood radio agency, on May 4 became the father of a boy, named Junior.

T. RUSSELL PAULSON who has been acting manager of the Los Angeles office of J. Walter Thompson Co., has been appointed manager and will cooperate with the Hollywood radio unit of the organization, recently established.



A Local's Local Promotion

THREE hundred Washington taxicabs are carrying this sign over their spare tires in a local promotion campaign started by WOL, Washington 100-watter. William B. Dolph, WOL manager, at left, reports that one account already has been traced directly to this effort. To the right in this picture is Madeline Ensign, the station's program director. The deal with the Bell Cab Co. was described as an equivalent exchange, in which the company paid for the signs and rented the space to WOL for a period of four months in return for one 15-minute transcription program weekly.

HELEN STRAUSS has been named director of publicity for Benton & Bowles Inc., New York, succeeding Maurice F. Hanson, who has been assigned to serve on the General Foods account. Miss Strauss has been a member of the agency's publicity staff for a number of years. Vance Babb and Ruth Barry have announced their resignations from this department. Mr. Babb resigned to rejoin NBC.

HARRY KERR has been appointed director of the radio publicity department of J. Walter Thompson Co., New York, succeeding C. S. Swanson, who has been promoted to the radio production division, from which Herschell Williams resigned recently. Edward Gardner, radio producer, has been sent to Hollywood to handle the new Frank Fay-Royal Gelatin NBC program. George Faulkner, who has been working on the program, is to return to New York shortly.

KELSO NORMAN ORGANIZATION, San Francisco agency, has moved from the Russ Bldg. to larger quarters in the 26 O'Farrell St. Bldg., that city. Gerald J. Norton heads the radio department.

J. MALCOLM DEWEES, Pacific Coast manager of Kelly, Nason & Roosevelt Inc., with offices in the Monadnock Bldg., San Francisco, on May 1 was appointed a vice-president of the agency. Dewees, aged 30, is one of the youngest national advertising agency vice-presidents in the country.

MAURICE H. HYDE has discontinued his advertising agency in San Francisco to become advertising manager of the Downstairs Store of the Emporium, large department store in that city.

CARTER-THOMPSON Co., Philadelphia, has named Samuel Lewis as radio director.

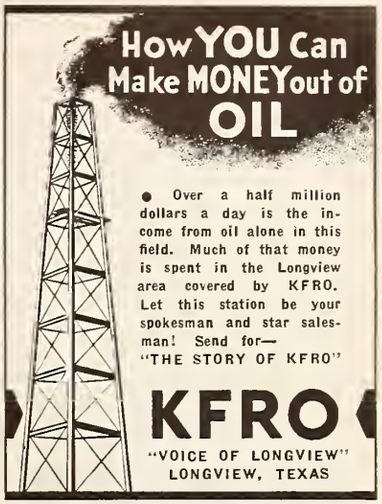
WAIU, Columbus, has renewed its exclusive representation contract with Free, Johns & Field, Inc., effective May 1.

HERBERT H. FROST, at one time president of Radio Manufacturers Association, has been named merchandising and radio counsel of Ferry-Hanly Co., New York agency.

ROBERTS-DRAKE, Chicago agency, has moved to new and larger quarters at 500 W. Huron St., that city.

HUBBELL ROBINSON Jr., of the radio department of Young & Rubicam Inc., New York, was in Hollywood in early May on a talent hunt.

EXCEL-AIR Corp., New York, (air conditioning equipment) has appointed J. P. Muller & Co., New York, to handle its advertising which will include radio.



NO SPIK INGLIS BUT LIKE MOOSIC!

Judging by quantity standards, Station WAVE coverage may not seem particularly big. But look: In our primary coverage area alone there are 830,080 people who buy 130,000,000 *dollars* worth of retail stuff annually. These people own their homes, speak English and buy their supplies out of stores instead of push-carts. And they like our N. B. C. programs—both music AND words!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO	KJR
NBC-Red	NBC-Blue

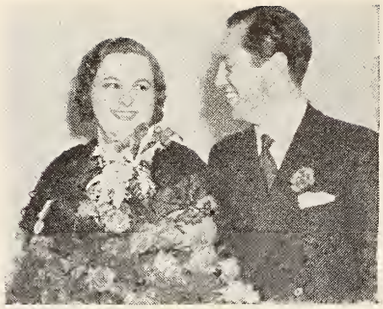
National Representatives — EDWARD PETRY & CO.

WHAT'S THE POINT
"Good Night Mother" Starts a Trivial Flurry

THE ISSUE of point-to-point communication over broadcasting, heard in the past in connection with "number racket" broadcasts, was raised spontaneously May 7 when an FCC attorney revealed to newsmen that John Charles Thomas violates the Radio Law when he tells his mother good night at the conclusion of program over the NBC Blue on Wednesdays. The story was that, by engaging in point-to-point communication, not only Thomas, but the stations broadcasting the program are liable to the penalties of the Act, covering a maximum of five years imprisonment or $5,000 fine or both.

Since there was no formal complaint, and not likely to be any, the FCC is taking no cognizance of the case. Mr. Thomas was reported as having said after hearing of the incident, that he would discontinue his broadcasting, rather than eliminate his "Good Night Mother" conclusion. His sponsor is William R. Warner Co. (Vince) and the agency is Cecil, Warwick & Cecil Inc. It is off for the summer.

THE Carnation Milk Co. program with the Edison Symphony Orchestra, conducted by Morgan L. Eastman, Chicago, originating at WENR, Chicago, celebrated its fourteenth anniversary of broadcasting May 10. This is said to be the oldest continuous sponsored program on the air.



"Happy Birthday, Kate!"

KATE SMITH being congratulated by William S. Paley, CBS president, on her 27th birthday and her fifth anniversary on the air May 4th in Washington, D. C. Kate returned to her home town to celebrate her double anniversary as the guest of the 1500 employes of the Washington unit of the Great Atlantic & Pacific Tea Co., her sponsors. She was given a civic and public reception and presented a two-hour show as her present to her hosts. Then she was the recipient of honors from the American Legion, the Jewish War Veterans and the American Red Cross. Mr. Paley spoke on behalf of CBS. John A. Hartford, president of A & P, presented Miss Smith with a 300-pound birthday cake. Kate stayed over after her party and presented the birthday cake to the Children's Hospital and her birthday flowers to veterans at Walter Reed Hospital. Tuesday evening also she presented the Boys' Club of Washington a substantial check to aid their campaign.

Do You Know,

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan Without Any Sales Expense



WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

PROGRAM NOTES

WROK, Rockford, Ill., is remodeling studios and offices preparatory to going on full time June 15 after 13 years of part-time service. Commercial and production staffs are busy planning new features, with many program innovations scheduled. Among them will be more complete coverage of news, sports and local happenings.

KFAC, Los Angeles, on May 1 inaugurated the annual spelling bee for 14 Southern California High Schools for the fourth consecutive year. The prizes will include a year's scholarship, a gold medal and a loving cup for first place, with medals and cups to second and third place winners.

TWO NEW PAPERS have been added to WBIG's (Greensboro, N. C.) newspaper-sponsored program, *Our Neighbors*, the *Kernersville Keeler* and *Alamance Observer*. Both carry WBIG's programs. College papers from eight colleges carry WBIG's news each week.

DUKE POWER Co. is sponsoring the *Golden Quarter Hour*, featuring Dorothy Franklin Bird, at 12:30 p. m. thrice weekly over WBIG, Greensboro, N. C.

A NEW sustainer on WGAR, Cleveland, is *Camera Shots*, in which Graves Taylor answers questions ou photographic topics.

WHO, Des Moines, is selling a booklet with pictures and statistical information on the *Iowa Barn Dance Frolic*, as well as data on the Iowa market and WHO as a whole, to listeners in large quantities. Free copies are available for agencies and clients. The booklet pays for itself.

DATA on the Cleveland market, presented in a folder titled *First Choice for Reaching America's Fifth Market at Lowest Cost* has been issued by WHK, Cleveland.

A SERIES of sustaining programs titled *Catholic Gems* dedicated to local Catholics, has been inaugurated by WORL, Boston. William Earle, vocalist uses as his theme, "Holy God We Praise Thy Name", written by His Eminence William, Cardinal O'Connell, of Boston.

A NEW program on KNX, Hollywood, *The Officer of the Day* two mornings a week for a half-hour period with Perry Wood, ex-naval aviator, at the microphone, is designed to interest members of the army, navy and marine corps with the program offered in commentary style for the layman. Information will also be included on aviation, merchant marine, coast guard, lighthouse service and legislation.

WSBT, South Bend, staged talent contests open to both amateurs and professionals, the only qualification being that contestants be employed. Julian Goldman's Peoples Store reports a satisfactory increase in business from the series, and mail response was 28,452 letters in six weeks.

KELD, El Dorado, Ark., has issued a colored brochure depicting its coverage in South Arkansas. Descriptive material of the market and KELD service are included.

NBC advertisers will tell you that WPTF gives effective coverage in North Carolina and adjoining territory.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

An interesting folder and map of coverage in North Carolina and adjoining states awaits your request.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

OFFICIALS of WCCO, Minneapolis, are being called on frequently for lectures on radio. Earl H. Gammons, president, conducted a radio seminar at Hamline University. Mrs. Hayle C. Cavanor, production manager, spoke on radio writing to journalism students at the University of Minnesota. Mr. Gammons spoke on radio and politics at the University of Minnesota and later addressed business students on radio advertising. The University's advertising club will visit WCCO for a radio clinic. George Bliss, radio director of Batten, Barton, Durstine & Osborn Inc., Minneapolis, spoke on radio as seen from the agency standpoint. Several nearby colleges have held classes in the WCCO studios.

WLW and WSAI, Cincinnati, announce plans to broadcast direct from the stage of Radioland, one of the features of the Great Lakes Exposition, which will be held on Cleveland's lake front from June 27-Oct. 4. Daily broadcasts will also be carried from the orchestra shell on the Sherwin-Williams Plaza, where the Great Lakes Symphony Orchestra with 100 musicians will give concerts each evening. The company will also bring some of its own radio stars from Cincinnati to broadcast on non-commercial programs.

NEW on WHIO, Dayton, is *Teatime Topics*, with a string trio performing between discussions on subjects of interest to feminine listeners. The program was sold, produced, auditioned and presented within 24 hours, sponsors including a grocery chain, stove and refrigerator agencies. Another new program will be conducted by home demonstration agents in ten counties, appealing to housewives in rural communities.

WCAE, Pittsburgh, is creating good will and comment with a new local six-weekly program *Hello Neighbor*, each day saluting one of Pittsburgh's smaller neighbors in Pennsylvania, Ohio, West Virginia or Maryland. Guest artists from the various communities are selected by the town's own committee or civic body to appear at the studios of WCAE on the day of the salute broadcast for the town. Leading citizens also speak. Each program begins with a mythical parade through the main streets of the cities receiving tribute. Civic leaders are praised for outstanding patriotic accomplishments and most notable of historical events are related.

KNOX Co., Los Angeles (Cystex) in June will use the *Police Reporter* transcriptions on 2GB, Sydney, Australia. They will also continue the *Country Church of Hollywood* over the same station. The Reporter series is transcribed by Radio Release Ltd., and the church program by Radio Transcription Company of America.

Lipton Tea on NBC-Red

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea) on May 14 launched a new series of musical programs, featuring Ralph Kirbery, singer, with Al and Lee Reiser, two-piano team, over the basic NBC-Red network, Thursdays, 10:30-10:45 a. m. The sponsor has had the program on WJZ for the past few months and will continue on the station for an indefinite period, shifting May 11 to 7:45-8 p. m., for its Monday and Friday broadcasts. Frank Presbrey Co., New York, has the account.

This station serves 150,000 homes in North Carolina with "good measure" coverage in South Carolina and Virginia.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

HOLLAND FURNACE Co., Holland, Mich., on May 16 broadcasts one time only *Holland Tulip Festival* on four Mutual stations, Saturday, 3:15-3:30 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

PILLSBURY FLOUR MILLS Co., Minneapolis on June 1 starts *Today's Children* on 36 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

MANHATTAN SOAP Co., New York on June 3 starts *Wife Saver* on 16 NBC-Red stations, Wed. & Fri., 11:30-11:45 p. m. Agency: Peck Adv. Agency, N. Y.

ISOLA LITHOGRAPHING Co., New York (sacred pictures) on May 3 starts *Ave Maria Hour* on 2 Mutual stations (WOR, CKLW), Sundays, 4-4:45 p. m. Agency: James R. Flanagan, N. Y.

CLAIROL Inc., New York (oil shampoo tint) on April 30 started for 52 weeks *Women in the Headlines* on 2 NBC-KPO stations Thursdays, 5:00-5:15 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Renewals

CROWN OVERALL MFG. Co., Cincinnati (Crown overalls) on May 14 renews *Pleasant Valley Frolics* on Mutual network (WLW, WOR, WGN), Thursdays, 7:45-8 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

UNITED STATES TOBACCO Co., New York (Dill's Best and Model smoking tobacco) on June 1 renews *Pick & Pat* on 53 CBS stations, Mondays, 8:30-9 p. m., with rebroadcast at 11:30-12 p. m. Agency: Arthur Kudner Inc., N. Y.

B. T. BABBITT Inc., New York (Bab-O cleanser) on May 25, renews *David Harum* on 20 NBC-Blue network stations, Mondays through Fridays, 1045-11 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on June 1 renews *Voice of Firestone* on 68 NBC-Red stations, Mondays, 8:30-9 p. m., repeat at 11:30 p. m. Agency: Sweeney & James Co., Cleveland.

Network Change

STERLING PRODUCTS Inc., New York (Phillips Magnesia toothpaste) shifts debut of the *Melodiana* on NBC-Blue network to May 25, 8:30-9 p. m.

Lysol Sponsors Drama

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J. (Lysol) on May 4, took over sponsorship of *The Life of Mary Sothern* heard on an independent network of four stations, originating at WLW. WLW, WGAR and WCAE take the program at 4:15-4:30 p. m. (EST) with repeat for WGN at 12:15-12:30 p. m. (EST). Program is broadcast five days a week, Mondays through Fridays. Heretofore the program had been under the sponsorship of another Lehn & Fink product, Hinds Honey & Almond Cream. Lennen & Mitchell Inc., New York, has the Lysol account.

The Nation's Leading Radio Advertisers Regularly Use
WPTF RALEIGH NORTH CAROLINA
for effective coverage of
NORTH CAROLINA

Hearing to Effect Broadcast Future

Technical Data to Guide FCC On Television, Says Prall

THE FCC should not "put any obstacle in the way of television's logical, evolutionary development and ultimate application to the service of the public," Chairman Anning S. Prall stated May 5 at a dinner held in Washington by the International Communications Committee.

The June 15 technical hearings, he said, is deemed important by the FCC "because, for the first time in history, the Government and private enterprise have an opportunity for cooperative planning and the avoiding of economic pitfalls, which by reason of lack of intelligent planning, might occur."

Effect on Industry

ALSO at the technical hearings, Mr. Prall added, the FCC has still another chance to do something that never has been done before in the communications field, namely, "to consider the effect of future technical development upon present business enterprise. By this I mean that we may be able to foresee trends and the possible effect upon existing industries.

"As a concrete example, what effect, if any, would successful television have upon the existing broadcast industry, both from manufacturing and operating standpoints; also what would be the probable effect of successful television upon the motion picture industry; and again, what effect would successful facsimile have upon the newspaper industry.

"At this time I do not wish to infer that there will be any detrimental effect. It may be entirely probable that we will find that the effect will be most beneficial. In any event, at the June 15 hearing we should be able to tell better how to provide for whatever effects these developments may have."

Sponsors Holland Festival

HOLLAND FURNACE Co., Holland, Mich., is sponsoring a description of the famous Holland Tulip Festival on Mutual, May 16, 3-3:30 p. m. The first 15 minutes will be commercial with the remainder as a Mutual sustaining feature. Holland Furnace Co. will pay wire charges for the entire half-hour. Engineering details will be handled by WGN, Chicago, which is to assign the announcer. The festival runs from May 16-24. Ruthrauff & Ryan Inc., Chicago, placed the account.

For effective coverage
of
NORTH CAROLINA
WPTF RALEIGH NORTH CAROLINA
Represented by Free, Johns & Field Inc.
Write for WPTF folder and map

Over 150,000 Homes
in
NORTH CAROLINA
Await your message over
WPTF RALEIGH NORTH CAROLINA



John M. Lassing, Agent
The Pure Oil Company of Tennessee

"Campaign Tremendous Success" Says Pure Oil Agent

When dealers grow enthusiastic about the results of a radio campaign it isn't hard to find the reason. *They see a marked increase in their daily business returns.* And this is what Mr. Lassing, Agent of the Pure Oil Company of Tennessee, has to say about dealer reaction to the Pure Oil campaign over WSM:

"After checking results thus far we can safely say that the current Pure Oil Campaign over WSM is a tremendous success throughout our entire territory. Our dealers are for this radio campaign one hundred per cent. And after all the dealers know what brings them in and what sells them."

Ask* your *dealers and jobbers about WSM's sales influence in the South.

WSM **50,000 WATTS**

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice —offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT

Jersey City, Northern New Jersey

Advisory Council Of NBC Informed Of 1935 Progress

Promotion of Public Welfare And World Peace Reviewed

NBC progress during 1935 was reviewed at a meeting of the network's Advisory Council, held early in May, in a joint report by M. H. Aylesworth, board vice chairman and former president, and Lenox R. Lohr, present NBC president. Concrete advances in all phases of radio were received, particularly in education, public affairs, music, religion, news dissemination, advancement of speech and rural programs.

The network's position on the controversial problem of political broadcasts was stated in this fashion: "The discussion of politics likewise deserves some separation due to the different light shed on the subject before and after nominating conventions have selected candidates for office.

"Until the National Conventions of the various parties take place, it is necessary for us to make that separation clear and distinct. With the facilities at our command we endeavor before such conventions to present as fairly as is humanly possible both sides of public issues discussed in and out of Congress or of State legislatures or even city assemblies.

"After the nominating conventions, we adhere to the same rule with this exception—that we allocate and sell time to political organizations or candidates who wish to use it for reaching the people.

"This policy, in contrast to other countries where political discussion is limited either to relatively few hours divided according to party strength or simply to one party, as is the case in totalitarian states, brings out again the principle of freedom under the American system, found nowhere else in the world."

"During the year the question of freedom of the air or the use of broadcast facilities for the free expression of opinion has again become a matter of deep concern," it was stated. "Those who demand unlimited 'freedom' must not forget that their very demands for such a privilege may result in an abuse of license which may bring undesirable restriction . . . Among all the countries of the world freedom of speech by radio is less restricted in the United States than elsewhere. By its wise use and not its abuse, it will remain so."

International Good-will

THE report referred at length to the work done by the NBC in promoting international good-will during the past year. This was done through the re-broadcast of foreign programs and the re-broadcast in Europe of special programs from America—all designed to provide a better understanding of foreign peoples.

Alluding to the radio as a powerful instrument of peace, the report said:

"Radio broadcasting has notably served the people of the United States in awakening their interests and loyalty to their fellowmen and country. Whether in the crowded city, the countryside or on the seacoasts of the Atlantic and the Pacific, people have been drawn closely together in friendly relationship and with a better understanding of their common problems and great opportunities in this peaceful and promising land.

"Fortunately, radio broadcasting extends beyond the boundaries of our peaceful country into the great world of other peoples. The voices of great statesmen call for peace. The music of all countries comes more and more into the homes of the people of the entire world with the harmony of human understanding."

Members of the Advisory Council who attended the meeting were: Owen D. Young, chairman; Newton D. Baker, Ada Comstock, Walter Damrosch, Francis D. Farrell, James G. Harbord, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Mr. Sarnoff and Felix M. Warburg. Paul D. Cravath, Henry Sloan Coffin, Robert M. Hutchins, Elihu Root, John W. Davis, and William Green, were unable to attend the meeting.

Kipke Seeks Station

HARRY KIPKE, former All-American football star, and football coach of University of Michigan, on May 12 filed with the FCC an application for a new broadcasting station at Ann Arbor, Mich., where the university is located. He asked for assignment on 630 kc., daytime only with 250 watts. It is presumed the station, if licensed, would be operated privately but would be associated with Michigan athletic and school activities.

Uvalde C. of C. Refused Mexican Program Grant

FURTHER indication of the FCC campaign to block operations of so-called "renegade" border stations was given May 5 when the Broadcast Division denied the application of the Chamber of Commerce of Uvalde, Tex., to transmit special programs by remote control over XEPN, Piedras, Negras, Mex., for a two-day period.

That there will be increased activity of Mexican border stations this year was indicated in a report of the International Broadcasting Union, in Berne, that Mexican authorities had notified it of the building of eight additional stations for 1936. Among these was one listed at 150,000 watts at Villa Acuna, across from Del Rio, Tex., on 630 kc., a channel shared between Canada and the United States. XER is the station with which Dr. John R. Brinkley has been identified, and is listed now as operating on 840 kc. with 75,000 watts. The other five stations are listed for interior assignment with comparatively low power except for XEQ at Matamorow, which is listed with 5,000 on 1010 kc.



WE HAVE THIS MAN'S EAR

• Here is a big ear for news of the products you have to sell — and a big purse with which to buy. It's the ear of the KMA Country. First in fertile lands and farm income, the KMA Country is tuned to KMA by a listening habit of over ten years. It is reached effectively by no other medium. KMA has the confidence of its two million farm and small town people. KMA will win this market for you. Every assistance in carrying out merchandising campaigns. Write for complete details.

Plant Your Sales Story Where Results GROW!

KMA SHENANDOAH IOWA
930 KILOCYCLES · 2500 WATTS

The KMA COUNTRY
A great area in the corner of 4 of the nation's leading agricultural states.



WILSON-DALTON-ROBERTSON · Kansas City · Chicago · New York

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Speak to Twice As Many Prospects

During June, July and August the population in Asheville and Western Carolina more than doubles! Tourists — free-spenders— are here by the thousands! WWNC is the sole blanket radio coverage of this live, summer market. Let's plan your campaign, NOW!

Review of KVOS Ruling Opposed in A.P. Brief

DENIAL of the plea for review of the decision of the lower court granting an injunction against KVOS, Bellingham, Wash., for alleged "pirating" of news was urged upon the U. S. Supreme Court May 5 in a brief filed by the Associated Press, respondent in the original action.

After winning in the Federal District Court in Seattle, KVOS suffered a defeat when the Circuit Court of Appeals in San Francisco, reversed the lower court and held that broadcasting stations have no right to broadcast Associated Press dispatches published in its member newspapers, once they are printed and distributed. On April 7, KVOS, through attorneys Clarence C. Dill, former Senator, Kenneth C. Davis, of Seattle and William H. Pemberton, of Bellingham, asked the Supreme Court to grant a writ of certiorari, to review the decision of the appeals court.

Under Supreme Court procedure it will announce, presumably prior to the summer recess, whether it will accept the petition for review. Should it accept jurisdiction, arguments will be heard at the next term of the court in October.

NBC Socialist Broadcasts

NBC will stage four broadcasts from the National Socialist Convention, starting May 23 at Cleveland. Announcing and engineering details will be handled by the staff of WTAM, Cleveland. Two broadcasts will be carried on the Red network and two on the Blue.

For Doubleheaders

HARVARD BREWING Co., Lowell, Mass., is sponsoring quarter - hour transcription programs between all doubleheader baseball games of the Boston major league teams on WNAC, WFEA, WLBZ, WORC, WLLH and WNBH. General Mills and Socony-Vacuum Oil Co. sponsor Boston games on alternative days. Charles W. Hoyt Adv. Agency, New York, is the agency.

KFEQ Newspaper Operated

WITH the purchase of a substantial stock interest in KFEQ, St. Joseph, Mo., by the St. Joseph *News-Press* and *Gazette*, the station has appointed Mitchell, Ruddell & Rudden Inc., newspaper representatives in New York, Chicago and Kansas City, to represent it, and now becomes newspaper operated. The former manager of the station, John L. Scroggin, has been succeeded by S. R. Douglas as vice president of KFEQ Inc. Other officers are Barton Pitts, president and treasurer and also station manager, and Beverely Pitts, secretary. Station personnel and policies remain the same, but the newspaper has taken over all newscasts. Control of the station was not involved in the transaction, since only Mr. Scroggin's minority interest was purchased.

THE *Elgin Revue* sponsored on an NBC-Red network will move from Chicago to New York May 26.

RESULTS MEAN RENEWALS



For the third consecutive time, WBAL broadcasts Baltimore's longest commercial program (4 hours).

"PREAKNESS DAY" RACES FROM WBAL!

Listeners will enjoy ALL THE RACES of "Preakness Day" and splendid studio presentations.

IT'S WBAL'S THIRD COMMERCIAL PIMLICO BROADCAST FOR THE AMERICAN OIL CO.

RESULTS BRING RENEWALS

WHEN YOU BUY WBAL
YOU SELL MARYLAND

1060 kcs. **WBAL** 10,000 Watts

BALTIMORE

National Representative

Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

KFAB PIONEERS AGAIN WITH

"CROSSROADS of THE NATION"

AN ENTIRELY DIFFERENT DAILY RADIO PROGRAM

Every day, by Car—Train—Bus and Airplane, hundreds of cross-country travellers pass through Omaha—The Crossroads of The Nation. And for 15 minutes every day, from Union station, bus depot, airport and highway—KFAB interviews these travellers in a perfectly timed, four-point remote control broadcast.

MUNICIPAL AIRPORT



"Yes, this is my fifth trip cross-country by air. I am from New York."

OMAHA BUS DEPOT



"I've come all the way from Mexico by bus—and going on to Canada."

Ready to Start

Introducing the Travellers of a Nation to the Radio Listeners of the Middle-west.



Ten Announcers and Engineers Take Part Every Day in This New KFAB Feature Program.

THE UNION STATION



"This is my first trip through Omaha and here I am met by a mike."

MISSOURI RIVER BRIDGE



"Just driving the family out west for a little vacation trip."

The "Crossroads" Crew

KFAB

OMAHA — LINCOLN

KOIL Omaha-Council Bluffs

KFOR Lincoln

CENTRAL STATES BROADCASTING SYSTEM

THIS NOTICE CONCERNS STATION MANAGERS

At political time rates one or both political clubs in your field of coverage may sponsor the following campaign plan.

Congressional candidates now in Congress desiring an early start will make Electrical Transcriptions through our facilities for release through stations located in their home districts.

These transcriptions are on *NO SCRATCH*, Black Acetate; available to the clubs free of charge in most instances.

Time limitations on this type of business make it advisable to act at once.

U. S. RECORDING CO.
633-635 Earle Building
Washington, D. C.

TRANSCRIPTIONS

STANDARD RADIO Inc., Hollywood transcription firm, early in May transcribed 50 additional titles of the *Sons of the Pioneers* available to subscribers to this series. On May 10 they began to record a series of 39 three-minute comics known as *Oscar & Elmer*, to be used as straight three-minute programs or as five-minute spots by using theme music and commercials. The series will be distributed independently of the regular Standard transcription library service.

FIRST annual sales institute of Universal Microphone Co., Inglewood, Cal., will be held June 4-7 for its factory representatives. Instruction will include having each representative assemble a complete microphone and recording on instantaneous discs.

FENTON EARNSHAW, who went to London six months ago to establish a London office for Earnshaw Radio Productions, Hollywood transcription firm, arrived in Montreal early in May on his return to Hollywood. He will spend six weeks visiting stations before finally arriving in the West. William Betting, sales manager of the firm, left early in May on a business trip through Arizona, Texas, Oklahoma, Kansas and Nebraska.

KEN HALL, 150 Regent St., London W 1, has been appointed London representative for Earnshaw Radio Productions, Hollywood transcription company.

EUGENE DURUE, sound engineer with Associated Cinema, Hollywood, has returned from a three-month trip to Paris where he studied sound on film for radio purposes. Mark L. Gerstle Jr., son of the president of Associated, was seriously injured recently in a plane accident. E. E. Brown, formerly with De Soto Motors in the East, on May 1 became general sales manager of Associated.

Radio Aids Police

THAT radio is proving its value in the Chicago traffic court is evidenced in a report issued to the effect that in 1934 some 25,000 traffic violators ignored arrest or had their police tickets "fixed" by small time politicians. In 1935 ticket fixing was wiped out. Only 6,430 violators attempted to evade trial — an 80% reduction, and traffic fines collected by the city increased $100,488. On May 4, WBBM, Chicago, resumed the Monday night traffic court broadcasts, 7:00 to 7:30 p. m. EST. This announcement was made by Judge John Gutknecht, who has broadcast actual trials of traffic violators for 18 months. The Monday broadcasts are in addition to the regular daytime schedule, 10:15 to 10:30 a. m. EST.

MACGREGOR & SOLLIE, transcription company, which on May 1 moved its headquarters and recording studios to Los Angeles, through retaining a skeleton organization in San Francisco, next month will start enlargement of its extensive new quarters at 729 S. Western Ave., Los Angeles. The improvements will include an extension of the mezzanine floor with new offices and clerical space.

ELECTRO-VOX Recording Studios, Los Angeles, on May 15 moved to 5546-8 Melrose Ave., Hollywood, opposite the new NBC studios, and will continue to make air checks on instantaneous discs and produce transcriptions.

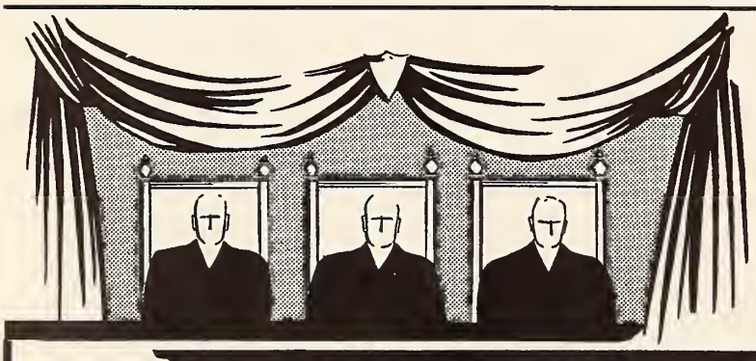
C. C. McINTOSH, office manager for R. U. McIntosh & Associates, Los Angeles transcription firm, resigned May 5 and left for Houston, Texas, to enter the general advertising field.

WDRC Opens Studios

WDRC, Hartford, CBS-outlet, on May 16 will dedicate its new studios located atop the Hartford-Connecticut Trust Co., one of the city's tallest buildings. The entire plant, from transmitter to studios is entirely modern, with the installations supervised by WDRC and CBS architects and engineers. The station was licensed in 1922 and is the oldest existing outlet in the state. Transmitter and control room are latest high-fidelity Western Electric, and WE "eight ball" microphones have been installed. Opening of the studios climaxes a complete program of reconstruction which began with the installation of the 5,000-watt WE transmitter and a 300-foot steel radiator.

Sweetheart Soap on NBC

MANHATTAN SOAP Co., New York (Sweetheart soap) will begin a new series of household hints titled *Wife Saver* over 16 NBC-Red stations on June 3, 11:30-11:45 a. m., Wednesdays and Fridays. Program is signed for 52 weeks. Peck Adv. Agency Inc., New York, placed the account.



GOVERN YOUR SALES WITH THE

*** MISSOURI TRIUMVIRATE

Local, national and regional radio advertisers are keeping their sales on the UP in Missouri by governing their sales with radio advertising on these three stations.

Our present advertisers have a definite judgment advantage in that they have felt the "pull" of the "Missouri Triumvirate". They realize that it isn't possible to secure maximum results without using a schedule on these three stations.

FOR RATES AND COVERAGE DATA WRITE ANY STATION LISTED BELOW

KWTO-KGBX • KCMO • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS

WOL

The ONLY station in the Nation's Capital carrying *Department Store Programs.*

WASHINGTON, D. C.

RADIO ADVERTISERS

GENERAL BAKING Co., New York (Bond bread) makes up lists, including radio, in June and January. Batten, Barton, Durstine & Osborn Inc., New York, is agency. Appropriation, $1,000,000.

WM. G. BELL Co., Boston (seasoning) makes up lists, including radio, in June. Churchill-Hall Inc., New York, is agency.

MACK TRUCKS Inc., New York, makes up lists, including radio, in June. Agency is McCann-Erickson Inc., New York.

K. A. HUGHES Co., Boston (proprietary) has placed its account with Wylie B. Jones Adv. Agency, N. Y.

GLAME Inc., New York, is advertising through Franklin Bruck Adv. Agency, that city.

McCOY'S PRODUCTS Inc., New York, has named Wylie B. Jones Adv. Agency, New York, as agency for its Vannay reducing tablets.

FARMER SEED & NURSERY Co., Faribault, Minn., is placing its account through Klau-Van Pietersom-Dunlap Associates, Milwaukee.

AMERICAN GAS ASSN., New York, has appointed McCann-Erickson Inc., New York, to service its account.

HUMBOLDT MALT & BREWING Co., Eureka, Cal., has appointed J. Walter Thompson Co., San Francisco, to service its account.

ANTROL LABORATORIES, Los Angeles, has selected J. Walter Thompson Co., Los Angeles, as its agency.

PASADENA PRODUCTS CO. Inc., Pasadena, has shifted its account to John F. Roberts & Associates, Los Angeles.

CERTIFIED Master Shoe Rehuilders Assn., Boston, has appointed Frank E. Dodge & Co., Inc., Providence, R. I., to handle its advertising.

RIESER Co. Inc., New York (Venida hair beautifiers, etc.) has appointed Franklin Bruck Adv. Corp., New York, to handle its advertising.

HULBURT'S FRUIT PRODUCTS Inc., New York (orange juice) has placed its advertising with Hirsch-Turpen Inc., N. Y.

KAY DIRECTED ADVERTISING, San Francisco, has moved from the Russ Bldg. to larger quarters at 155 Sansome Street, that city, and changed its name to S. L. Kay Inc.

STANLEY RESOR, president of the J. Walter Thompson Co., New York, on the West Coast to inspect the agency's enlarged Hollywood radio production unit, spent several days in San Francisco early this month conferring with R. Lynn Baker, vice-president in charge of the Pacific Coast offices. With him was Henry M. Stevens, vice - president of the agency, from New York. The new Hollywood office, which is housed in its own building, has 27 employes engaged exclusively in the production of radio programs.

CHARLES E. MORIN, formerly account exeutive of KFRC, San Francisco, has been appointed manager in that city of the Northern California offices of Package Adv. Corp., New York (Lyon Tissue Booklets), which have been established in the Hearst Building.

IDE PACKING Co., Oakland, Cal. (mayonnaise), thru Ryder & Ingram Inc., Oakland, is conducting a Pacific Coast campaign, and along with newspapers is using spot announcements on KLX, KWG and KERN.

A SPECIAL eight-page section in the *Memphis Press - Scimitar* on April 25 was devoted to the dedication of the new WREC, CBS outlet in that city, on the following day. Head of station is Hoyt B. Wooten, its president and founder.

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

☐ Two years for $5 ☐ Check is enclosed

☐ One year for $3 ☐ Bill me later

YEARBOOK Number Included

NAME _____

ADDRESS _____

_____

FIRM _____ TITLE _____

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

IRE Awards Medal

PRELIMINARY to its 1936 convention, which was held in the Hotel Statler, Cleveland, May 11 to 13, the Institute of Radio Engineers announced the award of its 1936 Medal of Honor to Dr. George A. Campbell, recently retired Bell Laboratories engineer and inventor of the electrical wave filter. The medal was presented at the convention banquet May 12. In the past it has been awarded to such distinguished radio scientists as E. H. Armstrong, E. F. W. Alexanderson, Guglielmo Marconi, R. A. Fessenden, Lee DeForest, John Stone, Michael I. Pupin, G. W. Pickard, L. W. Austin, J. Zenneck, G. W. Pierce, P. O. Pedersen, G. E. Ferrie, A. E. Kennelly, J. A. Fleming, Capt. S. C. Hooper and B. Van der Pol.

All in the Family

HAROLD GIBNEY, NBC announcer in San Francisco, was married only three months when he discovered that his wife was his stepsister. It happened like this: Gibney's mother, an attractive widow, met Mrs. Gibney's father, a widower—and a romance ensued. The pair were married three months after Harold's wedding. Now Harold's mother is also his mother-in-law; his father-in-law is also his step-father. In fact the in-law problem in the Gibney family is a very complicated affair, according to Harold.

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

●

WSOC Charlotte, N. C.

Dairy to Use Radio

SAMBO DAIRY PRODUCTS Co., Brooklyn, plans to use radio during the summer in the interest of their prepared chocolate drink in glass bottles for home use. In the past it has been sold through soda fountains but this year also will be distributed to the grocery trade. No definite media plans will be made until June. W. I. Tracy Inc., New York, has the account.

RCA Quarterly Income

NET PROFIT of $1,286,691 was earned during the first quarter of 1936, David Sarnoff, RCA president, announced May 2, a decline from the 1935 figure which amounted to $1,292,649. Surplus as of March 31 was $13,256,642 as against $10,185,638 in 1935.

FTC Radio Cases

(*Continued from page 7*)

mission commenced this character of scrutiny on July 1, 1934," he began. Prior to that time the Commission did not undertake to handle radio advertising unless they received a formal application complaining from some source. Then it was a difficult situation to handle because somebody would write in that a certain advertisement had gone over, and they would undertake to recite it, and then we would have difficulty in getting it accurately.

"In the meantime, the Commission was receiving a good deal of complaint for not scrutinizing radio advertising more. As you know, there has been a tremendous development in the radio broadcasting field. When you remember that the first broadcast license was issued in 1921, and that was only an experimental license, you have some conception of the marvelous growth in broadcasting, and in the public interest, including radio advertising over the radio.

"The newspapers particularly complained that they had no objection to our scrutinizing newspaper advertising, but they thought the same thing ought to be done with respect to radio. We were criticized in the Senate, and otherwise, for it.

Requested by Stations

"SO FINALLY we had a conference with the radio executives, and they wanted us to do it. They took the position that all of the better-class radio stations and the broadcasting associations did not want to broadcast false and misleading advertising, that they realized that their asset was based on the confidence of the listening public, that they wanted to retain it, and wanted us to help to do it.

"The National Association of Broadcasters sent out communications to all industry asking them to comply with this request. We have had 100% cooperation from them all down the line."

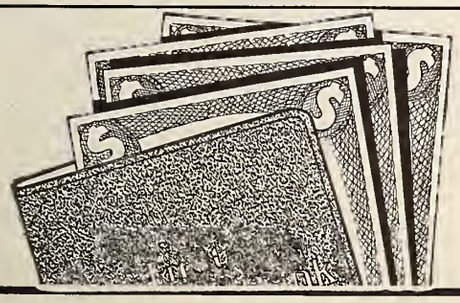
Referring to the recent FTC action in ceasing the practice of sending stations a waiver to sign in each case where an advertiser agreed to revise its claims, Mr. Davis said:

"We were so busy that we announced that we were going to suspend sending these waivers to the radio stations, and the radio stations registered quite a kick on that. We have sent them notice every time, but not the formal waiver, and yet they kick on our stopping the waiver they had signed."

At the time the FTC stopped sending formal waivers to stations, no explanation could be obtained at the Commission although it was reported that newspapers had protested against the practice alleging possible interference with freedom of the press.

Isola on Mutual

ISOLA LITHOGRAPHING Co., New York (religious pictures) on May 3 began a new series of dramatized programs on the lives of the Saints over two Mutual stations (WOR, CKLW) 4-4:45 p. m. Program is signed for 13 weeks. J. R. Flanagan Adv. Agency, New York, has the account.



NEBRASKA has the "Jack!"

Nebraska tops all the other important agricultural states in Farm Income, Per Capita!

Nebraska is near the top of all states in Per Capita Wealth!

That's why national advertisers, by scores, continue to report — "Our spot radio schedules show Nebraska is high for results — low for inquiry cost!"

May we send you complete facts about the rich Nebraska market — and proof of radio's remarkable pulling power in this state? Write the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr., and Co. Bluffs, Ia.	KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.	KGBZ York, Nebr.	KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.	KMMJ Clay Center, Nebr.	KGNF North Platte, Nebr.

'NO, THANKS, WE'VE A DATE WITH KEX'



Today—KEX, Oregon's most powerful Radio Station, vies with her sister, KGW, for the "ears" of local listeners!

Because, today, KEX now carries the entire selection of NBC Blue Network programs, plus a wide range of the finest local productions, produced by our experienced and competent production and talent staffs.

KEX has the finest program facilities for producing studio programs of every description—and one may always listen to an outstanding "local" show every night. Here are a few locally produced programs that cause many "stay-at-homes" on the nights they're broadcast:

1. Homicide Squad
2. Covered Wagon Days
3. Everybody Sing
4. Blue Flame Review
5. Hands of Lightning
6. Oregonian on Review

And there are many, many more!

MORE EARS FOR YOUR MONEY in this "AIR-EA"



If you're seeking a "test" program or spot announcements—in a market where per capita wealth and buying power is nearly a third more than the national average—write us today!

KEX
5000 WATTS—1180 K.C.
RADIO SERVICE OF THE OREGONIAN
PORTLAND, OREGON
The ONLY station in Oregon operating on a clear channel

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

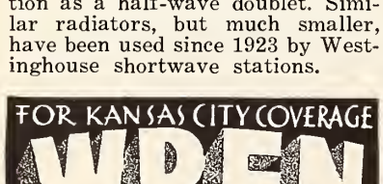
KGW
NBC Red Network—operating on 620 K.C.: 5000 watts D.T. 1000 watts N.T. The pioneer station of the Pacific Northwest—operating on full time schedule.

General Mills Series

GENERAL MILLS Inc., Minneapolis, on June 1 will start its new *Gold Medal Hour* on a CBS network, Mondays thru Fridays, 10-11 a. m. The program each day will provide an hour of entertainment and household helps. A clinic for discussion of radio problems will be included. Other features will be domestic science tips, religious and choral music, drama and musical drama. Blackett-Sample-Hummert Inc., Chicago, is the agency.

New KDKA Radiator

KDKA, Pittsburgh, will operate from a new vertical radiator, order for which has been placed by Westinghouse Electric & Mfg. Co. with Truscon Steel Co., Youngstown. The new radiator will consist of a slender triangular steel mast with two sets of guys and will be 710 feet high. The entire weight will be supported on a single Westinghouse porcelain insulator 18 inches in diameter. The tower will be broken by insulators at the halfway mark, permitting its operation as a half-wave doublet. Similar radiators, but much smaller, have been used since 1923 by Westinghouse shortwave stations.



'Original' Aunt Jemima Gets $115,000 Verdict

TESS GARDELLA, popularly known as Aunt Jemima, was awarded a verdict of $115,000 by a jury in U. S. District Court in Brooklyn with Judge Matthew T. Abruzzo presiding. The defendants were NBC, General Foods Corp., and Log Cabin Products Co., a subsidiary of General Foods. The action was an outgrowth of the Log Cabin syrup program on NBC last fall. The plaintiff claimed the sponsor offered her a contract to broadcast on the program but differed as to salary. The sponsor, the complaint continued, put the show on the air nevertheless with another singer taking the role of Aunt Jemima. The plaintiff further claimed that her professional reputation was injured by the performance of the substitute.

This is the first suit of the type to be tried in this country. The defendants in their presentation traced Aunt Jemima's back beyond 1878. They had a witness in court that testified as to the above date.

As BROADCASTING went to press the defendants were before the court asking for a motion to set aside the verdict as being excessive and against the weight of evidence. The defense attorney also stated that if the motion is not granted an appeal will be taken or a new trial asked.

MARTIN GOSCH, formerly publicity director of WFIL, Philadelphia, has joined the performing rights licensing division of Warner Bros. music companies.

NO SPICK ENGLISH

Italian Program Gets a Gratis Newspaper Boost

WPRO, Providence, R. I., awoke one morning last week and rubbed its eyes in amazement mingled with glee. On the front page of the local morning newspaper was the story of a parade of 5,000 Italian citizens, whooping it up for Mussolini and the capture of the Ethiopian capital.

The celebration occurred the night before. The newspaper stated that the "only official announcement of the demonstration was given at 5:30 o'clock by radio in the Italian language." WPRO knew all along that Italians were listening to their daily language program at 5:30 o'clock, but was surprised that 5,000 would respond to the drum-beating announcement over the air, in so short a time.

LAUNDRIES RENEW JOINT PROMOTION

A NATIONWIDE radio series sponsored by the laundry industry is only a matter of time, judging by the growing number of local laundry programs, J. M. Thacker, president of *Laundry Age*, told the 17th annual convention of the New Jersey Laundry-owners Association May 1 at Atlantic City.

The Association, which has just renewed its successful series on WOR, Newark, was complimented on the radio series program by Joseph E. Hanson, executive vice president of Frank Presbrey Co., New York agency. Acceptance for laundry service is being created, he said, which would be of incalculable value from a dollar-and-cents standpoint. Association members do about 80% of the laundry business in New Jersey.

Mr. Hanson described radio as a vital factor in daily life. Referring to the political campaigns, he said that the future of the nation depends on radio and predicted broadcasting will have its biggest summer in history this summer. The Presbrey agency handles the Association's account.

WSPD, Toledo, has started an autograph book for famous personalities who broadcast from the station.

Network Programs Listed For Great Lakes Exhibit

TOP RANK programs of the networks will step into the festivities of Cleveland's Great Lakes Exposition this summer to broadcast from the "world's largest studio." Line charges and pick-up costs are being absorbed through a blanket agreement between the Exposition and NBC, CBS and Mutual networks. Cleveland's stations, WTAM, WHK, WGAR and WJAY will cooperate, providing features daily.

Among the programs already set down for definite dates are Fibber McGee & Molly, July 6; Irene Rich, July 7; Uncle Ezra and his 5-watter, July 13; Paul Whiteman, Sept. 6; Popeye, opening Wheatena's fall and winter series, during the week of Sept. 7; Ray Perkins, broadcasting regularly for Sohio starting ten days before the opening and continuing thru the 100 days; Louis Rich, appearing regularly, and Angelo Vitale.

Tribute to Willson

MEREDITH WILLSON, NBC western division musical director, has dedicated his newest composition *Symphony No. 1 in F Minor* to Lew S. Frost, NBC western division program manager, and Frederick W. Pabst, northern California general manager of the Don Lee network, both of San Francisco. Willson as guest conductor with the San Francisco Symphony Orchestra at an afternoon concert in the War Memorial Opera House in that city recently, presented the composition for the first time and at conclusion of the symphony was recalled five times for bows. It was his first appearance before a concert audience as conductor of a full symphony orchestra. Although he has 22 published compositions and innumerable theme songs to his credit, the symphony is the first composition in this form which he has written.

IN TEN weeks American Washing Machine Mfrs. Assn. received 26,003 requests for a free offer of its *Household Hints* booklet as a result of its five-minute program thrice weekly on WOR, Newark.

NBC is planning to broadcast the closing session of 74th Congress.



THE rapid advance to broadcasting perfection finds WJJD in the front rank. The move in transmitter location, as indicated, increases our signal strength in Chicago as much as 400%. With WJJD as your advertising medium in Chicago, you receive the type of broadcasting service which you would expect from only the super-power, clear channel stations—and from WJJD at rates so reasonable that they definitely provide the largest audience per dollar spent in the Chicago market.

SPECIAL ANNOUNCEMENT
WEED & CO.
NATIONAL REPRESENTATIVES

Known to time buyers in the East for conscientious service. Call on Weed & Company for information about WJJD effectiveness. 350 Madison Ave., New York City. Telephone No., Vanderbilt 3-3648.

WJJD
20,000 WATTS
CHICAGO'S LARGEST INDEPENDENT RADIO STATION
201 N. WELLS ST. CHICAGO, ILL.



TWO Markets at the Price of ONE

Tacoma and Seattle are two intensive city markets which KVI covers at ONE cost. Transmitter located midway between the two cities gives splendid reception in both Seattle and Tacoma. 1000 watts, 570 kc.

Pioneer CBS Station in Pacific Northwest

Expense Accounts Of Commission in Canada Scrutinized

Heavy Spending of Funds Paid In Set Taxes Arouses Protest

By JAMES MONTAGNES

THE CANADIAN Radio Commission, never popular with listeners, received another setback in public opinion, when expenses of executives were revealed at the resumed parliamentary radio probe. Rooms at $20 a day and meals $10 and $11 a day for program directors and members of the commission were revealed in a questioning of the commission accountant, W. R. Mortimer, who stated that excessive accounts had been passed despite his objection. The revelation has been used editorially by the daily press which remarks that these accounts should be gone into in more detail, since the annual $2 radio tax paid by all listeners is already the most grumbled about tax on the books.

The inquiry was mainly busy since its recess with the political broadcasts of the last election. The Musicians' Federation of Canada and the Musicians' Federation of Montreal complained that the commission was not keeping its agreement on the payment of union wages, non-union organizations, especially military bands, being paid less than agreed rates. Payments of the Conservative party election broadcasts were gone into.

* * *

More News Programs

THE CANADIAN Press at its annual meeting at Toronto arranged to supplement its daily evening ten-minute news broadcast with three day-time broadcasts to be prepared at the Toronto head-office of the Canadian Press, and to be offered radio stations free except for transmission cost. The bulletins must not be used with sponsored programs.

Members affirmed the stand of the board of directors that in the national interest an accurate and unbiased day and night service of news on the air be made available to the Canadian public as an alternative to foreign broadcasts. The meeting welcomed the assurance of the president that the parliamentary radio committee had received sympathetically the request for continued protection of the Canadian Press and its members against theft of their news by radio stations.

* * *

FRANK RYAN will be the new managing director of CKLW, Windsor, controlling interest in which was recently purchased by Canadian broadcasters headed by E. S. Rogers of CFRB. Mr. Ryan was with Cockfield, Brown & Co. Ltd., advertising agency.

* * *

HERBERT MOORE, president of Transradio Press, told the Parliamentary radio committee May 7 that the recent request and offer of more free bulletins of the Canadian Press appeared an attempt to keep his service off the air, and make a monopoly for the Canadian service. J. F. B. Livesay for the Canadian Press stated at the same hearing that his organization did not ask a monopoly or that Transradio Press be kept off the air.

N. A. B. ENDORSES PUBLIC DOMAIN

●

We congratulate Mr. James W. Baldwin and his committee on their three-point program set-up in the establishment of a "Bureau of Copyrights." Particularly do we direct attention to point two of this program—

"CREATE A STANDARD LIBRARY OF MUSICAL COMPOSITIONS, TAKEN, FOR THE MOST PART, FROM THE PUBLIC DOMAIN OF MUSIC."

PUBLIC DOMAIN MUSIC has been the specialized work of the executives of Langlois & Wentworth, Inc. for the past three years. Through their efforts, and the efforts of outstanding copyright experts and legal authorities employed by them, there has been assembled and recorded the most comprehensive and practical library of PUBLIC DOMAIN MUSIC in the world.

During the last twelve months radio stations throughout the United States and Canada have broadcast over 26,000 separate quarter-hour periods of commercial programs produced by Langlois & Wentworth, Inc.—not one program of which contained so much as one bar of copyright music.

To facilitate further the use of PUBLIC DOMAIN MUSIC, there was organized in 1935 Lang-Worth Feature Programs, Inc., a division of Langlois and Wentworth, Inc. which announced and produced a complete library of quality transcriptions, composed entirely of PUBLIC DOMAIN MUSIC.

As a further development there has been purchased at great expense many original popular melodies which have been made a part of this service.

The Lang-Worth Planned Program Service now comprises well over 500 individual selections — all of them rich in entertainment—all of them warranted tax-free. New selections are being recorded weekly.

With an inexhaustible supply of PUBLIC DOMAIN MUSIC available, and with a continuously increasing demand throughout the world, the breadth and scope of service ultimately available through Lang-Worth Planned Programs provide a far-reaching advance in the development of the art of radio entertainment.

Public Domain Music Is Vindicated!
. . . welcomed by Station Managers
. . . acclaimed by Advertisers
. . . applauded by the Listening Public

and now endorsed by the Board of the N. A. B.

●

FOR FURTHER PARTICULARS AND AUDITIONS WRITE

LANGLOIS and WENTWORTH, INC.
LANG-WORTH FEATURE PROGRAMS, INC.
420 Madison Avenue • New York

Out of the West to Us!

From Out of the West — 1300 miles from our hitching rack — comes this plea to us: "I wish you would do everything in your power to encourage daylight saving time for Wheeling, so that we can get more of your programs"! And that plea came from Mrs. K. M. Goodwin, away out in Hastings, Nebraska.

◈

WWVA surely must have something on the ball to prompt a request for such co-operation! No, we're not offering Hastings, Nebraska, in our coverage by any means, but we do feel that this incident speaks volumes in favor of what we're doing to produce for our advertisers, — listeners who respond!

◈

Some might call WWVA a "freak"—Then too, we have been repeatedly classified as a "miracle"! But, personally, we favor this far-flung reputation —"The Friendly Voice from Out of the Hills of West Virginia"!

◈

It will pay you to check WWVA's phenomenal service in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Selling Home Service in Home

(*Continued from page 14*)

the ways of educating customers through radio will follow in the discussion of actual radio programs.

When we realize that there are 21,500,000 radio families in the United States, and that at least 16,000,000 of them are already customers of the utilities, it is easy to see why these people are particularly good prospects for the extension of our service through the purchase of improved appliances. Recent statistics have pointed out that radio homes have an income at least twice that of non-radio homes. Certainly then, they constitute the most logical prospects for new business.

How are you going to use this wonderful remedy, which I seem to have recommended as a cure-all for utility ills?

First, consider the radio program for the home service department as an integral part of general sales promotion and public relations plans. With this in mind, the next problem will probably be selection of the time to be used. The best time will depend principally on local conditions. You will probably select the stations which offer the best time at the most acceptable rate. Since the appeal is principally to women, and since daytime rates are lower than night rates, you will probably have to choose between morning and afternoon. You will want to select a time when you think you will be able to catch the most receptive listeners.

In the South, we feel that morning time is preferable because so many women attend meetings or parties after lunch, so we believe that hours between 8 and 11 are well-suited to our purpose. After 8, because the average housewife is busy with breakfast and getting the children off to school before that time, and before 11, since many women particularly in small towns must prepare lunch at home.

The day of the week deserves little consideration, except, of course, Saturday, which is less favorable for an audience than other week days. Two other factors should enter into your selection of time.

Selecting a Spot

FIRST what competing stations offer, and second what kind of a program precedes your own. If the program just ahead is dull and dry, you run the risk of having the radio dial turned to another station before you are even given the opportunity of delivering your carefully prepared speech. You would be wise not to follow a program which deals mainly with subjects similar to those you have chosen. A musical program is always pretty good assurance that you can cash in on the audience the sponsor preceding you has built up and held, provided, of course the music is music and not some of the weird and jarring notes which are ruthlessly ploughed under by some of our ambitious but untrained radio talent.

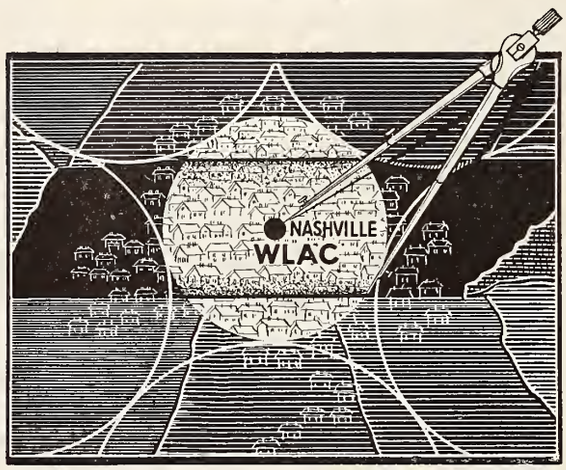
How much time are you going to use? That depends on the amount of money you have available and what you hope to accomplish. But a 15-minute program once a week is a good beginning, and offers an opportunity for you to become acquainted with radio technique and to become familiar with problems peculiar to radio. It's easy enough to expand your radio schedule. It might be embarrassing to cut it down.

Once the problem of the time is settled, you are faced with the still greater problem of what to do with it. The audience you win for your program will not vary directly with the amount of money you spend. Skill is much more important than dollars. The total audience you secure for your program is very much less important than what the listeners think and do after hearing it.

The most obvious solution to fill the time, is a talk by the home service director. Then there are musical programs, dramatic skits, or combinations of all three. Up to this time, we have been talking of radio and home service generally. Here is what our company has done. We began our radio experience with participation in a cooperative cooking school, sponsored by the station and a group of food advertisers. The school was conducted in the auditorium of our building before an actual audience, and half an hour, or about one-third of the program was broadcast. The difficulty with this method was that the demonstration could hardly be paced to be vitally interesting to both an actual and an invisible audience, and we had very little opportunity to include most of the points which we were particularly eager to tell our customers. It was necessary to include a good deal of mention of the products being used, and not enough of the processes of cooking and refrigeration.

Next we tried a series of five-minute spots on a woman's program sponsored by the station, but found them unsatisfactory because we felt the program had no unity of purpose, no continuity of thought. It did, however, give us a clue that proved valuable. We learned that women were vitally interested in oven canning, and had very few sources of information. Requests for the recipes given over the air began to come in, indicating that we were at least barking up the right tree. In replying to these requests, we gave complete instructions for oven canning, and stressed the features of modern gas ranges that make oven canning easy. Later, we devoted a series of six programs to preserving and oven canning.

Last February, we began a series of radio programs on Tuesday morning at 10:45 over WFAA which reaches practically every town in our system. Our purpose was to acquaint the public with the service we offered as counsellors on home problems, to create good will for the company, and to remind our customers of the advantages of the merchandise being featured by our affiliated compan-



A Rich Market thoroughly covered

WLAC

5,000 WATTS

J. T. WARD, *President*

Member Station, Columbia Broadcasting System
Paul H. Raymer Co., National Representatives

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

ies during the period of our programs.

We decided at the beginning that two voices, like two heads, were better than one. So we planned our program in the form of a dialogue between Miss Berry, our home service director, and an inquiring customer. The two voices had the advantage of variety in tone, and offered an opportunity to make the program sound more real and human and less like a lecture. We felt that music would help to brighten the program.

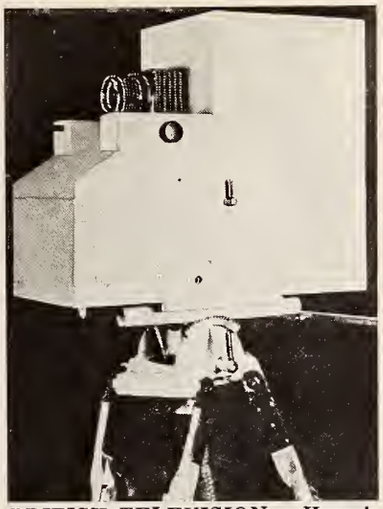
Then we began our series. It happened we were in the midst of a water heater campaign at that time, so we selected our subjects to tie in with the use of hot water. Removing stains with hot water, hot water for house-cleaning, etc. In each program, we offered to send the suggestions free of charge. As these requests came in, we included a copy of our bulletin, *Modern Homemaking*, which bore the same title as the program.

As the series continued, we began to be a little more daring. We devised skits which included the announcer and even the musicians in the dialogue, and the musical numbers were tied in with the general theme of the program. The main purpose of these skits is to include our commercial announcements in a humorous fashion which would nevertheless bring out the advantages of the equipment we were featuring on our merchandise program at the time. These mock melodramas are tied in with any special event which will give us an opportunity to capitalize on subjects already being generally discussed. For instance we based one of our skits on a take-off on Mutiny on the Bounty, with Capt. Bligh in charge. [See sample continuity with this article.] The mutiny for which our sailor was flogged was that he had taken the last drop of hot water and the rest of the crew had to use cold water for shaving. From that point, it was easy enough to slide into an announcement about the advantages of automatic water heating service.

In each program, we have what we call a Mystery Melody, an old time favorite which is played by the staff pianist. We use this musical number to hark back to the dear old days and draw a contrast to the drudgery of old-fashioned homemaking methods and the convenience and economy offered by modern gas appliances.

Radio must be followed through. Take every opportunity you have for telling your customers about your radio program and supporting it as a regular part of the advertising program. Here are some of the ways in which news of your radio program can be carried to your customers: By bill stuffers, a line in all company advertising giving the time, the day and the station, a line on all recipes given out, notices in all bulletins received by customers, on outdoor boards, in street car cards, in window and on counter displays, on envelope stuffers to be included with all requests for information, mention at your actual demonstrations, by a line on metered mail, by notice left by the appliance adjustment man. Advertise your program as extensively as you can before you start and keep everlastingly at it!

Today radio offers a valuable medium for promoting the business you represent, in a manner most suitable for creating confidence and leading to the increased use of our service. A radio station is granted license to operate for the public good. What could be more beneficial than offering information that smooths the difficulties of daily living and creates a desire for higher living standards and for more comfortable homes. Home service workers are prepared by their training and broad experience to offer that information in a friendly fashion to hundreds of homemakers who are eagerly seeking it. Radio offers you an opportunity to be of genuine service both to your customers and company.



BRITISH TELEVISION — Here is the new Marconi EMI "Emitron" scanning camera, mounted on studio tripod.

RADIO LAW CHANGE SOUGHT BY LAWYERS

NEW PRINCIPLES of law, to fit the progress being made in technical radio, would be evolved under a tentatively procedure agreed to by the Committee on Communications of the American Bar Association in Washington May 6 at a meeting preparatory to the annual convention of the American Bar Association in Boston next August.

The Committee considered and tentatively approved a research program over a period of years which would build up a new body of radio law designed to coincide with the advances of radio science. The matter will be raised at the meeting of the Bar Association's annual convention. It will involve a proposal of enlisting the aid of research students at leading universities and law schools to establish a study of the subject.

The Committee which considered the project comprises John W. Guider, of Washington, chairman; Prof. Edwin M. Borchard, Yale University; Douglas Arant, of Birmingham; Bruce W. Sanborn, of St. Paul, and Paul D. P. Spearman, of Washington. Mr. Spearman did not attend due to illness.

Radio and communications law were discussed at a meeting May 6 of the American Foreign Law Association, section of International and Comparative Law, American International Committee on Radio and the FCC Bar Association. Senator Wallace H. White Jr. (R-Me.), Mr. Guider and Howard LeRoy, Washington attorney, were the speakers. The three were in agreement that new basic principles of law would have to be established for communications.

Court Docket Clear

FOR THE first time in several years the radio docket of the U. S. Court of Appeals for the District of Columbia was clear, with the dismissal of the last remaining appeal on May 6. The case was that of the Daily News Corp. of St. Paul against the FCC decision granting the application of Edward Hoffman, merchant of that city for a new station to operate on 1370 kc., with 100 watts, full time. The last remaining obstacle toward operation of the station thus has been removed.

SETTLEMENT of the strike in the New York music publishing industry was effected May 5 with a two-year contract granting closed shop, minimum wages and hours, and a basic price list for arrangers doing piece work.

Mail From
73 TOWNS
in
Northern Illinois
and
Southern Wisconsin
for
ONE SPONSOR
in
less than one month!
We can do the same for you!
WROK
ROCKFORD, ILL.



NEW DEALERS?

ARE YOU seeking new outlets for your products in Montana? Are you trying to build sales for your established dealers?

Use spot radio advertising over KFBB. *It's sure fire!*

KFBB is the ONLY station consistently giving good radio service to an area which includes 47,566 families — with an average annual spendable income of $902.68 per family . . . much higher than the U. S. average.

KFBB with its audience acceptance and audience action can build your dealer organization and keep your sales on the UP.

2500 Watts Day **KFBB** 1000 Watts Night
GREAT FALLS • MONTANA

National Representatives:
JOSEPH HERSHY McGILLVRA
485 Madison Ave., New York; Palmolive Bldg., Chicago.
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles; 1358 Russ Bldg., San Francisco; 3326 Stuart Bldg., Seattle.

WBNX
NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES — EACH OF WHICH IS A BUYING MARKET IN ITSELF.
MARKS THE SPOT
Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".
WBNX—New York *Write For Booklet "Market Coverage"*



YOU'D not buy PART of an umbrella! YOU'VE simply gotta have

Balanced Coverage

..... *and that's what you get in*
NORTHERN CALIFORNIA
when you choose

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

● Yes, sir! **Balanced** coverage! That means that KSFO reception **covers** Northern California in proportion to set ownership. It's interesting. Ask your John Blair man.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager
National Representatives:
JOHN BLAIR & CO.

CBS West Coast Plans Delayed Pending Action By FCC on KNX Shift

PLANS of CBS to enlarge operations on the Pacific Coast are being held in abeyance pending action by the FCC on the assignment of the license of KNX, Los Angeles, to the network, an application for which now awaits action. The purchase price of about $1,300,000 for the 50,000-watt station is being scrutinized by the FCC, and it may be designated for hearing by the FCC this month.

Herbert Akerberg, CBS station relations manager, and Lincoln Dellar, of CBS headquarters in New York, have been on the coast for the last month in connection with expansion plans. Upon acquisition of KNX, the network contemplates enlargement of the available studio facilities in Los Angeles, but it is emphatically stated that up to this time nothing has been done. The CBS officials were in San Francisco during the week of May 11, and conferred with officials of KSFO, KFRC and KROW, presumably in connection with a San Francisco outlet when the KNX ownership change becomes effective.

KFRC, the Don Lee station and present outlet, will not continue on CBS when that network takes over KNX, it has been stated by Don Lee officials. It is expected that more than likely KFSO will become the San Francisco outlet of the network.

Major Radio Bills Await Congress Action

(*Continued from page 7*)

the allegedly fraudulent practices or misleading advertising, but the necessity of proving competition has tended to impede the Commission's operations.

To the advertising media the bill will have an important bearing, if enacted, notably where local accounts are concerned. The broadcasting industry, however, has not expressed itself one way or the other. Other media are concerned particularly over the possibility of a crusade against advertising of products which might strike at "puff" statements and the like.

Senator Wheeler argued on the floor that the bill is not far-reaching. In 99 cases out of 100, he declared, the Commission can show that some competitor is injured under the present law. He referred, however to the now famous Marmola case in which the Commission had tried to stop the advertising and sale of a reducing compound held to be harmful unless prescribed by a physician, but the Supreme Court had concluded that despite the finding that the product could not be used generally with safety, it could not sustain the Commission's cease and desist order because there was no showing of injury to competitors.

Chairman Rayburn declared May 11 he hoped to get to the bill during that week but that the committee was deluged with business. He could not predict any action. There was thought of a hearing on it, perhaps of one or two days, because of the growing opposition. Meanwhile, Trade Commission members are doing everything possible to get enactment at this session.

Davis Repeal Seen

REPEAL of the Davis Amendment appears at this time an almost foregone conclusion. It went through the House Interstate Committee without a murmer of opposition, and was immediately placed on the House union calendar, due for consideration May 18. This is an unanimous consent calendar, and any opposition would automatically put it over until the following Monday.

Repeal of the amendment has been urged by the FCC and the predecessor Radio Commission for four years. It has been a part of the radio law since 1928, and, according to its sponsors, was placed in the Act as a temporary expedient, to prevent the old Radio Commission from running wild on allocations.

Specifically, the Davis Amendment provided that the country be divided into five radio zones, disproportionate geographically, but equal in population. Thus the wide open spaces of the West, sparsely populated, could not accommodate a greater number of station facilities than the densely populated areas of the East. Among the states in each zone there was to be an equitable distribution of stations, power, hours of operation according to population.

It was because of the Davis Amendment that the so-called quota system of allocations so familiar to all broadcasters was set up in 1930. Many stations and station applicants have been denied additional facilities because of infractions of quota, and while the FCC has been inclined to ignore rigid mathematical allocations under quota, it has deterred the granting of many power increases or increases in hours.

Caution Is Advised

WITH THE restrictive provisions of the Davis Amendment out of the way, the FCC will be in position to improve station facilities and license new stations wherever they will work technically. There are few desirable places in the country, however, where new stations of appreciable size can be wedged in without interference.

More than likely, it is believed, the ultimate result of Davis Amendment repeal will be the stepping up of power and hours of operation of existing stations which have been blocked because of quota. It logically follows too that this would help plans under way for expansion of existing networks or for the starting of new ones. Part-time and 100-watt stations are not regarded as desirable network outlets and are frowned upon by advertisers. With stations in primary markets procuring regional status, as they will in some cases, they then will become eligible for network service. Mutual Broadcasting System particularly stands to expand under such conditions, since it is now probing for outlets west of Chicago, ostensibly to branch out across the country to the Pacific coast.

The greatest fear is that indiscriminate licensing of new stations may ensue from the repeal of the onerous provision. Industry spokesmen feel that the Federal authorities should exercise extreme caution in proceeding under the law, once it is revised, lest it introduce new elements of competition which would redound detrimentally to other stations and to the industry as a whole.

A MEETING of the Board of Directors of Mutual Broadcasting System tentatively has been scheduled in Chicago for May 19. The meeting planned earlier in the month was postponed.

KFPY

facilities are now being used by all

5

of Spokane's 5 largest department stores

Why? Ask

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK
Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
1358 Russ Bldg., SAN FRANCISCO

★ ★ ★ ★

WNOX
Knoxville, Tennessee
●
COMPLETE COVERAGE of the RICHER TVA MARKET

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co. ●

NATIONAL ASSOCIATION OF BROADCASTERS' CONVENTION AT THE STEVENS • JULY 6-7-8

THE STEVENS WELCOMES THE NATIONAL ASSOCIATION OF BROADCASTERS to its delightful air-conditioned convention quarters—air-conditioned meeting rooms and Grand Ballroom, dining rooms, lounges and lobby. Its private rooms—all outside rooms—swept by cool Lake Michigan breezes, offer perfect rest, day and night. On Michigan Boulevard at Grant Park, The Stevens is in the center of downtown Chicago. A friendly management and staff welcomes you during the convention and at all times.

Added Features That Make Your Stevens Visit Long-Remembered

- All outside rooms, each with running ice water
- Floor clerk on each floor
- Inspiring roof promenade and view of 3 states
- Fairyland for the kiddies
- Delicious meals—famous chefs
- Ladies' Bridge Luncheons daily
- Billiard room and bowling alleys
- Library and reading room
- Gray Line sight-seeing tours start at The Stevens
- Railroad, airline, theatre ticket offices in Lobby
- A few minutes' walk to the Art Institute, Adler Planetarium, Field Museum, Shedd Aquarium

Stevens rates start at $2.50, with bath, for One—$4.00 for Two

HOME OF THE CONTINENTAL ROOM

Chicago's Most Intimate Dinner and Supper Dancing Room



How To Sell Gas Appliances

(*Continued from page 14*)

sel? You know the only kind of vessel some folks know about is a little old kettle they heat about a pint of water in . . . but up-to-date houses don't heat water in kettles and pans and such vessels. Modern homes have automatic gas water heaters!

AB: Look Captain, Barnacle Bill and the crew are beating that poor sailor! Why, they're flogging him! Can't you stop them?

GH: I could. But I aint a mind to. He deserves that punishment, ma'am. He committed a terrible crime, and now he's got to pay!

AB: But, Captain, what could he do to deserve such a horrible punishment?

GH: He took the last drop of hot water, and left the rest of us stranded with six week's growth of beard. He took the last drop of hot water for shaving!

AB: Sing, boys.

MUSIC: Song Rock and Roll.

MM: Oh, Captain Bligh, may I see Miss Berry a minute?

GH: Certainly ma'am. But I didn't see you on ship.

MM: You weren't supposed to. I was a stowaway!

AB: And what can I do to help you?

MM: Well, I heard a friend of mine telling how she had improved her appearance, Miss Berry, after she got some advice from a chart you sent her, and I'd like to know what it is!

AB: Well, I don't pose as a beauty advisor, or as a dermatologist, or a skin specialist, but here are some things we've learned about using a good old fashioned beauty treatment that helped to keep Cleopatra alluring and is still reliable right to this day!

MM: What is it, Miss Berry, and how did you find out about it?

AB: I tried it! And it's something you have, or should have right in your home, ready for you to use 24 hours a day. Hot water!

MM: Oh, I thought it was going to be some lotion!!

AB: Well, don't be disappointed just because this beauty treatment isn't done up in a fancy package. You may need other beauty aids, of course, but if you'll start with this basic treatment, you'll find yourself looking younger and fresher almost before you realize it. But let's get down to cases. Skin specialists tell us it's not so much what you put on your face, as the thoroughness with which you remove it. Use plenty of warm water for a facial, and any soap you've found suitable for your particular kind of skin. Apply the lather with a gently rotary motion up and out from your chin toward your temples.

MM: Oh, I see. Like this. Put your first two fingers on your chin and rub gently toward your nose and eyes.

AB: That's right. Pay special attention to your chin, nose, and creases around your nose for there is where oil is secreted and where dirt collects. Follow this sudsy treatment with lots of rinsing water. Put cold water on as a finish and pat your face dry.

MM: But, Miss Berry, I'm afraid that's too mild a treatment for my skin.

AB: Well, if your pores are clogged, use an occasional hot water treatment. Fill a basin with very HOT water. Then spread a good pure cream over your face, neck, and throat. Bathe your face with a turkish washcloth for about five minutes then the skin is red. Then finish by washing your face with soap and warm water first, and a dash of cold water to close the pores.

MM: I saw a picture of a movie star the other day that made me envious. They look so well-groomed I wondered how they do it!

AB: Well, don't envy movie stars. It doesn't take a lot of money to be perfectly groomed. It does take time, attention, and plenty of hot water! Your hair, for instance. Many movie stars have a daily shampoo and have their hair dressed by experts each time they appear in a scene. But the rest of us can manage to look well-groomed with a weekly shampoo, a daily bath, and looking after our face and hands a little each day. Incidentally, here's a tip on home shampooing. You can use the little bits of soap that are left over from a cake of soap to make an excellent shampoo liquid. Add hot water to these small bits of soap and let them dissolve by boiling them a few minutes on top of the stove. Seal this liquid in a jar and use it whenever you want liquid soap for a quick thorough shampoo.

MM: How many times should you rinse your hair for shampooing?

AB: The best beauty parlors usually put your hair through three soapings and three complete rinsings of hot water. Remember it's the rinsings that count. Get all the soap out with a final warm rinsing and then plunge your hair in the water for a final cold rinse. Rub your hair and scalp dry, using warm towels.

MM: And now about my hands—

AB: Remember to wash your hands in warm water always and push the cuticle back as you dry your hands. Please understand that I realize none of these things are new or startling, but a lot of us forget what an invaluable beauty aid hot water is—and how little it costs to have it always ready at the faucet.

MM: Miss Berry, I really appreciate your telling me these suggestions about using hot water, and I'm going to start on my beauty program today. I'll make a chart, so I'll remember them all.

AB: I'll be glad to send you a little reminder showing you how to use hot water to help yourself to be attractively well groomed if you'd like to have it.

MM: I certainly would, Miss Berry. I'd appreciate having a home beauty chart already made out, ready to use.

GH: If you would like to have this handy little reminder for inexpensive home beauty aids, write a penny post card request to Miss Albertine Berry, Lone Star Gas System, Dallas, and your copy will be sent to you promptly without charge . . . and now, our mystery melody.

MUSIC: Nancy Lee.

GH: Do you remember that old tune? It was a popular favorite of twenty years ago. Ah those were the days! But were they? Those were the days when a bathtub was still a luxury and when a reservoir on the old wood stove heated the water for the whole family's baths. You were lucky to have as much as a pint of hot water for your bath, when the rest of the family was howling for hot water, too. Today, automatic hot water service is taken for granted, just as essential, just as necessary as automatic gas service for heating and cooking. And why not? With an automatic gas water heater, dependable automatic hot water service costs but a few cents a day. In comfort alone, it's worth much more!

SONG: Sailing On — Interpolate Red Sails and Isle of Capri.

GH: Has your family outgrown your present water heater or has it failed you lately? If you haven't hot water always on tap, you are depriving yourself of one of the most luxurious comforts a home can have . . . and it costs just a few cents a day with an automatic gas water heater. See the improvements in style and convenience in the modern automatic gas water heaters on display at your gas company and at gas appliance dealers today!

MUSIC: Theme, Home.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

PUT YOURSELF IN THIS CAVALIER SCENE



Courtesy Norfolk & Western Ry

Golden sunshine, the song of the surf, not a care in the world! Here is the finest beach in the East, with a Beach Club rivaling the best of the Lido. In the evening, dance under the stars to the music of our orchestra broadcasting nationally. Then to a deep sleep in the health-giving salt air, in the comfortable Cavalier Hotel. You'll be amazed at the moderate rates, you'll be pleased to find a congenial and carefully selected clientele. The Cavalier is open the year 'round.

The Cavalier
Hotel and Beach Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

Greig With McClatchy

HUMBOLDT GREIG, formerly sales manager of Southwest Broadcasting System and before that a member of the station representative firm of Greig, Blair & Spight (now John Blair & Co.) has been named sales manager for the McClatchy stations in California.

Eugene Meyer Asks Station in Capital

Publisher of Washington Post Seeking WMAL Facilities

AN APPLICATION for a new broadcasting station in Washington, D. C., to use the facilities now assigned to WMAL, Washington, NBC-leased station, was filed with the FCC May 14 by the *Washington Post*. The newspaper, published by Eugene Meyer, former governor of the Federal Reserve Board, long has sought a radio affiliation and at one time bid for WMAL. This station now is involved in litigation locally in a suit brought by Hearst Radio Inc., for specific performance of contract under which the station was to have been purchased for $285,000.

The application stated that $100,000 is available for construction and operation of the proposed station and "this amount is not encumbered by any liability." Control of facilities, the application added, "would be vested in a licensee qualified to render a public service by virtue of experience, equipment and financial responsibility."

Program Schedule

THE STATION, the application added, would not be affiliated with a network "unless new affiliation becomes available". It was estimated that 15% of entertainment programs and 5% of educational programs would be commercial. Entertainment would make up 35% of the sustaining programs; 10% of the education, and the balance distributed among religious, agricultural and fraternal.

The application was in the name of Eugene Meyer and his wife, Agnes E. Meyer, doing a partnership business as Eugene Meyer & Co.

A decision is expected shortly in the Hearst suit against the heirs of the estate of M. A. Leese in connection with the station purchase. The case is pending before the Supreme Court of the District of Columbia and arguments were heard last month. WMAL is now operated by NBC as its blue network outlet in Washington, under a lease that still has some two years to run. It pays $30,000 a year in leasehold and $6,000 for studio rentals.

Coulter to Radio

FRANK COULTER of the Philadelphia office of N. W. Ayer & Son has been transferred to the radio department of the New York Office and will be associated with Francis C. Barton in the radio time buying division. Mr. Coulter is not related to Douglas Coulter who until recently was vice president in charge of radio for N. W. Ayer. He has been with the agency for the last ten years, serving in various capacities. Richard Bunbury has also been added to the radio department and is working in the radio contract and accounting office. Mr. Bunbury comes to Ayer from the outside.

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Educational Radio Improving Rapidly Says Gen. Harbord

More Interesting Programs an Aid to Teaching by Airwaves

EDUCATION in various forms is now safely on one of the best possible carriers—radio—and is moving toward its goal of greater influence over vast numbers of people, declared Gen. James G. Harbord, chairman of the board of RCA, speaking recently at the University of Chattanooga.

Recent progress attained in education by radio has been spurred by the fact that less quibbling is indulged in over exact definitions of radio education, he explained. The great educational precept of today is—first catch the interest, he said. "Into the most remote homes and into thousands of classrooms it takes music, the voices of world leaders in government, science, literature and other fields. It dramatizes history at the historic moment, and provides commentators to interpret the news of the day. No wonder educators and broadcasters have been so eager to make the most, in educational advantages, of such a force. No wonder they have sometimes been a little confused as to how to do it.

Three Divisions

"FROM the earlier discussion to which I alluded there has emerged the realization that educational broadcasting, however difficult to define as a whole, is made up of three principal divisions.

"First, there is broadcasting into the school-room, from kindergarten to the university, of regular classroom studies, correlated to the curriculum.

"A second principal division of educational broadcasting includes outstanding news events, eye-witness accounts 'on scene', speeches, music, dramatizations, and other programs heard during school periods or assigned for home listening. The parade of these features is far too long to review here. Among the typical ones are: The *Music Appreciation Hour*, conducted by Dr. Walter Damrosch, required listening of some ten million students in the 65,000 radio-equipped schools of the country; the *NBC Music Guild*, studying seldom-heard classics; the *Radio Guild*, broadcasting a cycle of Shakespeare's 'King' plays; *Great Moments in History*, dramatizing events that shaped America's destiny; a broadcast of a Congressional session; *Education in the News*, William D. Boutwell, U. S. Office of Education—so the list goes on.

"The third great function of radio in education, as we now have come to see it, is in what formerly was called the field of adult education. It might better be referred to as 'continued education'. We have gotten away from considering the persons in this class as 'little groups of serious thinkers', with the slight implication of dullness that goes with that term. They are 'serious' in that they desire something substantial, something that helps them understand what is going on around them—not in the sense that they take themselves seriously. The increasing sale of better non-fiction books in recent years testifies to their numbers.

"It is interesting to note how many of the events offered by broadcasting which interest these persons outside of school, might well be—and often are—assigned to students as listening to supplement their lessons."

Duce a Radio Cupid

DICTATOR Mussolini's encouragement of marriage and large families was extended to radio recently when unmarried staff members of the Italian broadcasting company were urged to hasten and find proper mates. Employes accepting the suggestion are given one or two extra monthly salaries and special compensations for each child born.

Candy Sponsor

F. B. WASHBURN CANDY Corp., Brockton, Mass., is sponsoring a Saturday morning program by and for youngsters. Titled *Eddie Kasper's Stardom Express*, it includes a 14-piece juvenile orchestra, a glee club of 40 voices and individual performers. Tennis racquets, cameras, wrist watches, baseball gloves, bats and plenty of the sponsor's Walico candy bars are given at each broadcast. The account is handled by Broadcast Adv. Inc., Boston.

German Court Upholds Use of Musical Records

AN APPEALS court considering litigation between the German broadcasting company and seven leading German gramophone record manufacturers has ruled that the broadcasters have the right to use the records they purchase for program purposes, without securing permission of the manufacturers and without paying additional fees, provided the records are musical only. Records of the spoken word, it was ruled, may only be used with the manufacturers' permission. The manufacturers had based their suit on a claim of unfair competition, but the court decided that broadcasts of records constituted "public performance" according to German copyright law. Reich stations are now again devoting considerable time to recorded programs.

In another decision on the same type of case, the Supreme Court of the Conton of Berne, Switzerland, has ruled that the Swiss Broadcasting Co. has no right to use records for broadcasts unless additional fees are paid the manufacturers. This case is being appealed to the national supreme court.

True Story Shift

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) for the third time has changed the inaugural date of the *Good Will Court* which will be heard over MBS and the Inter-City Group to June 8, 10:30-11 p. m. Ruthrauff & Ryan Inc., New York, has the account.


MR. E. H. RIETZKE — PRESIDENT OF CREI

WANTED!

EXPERIENCED RADIO MEN

We Want Them - -

to realize the importance of TECHNICAL TRAINING in keeping pace with the rapid changes in every field of radio. New equipment is eliminating many jobs and creating new ones. Train now to safeguard your future.

You Want Them - -

to fill responsible positions in your organization. A new class of CREI graduates will soon be ready to fill your most exacting requirements. Detailed descriptions of these men will gladly be mailed to you.

FREE CATALOG ON REQUEST

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5

Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

CREI

SUPREME DISC NEEDLES
100% Shadowgraphed Inspected

B-6375 (Red shank)—for 8-minute acetate transcriptions
X-3350 (Orange shank)—for coated transcriptions
S-6375 (Yellow shank)—for 15-minute shellac transcriptions
S-6875 (Blue shank)—for 15-minute acetate transcriptions
and SHADOWGRAPH HALF TONE (Green shank)

Also five different specifications for broadcasting phonograph records and 8-minute shellac transcriptions

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

The Good Old Summer Time

Is a good time to have your special program electrically transcribed for fall broadcast. Write us for our low prices for recording it here in the sound center of the world where the best in talent is always available.

THE GOOD OLD SUMMER TIME is also transcription time.

Write us for new low summer prices on the following programs:

BILL, MACK AND JIMMY	100	episodes
ADVENTURE BOUND	65	"
HOLD THE PRESS	65	"
*REPORTER OF ODD FACTS	100	"
*YESTERDAY BRINGS YOU TOMORROW	39	"
CONTRACT BRIDGE SERIES	78	"

* *Five Minute Spots.*

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 1 TO MAY 13, INCLUSIVE

Decisions . . .

MAY 1

(Addition to May 1 decisions printed in May 1 issue).

ORAL ARGUMENTS GRANTED—NEW, Winona Brdcstg. Co., Emmons L. Abeles, Sec., Winona, Minn., arguments to be held 9-10-36 on applic. stations Mankota, Ft. Dodge, Clinton, Hastings, Grand Island, Appleton, Wausau; WPAR, Parkersburg, W. Va., 9-10-36; NEW, Mason City Brdcstg. Co., Mason City, Ia., 6-11-36.

ACTION ON APPLICATIONS HEARD BY BROADCAST DIVISION:

NEW, Portland Brdcstg. System Inc., Portland, Me.—Granted CP 640 kc 500 w ltd., directional.

WOI, College Campus, Ia.—Granted renewal license.

NEW, Kunsky-Trendle Brdcstg. Corp., Detroit—Denied CP 640 kc 10 kw unltd. directional N.

NEW, Irving D. Sisson, Pittsfield, Mass.—Denied CP 640 kc 1 kw D.

NEW, Eastland Co., Portland, Me.—Denied CP 640 kc 100 w D.

WAIU, Columbus—Denied modif. license 640 to 570 kc, 500 w 750 w N 1 kw D spec.

KFUO, Clayton, Mo.—Denied modif. license 500 to 640 kc, increase 500 w N 1 kw D to 1 kw, change hours from S-KSD to spec.

WORC, Worcester, Mass.—Denied modif. license 1200 to 640 kc, increase 100 to 500 w unltd.

WFLA-WSUN, Clearwater, Fla.—Denied exp. auth. new equip., change 620 to 640 kc, increase 250 N 500 w D to 5 kw unltd. directional.

WAAB, Boston—Denied CP move trans., increase 500 w to 1 kw, change 1410 to 640 kc, new equip. unltd. directional.

WJAY, Cleveland—Denied modif. license 610 to 640 kc, 500 w D to 500 w ltd.

WKBN, Youngstown — Denied CP move trans. locally, change 570 to 610 kc, 500 w to 500 w 1 kw D unltd., directional N.

WRDO, Augusta, Me.—Granted renewal license.

WHDH, Boston — Granted renewal license, dismissed applic. modif. license 1 kw LS 500 w N unltd.

WNAC, Boston — Denied CP change equip., trans. site, 1230 to 830 kc, increase 1 kw N 2½ kw D to 5 kw unltd.

WEEU, Reading, Pa.—Denied modif. license 1 kw D to 500 w N 1 kw D unltd. 830 kc.

WINS, New York—Denied exp. auth. 5 kw unltd., new equip.

WDGY, Minneapolis—Denied CP change equip., move trans., directional, unltd.

MISCELLANEOUS: WOW, Omaha, granted motion reopen applic. WKZO move locally, etc.; KWKC, Kansas City, granted motion substitute Charlotte Duncan as applicant in applic. Wilson Duncan for renewal license; Continental Radio Co., Toledo, denied motion for enlargement of issues and reconsid. in part applic. WALR move Zanesville to Toledo.

MAY 4

KNOW, Austin, Tex.—Granted auth. transfer control to Hearst Radio Inc.

KTSA, San Antonio—Granted consent vol. assign. license to KTSA Brdcstg. Co.

SET FOR HEARING—KOMA, Oklahoma City, consent vol. assign. license to Hearst Radio Inc.; WACO, Waco, Tex., consent vol. assign. license to KTSA Brdcstg. Co.; KTAT, Fort Worth, consent vol. assign. license to Raymond E. Buck.

MAY 5

W6XKG, Los Angeles—Granted CP increase 100 w to 1 kw.

W2XER, Philadelphia—Granted license exp. visual station 250 w.

SET FOR HEARING—WJZ, New York, CP 500 kw.

SPECIAL AUTHORIZATION — KCMO, Kansas City—Granted extension temp. auth. use former KGBX transmitter.

Uvalde Chamber of Commerce, Uvalde, Tex. — Denied auth. transmit special programs by remote control to XEPN, Piedras Negras, Mexico.

APPLICATIONS DISMISSED—KFKA, Greeley, Co., modif. license 880 kc 1 kw Sh.-KPOF; KJR, Seattle, CP 970 kc 10 kw unltd.; NEW, Foreign Lands Corp., Honolulu, CP 600 kc 1 kw unltd.; NEW, Isadore Goldwasser, Tuscaloosa, Ala., CP 1370 kc 100 w unltd.; NEW, Ellwood W. Lippincott, Bend, Ore., CP 1500 kc 100 w unltd.; NEW, H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd.

RATIFICATION—KFKA, Greeley, Col., granted extension program tests.

MISCELLANEOUS — Jesse H. Jay, Miami Beach, Fla., denied reconsideration and grant applic. CP new station 1500 kc 100 w unltd.; Edward Hoffman, St. Paul, granted petition intervene applic. WISE Brdcstg. Co. new station in St. Paul; Virgil V. Evans, Spartanburg, S. C., accepted answer to appearance and statement of facts of WTJS; Fred A. Baxter, Superior, Wis., granted order take depositions; Memphis Commercial Appeal Inc., granted postponement hearing on applic. new station at Mobile, Ala.; KGBZ, York, Neb., granted postponement date order renewal license; KWKC (KCMO), Kansas City, redesignated for hearing applic. assign license to Lester E Cox and Thomas L. Evans, and applic. new equip., move trans. and studio, change hours to unltd.; KHSL, Chico, Cal., granted amendment applic. change from 630 to 1260 kc; Thomas L. Evans & J. L. Milligan, Jackson, Tenn., granted petition intervene applic. WTJS; Southwest Brdcstg. Co., Prescott, Ariz., granted order take depositions; Nathan N. Bauer, Miami, granted order take depositions; Earl Weir, St. Petersburg, granted order take depositions; Herbert Lee Blye, Lima, O., granted amended petition intervene WALR proceedings.

MAY 6

WAAB, Boston—Granted petition to file answer as respondent re applic. Debs Memorial Fund Inc. and participate in Brooklyn cases.

WVFW, Brooklyn—Overruled demurrer to notice of appearance and statement of facts to be proved by WBBC at Brooklyn hearing.

Examiners' Reports . . .

WMBG, Richmond, Va.; Century Brdcstg. Co. Inc., Richmond — Examiner Bramhall recommended (I-222) that applic. WMBG change 1210 kc 100 w 250 w LS unltd. except Sundays to 1350 kc 500 w unltd. be denied; that applic. Century Brdcstg. Co. Inc. for CP new station 1370 kc 100 w D be denied.

Applications . . .

MAY 1

WTAG, Worcester, Mass. — License use trans. as aux.

NEW, Orrin P. Kilbourn, Albany, N. Y. —CP 1240 kc 250 w unltd.

NEW, Clarence C. Dill, Washington—CP 1390 kc 1 kw unltd. directional.

KELD, El Dorado, Ark. — Vol. assign. license to Radio Enterprises Inc.

KBIX, Muskogee, Okla.—License for CP as modif. new station.

NEW, Myrl E. Jones, Carter Lake, Neb. —CP 1550 kc 1 kw unltd.

KNX, Los Angeles—Auth. transfer control to CBS Inc. 1550 shares common stock.

KID, Idaho Falls—Modif. CP trans. site, vertical antenna.

APPLICATIONS RETURNED—WSYR, Syracuse; WNYC, New York.

MAY 4

NEW, Exponent Co., Clarksburg, W. Va.—CP 1370 kc 100 w D.

APPLICATIONS RETURNED — NEW, Narragansett Brdcstg. Corp., Newport, R. I.; WHAS, Louisville; NEW, C. E. Gaarenstrom, Fairmont, Minn.; NEW, Max D. Campbell, Clyde G. Port, Pipestone, Minn.; WREC, Memphis.

MAY 6

WDAS, Philadelphia—License for CP aux. trans.

WJBC, Bloomington, Ill.—Vol. assign. CP to Arthur M. and Dorothy C. McGregor.

KGW, Portland, Ore.—Modif. license from 1 kw 5 kw D to 5 kw D & N.

APPLICATIONS RETURNED—NEW, Valley Brdcstg. Co., Youngstown, O.; NEW, Currier-Journal & Louisville Times Co., Louisville.; NEW, Ogdensburg Advance, Watertown, N. Y.

MAY 7

WPRP, Ponce, P. R.—License for CP as modif. new station 1420 kc 100 w N 250 w D.

NEW, Edwin H. Armstrong, New York —CP gen. exp. 40 kc.

WABI, Bangor, Me—CP new trans., antenna, increase to 100 w N 250 w D, change hours to unltd., move trans. to Brewer, Me.

WOL, Washington—CP vertical antenna, move trans. to 1627 K St., Washington.

NEW, Lincoln Memorial University, Middlesboro, Ky.—CP 1210 kc 100 w unltd.

WHIS, Bluefield, W. Va.—License for CP new equip., move trans.

WFBM, Indianapolis — License for CP change equip., increase 1 kw to 1 kw N 5 kw D.

KGBX, Springfield, Mo. — Extension spec. auth. 1230 kc 500 w unltd. directional N.

WJJD, Chicago—Modif. license re hours.

KOMO, Seattle—Modif. license 1 kw N 5 kw D to 5 kw D & N.

APPLICATIONS RETURNED—NEW, Lexington Herald Co., Lexington, Ky.; WPTF, Raleigh, N. C.

MAY 11

WBZA, Springfield, Mass. — CP new trans., directional, change 990 to 550 kc, move trans. to 140 Chestnut St., Springfield, change hours from synchron.-WBZ to unltd.

NEW, NBC, Cleveland — CP gen. exp. 25 w.

WSPD, Toledo—License for CP change equip., increase 1 kw N 2½ kw D to 1 kw N 5 kw D.

NEW, Associated Arkansas Newspapers Inc., Hot Springs—CP 1310 kc 100 w unltd.

NEW, H. A. Hamilton, Ashville, N. C. —CP 1370 kc 100 w D amended to 1200 kc unltd.

MAY 12

NEW, WRBC, Cleveland—CP new station 780 kc unltd., amended to 950 kc.

WMC, Memphis — Modif. CP change equip,. increase power, new directional antenna, extend completion.

NEW, Radio Enterprises Inc., Hot Springs, Ark.—CP 1310 kc 100 w D.

NEW, Tribune, Great Falls, Mont.—CP 1280 kc 1 kw 5 kw D unltd., amended back to 950 kc, omit request KFBB facilities.

KGW, Portland, Ore.—CP change equip.

NEW, Ed Klies, Helena, Mont.—CP 1210 kc 100 w 250 w D unltd., amended to 1280 kc 1 kw 5 kw D, facilities KFBB.

APPLICATIONS RETURNED—WIBM, Jackson, Mich.; WJBC, Bloomington, Ill.; KFJI, Klamath Falls, Ore.; WEXL, Royal Oak, Mich.; WFDF, Flint, Mich.; NEW, Joliet Printing Co., Joliet, Ill.

MAY 13

NEW, Old Colony Brdcstg. Corp., Brockton, Mass.—CP 680 kc 250 w D.

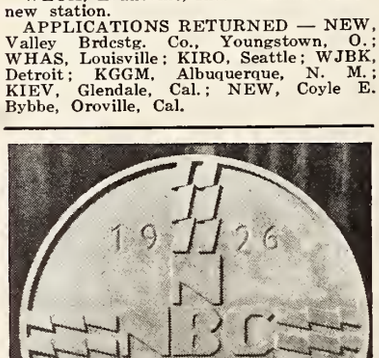
WELI, New Haven—Modif. license D to unltd., asking 250 w N 500 w D, change 900 to 930 kc, amended to directional antenna.

NEW, Valley Brdcstg. Co., Cleveland—CP 890 kc 1 kw unltd.

WSAI, Cincinnati—Auth. antenna measurement.

WEOA, Evansville, Ind.—License for CP new station.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Co., Youngstown, O.; WHAS, Louisville; KIRO, Seattle; WJBK, Detroit; KGGM, Albuquerque, N. M.; KIEV, Glendale, Cal.; NEW, Coyle E. Bybbe, Oroville, Cal.



TENTH ANNIVERSARY — In connection with its observance of a decade on the air, NBC is using this plaque to symbolize the event. It was designed by Richard Loedered and executed by John Lins and will be displayed in all NBC studios from coast to coast. In charge of anniversary arrangements are John F. Royal, NBC vice president in charge of programs; E. P. H. James, sales promotion manager, and Wayne Randall, manager of press department.

FCC Makes Change In Apex Channels

CHANGES in specific allocations in certain of the high-frequency bands were adopted by FCC, sitting en banc, at a meeting May 13, to bring about modifications to conform with current practices. Television experimentations in the so-called medium high-frequency band were dropped and will be assigned to the ultra-high frequency channels where most of the experiments are now going on. The changes were incorporated in a modification of Rule 229 of the FCC rules, effective July 1, and, in brief, provide the following:

Band between 1,500 and 1,600 kc., now used for "high-fidelity broadcasting", definitely assigned to broadcasting, but with no changes in present allocations contemplated.

Two bands between 2,000 and 3,000 kc. (specifically 2,000 to 2,100 and 2,750 to 2,850 kc.) heretofore used for experimental television transferred for use of various government services, intercity police and point-to-point telegraph. Eleven television experimenters in this band to be assigned to ultra-high frequencies following a conference planned next month at which they will be required to carry on active research.

Set aside band between 25,600 and 26,000 for international broadcasting, pursuant to terms of Madrid Telecommunications Convention. Part of this band, however, will be used for ultra-high frequency local broadcasting (apex) but precise frequencies will be decided upon later.

Set aside four channels between 40,000 and 42,000 kc. for special experimental broadcasting, particularly frequency modulation experiments along the lines of those contemplated by Maj. Edwin H. Armstrong, who recently filed an application for 40,000 watts peak power for an experimental station in New York to test his revolutionary idea.

With the adoption of the amended Rule 229 the way is paved for consideration by the FCC Broadcast Division of specific allocations in those bands and for possible changes in rules governing experimental services. Of greatest importance is the assignment of so-called "apex" stations, since some 50 applications for such stations now are pending, primarily from newspapers.

The television experimenters now assigned in the medium high-frequency band who will be called to the conference, probably next month, include:

John V. L. Hogan, Long Island City, N. Y.; Sparks-Withington Co., Jackson, Mich.; University of Iowa, Iowa City, Ia.; Kansas City College of Agriculture, Manhattan, Kans.; Pioneer Mercantile Co. Bakersfield, Cal.; NBC, portable NBC, Belmore, N. Y.; NBC, Chicago; First National Television Corp. Kansas City; Purdue University and Atlantic Brdcstg. Corp. (CBS).

Methods of ASCAP Censured by Court

Federal Judge Delivers Sharp Rebuke on Snooping Tactics

SEVERE CRITICISM of the American Society of Composers, Authors & Publishers as to its method of using spotters to check infringements was voiced May 9 by Federal Judge Bryant of the Federal District Court in Syracuse in a decision on two copyright infringement cases against a night club in that city. The court dismissed one suit and upheld ASCAP in the other. ASCAP has indicated an appeal to the circuit court of appeals.

Judge Bryant censured attorneys directly or indirectly retained by ASCAP who frequent night clubs "with the hopes that they may hear a composition played upon which they can base a case and obtain a fee and then take the witness stand to prove the alleged violation." He added that "such conduct cannot have the sanction of this court."

Judge Bryant dismissed the suit against Elm Lodge Inc., the night club, with costs, but denied it the right to recover upon a counterclaim. In the second case the court ruled ASCAP was entitled to $750 in damages, plus costs, under the minimum infringement provisions of the law.

In his opinion, Judge Bryant held in part:

Plaintiffs, in each case, are entitled to copyright protection of the compositions named. The present suits are for penalties rather than for actual damages. Before a penalty is decreed, the evidence should clearly show unlicensed rendition.

In the first entitled action the alleged violation rests upon the testimony of one witness. I do not consider the testimony of this witness reliable enough to support a verdict.

In the second case, a witness, the one referred to above, testified that the three compositions . . . were played by an orchestra in defendant's place on Dec. 5, 1934. From the evidence, I doubt if he was there on that particular night. However, there is not any question but that he was at defendant's night club some evening about that time. On his evidence, uncorroborated, I would not predicate a violation. In this case he is supported by an orchestra leader and a piano player.

Cases of this kind have received considerable adverse criticism. The methods used by plaintiff, American Society of Composers, Authors and Publishers, in the present case, will not tend to allay the criticisms.

An official of the society testifies that it is not the policy of the society to make inducements to orchestra leaders and players to advise when they have played copyrighted pieces in unlicensed places.

Manifestly, the society has no scruples against depending upon orchestra leaders and players to prove its cases. It has done so in the present instance.

Inasmuch as orchestra leaders have the choice of selections, a proprietor of an unlicensed place, however innocent, may be placed in the toils of the society through a bribable leader and an unscrupulous investigator.

CBS Tentatively Gets Two Stations in Montana

KFBB, Great Falls, and KGVO, Missoula, Mont., will join the CBS network by Aug. 15, under tentative arrangements made with the stations within the last fortnight. Contractural arrangements, it is reported, already have been made with the Great Falls station, and are virtually completed with KGVO. Delay in the alignment with CBS is occasioned by the necessity of A. T. & T. arranging the lines which will feed through Seattle and Spokane.

KFBB is owned by Buttrey Broadcast Inc., and operated on 1280 kc., with 2,500 local sunset and 1,000 watts night. Mrs. J. Jacobsen is manager. KGVO operates with 1,000 watts on 1260 kc., and is owned by Mosby's Inc. A. J. Mosby is manager.

FTC Complaints

UNFAIR competition is charged by the Federal Trade Commission against several advertisers. They are: Rieser Co., Inc., New York, cited for claims made for Mentho-Kerchief; Licht's Fur Factory, New York, charged with false representing that a factory is operated or that middleman's profit is avoided; Dr. H. B. Norton Shoe Co. Inc., Philadelphia, trading as Foot Health Institute, cited for false claims in sale of shoes for ill-formed feet; Remsen Corp., New York, cited for claiming that its Aspirin Plus is a newer form of aspirin and gives better results.

DEXDALE HOSIERY MILLS Inc., New York (hosiery) on Tuesday, May 26, 9:30-10 p. m. will start musical program on WJZ, titled *Romance Inc.*, signed for 13 weeks. Lord & Thomas, New York, placed the account.

VERSATILE! IDEAL FOR ALL CONDITIONS

The Amperite SR-80 Velocity, when in vertical position, has widest angle of pickup without frequency discrimination.
Permits 360° pickup when lowered and tilted until parallel to floor.
Same position provides narrow angle (X in diag.*) which can be used to eliminate undesirable noises.

NEW: POSITIVE, SMOOTH-ACTION STANDS! Write for Bulletin SM-1.

FREE TRIAL. You are invited to conduct a Two Weeks' Free Trial of the SR-80 and accessories. No deposit. No obligation. Write us today.

AMPERITE Company
561 BROADWAY NEW YORK

*Diagram shows angle of pickup without frequency discrimination of various types microphones.





AMPERITE Velocity MICROPHONE

THE Complete and Reliable Source of Supply of CAREFULLY COORDINATED RECORDING EQUIPMENT

• EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION •



DISCS
NEEDLES
WAX RECORDERS
INSTANTANEOUS RECORDERS
AMPLIFIERS

Here is how you can take advantage of the Presto Instantaneous Recorder. Just a few duties it has been put to by progressive station owners and managers:

★ STATION "A" . . . had a 15 minute commercial program daily. Featured artist suddenly called out of town. One week's programs were recorded the night before he left and program continued without interruption.

★ STATION "B" . . . wanted to broadcast governor's convention address. A large network program was scheduled for the same hour — they took a Presto recording on a Green Seal Disc at the convention and the speech went on an hour later.

★ STATION "C" : . . records all the spot broadcasts on its breakfast club and musical clock programs. It costs two dollars a week and leaves the regular announcer free for other work.

★ STATION "D" . . . was feeding an important election speech to its network. A local commercial was on at the same time. Presto recording made, and speech broadcast locally 30 minutes later.

You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering department for the most economical equipment.

Whether you are considering the purchase of a complete instantaneous recorder, or of a needle, rely on one source of supply. The coordinated efforts of an extensive engineering department and the wealth of experience gained through the manufacture of recording equipment, since the inception of the art of recording sound, enables Presto to offer you a product second to none.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Political Time Case

ANOTHER controversy growing out of demands for political broadcasting has been settled in favor of the station by a court ruling in Youngstown, O., May 2. Locke Miller, one of 14 candidates for Congress in that city, sued in the city courts the operators of WKBN, for specific performance of an alleged oral contract to speak over the station. In handing down the decision, the court held there was no oral contract involved.

On behalf of the station, Warren P. Williamson Jr., president, held he had decided not to sell time in the congressional primaries because of the large field of candidates, and maintained that by rejecting all requests he was within the Communications Act.

ACCURACY

PRECISION FREQUENCY CHECKS

A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week
Measurements..... 5.00 per month

TRU-AXIS CRYSTALS

*LOW DRIFT

Fully mounted in Isolantite variable air-gap type mounting. $37.50

* Drift guaranteed LESS than 3 CPS per °C per Megacycle.

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

EQUIPMENT

WBNX, New York, will be operating three transmitters when it completes installation of new equipment to be used when the FCC grant of 1 kw. day and night becomes effective. One transmitter will be used for shortwave transmission. The main equipment will operate with a directional antenna. A portable set will be used for remotes.

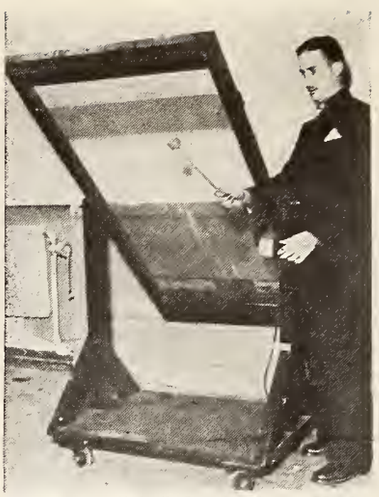
KFWB, Hollywood, is planning installation of new RCA transmitter and equipment this summer. If a power increase is granted the plant will be moved outside the city limits with lines to the Warner Bros. theatre building and the Sunset Blvd. studios.

CORNELL-DUBILIER Corp. announces two new lines of tubular condensers, the result of research for the last six months. Cornell-Dubilier engineers attacked the problem from the standpoint of the set manufacturers' and servicemen's requirements. The problems of humidity control, high temperature operation, and the effective radio frequency and audio frequency by-passing now are said to have a most satisfactory answer. A new 24-page catalog has been issued.

TWO catalogs describing developments in equipment, discs and parts, for the instantaneous recording and transcription fields, have been issued by Presto Recording Corp., New York. A special article on instantaneous recording prepared by Presto's chief engineer, is also available.

NEW speech input equipment is being installed by KFYR, Bismarck, N. D., including RCA velocity microphones. The equipment will soon be entirely AC operated.

WFAS, White Plains, N. Y., has ordered a Moller organ from the Baldwin Piano Co., New York.



BOOM RUMBLER — Ray Kelly, NBC's sound effects chief, is making some hair-raising thunder by hitting a window screen with a tympani hammer. The thunder can't be heard in the studio but it sounds like thunder, all righty, as it leaves the loudspeaker.

WIBM, Jackson, Michigan has just completed erection of a new tubular steel tower 218 feet in height. This type of antennae is said to be the nearest thing to an ideal tower yet designed, and is expected to be widely used in the future by stations on frequencies above 1200 kilocycles. Being constructed of a tough, yet flexible copper plated alloy steel, it is able to withstand terrific strains. Due to its small cross-sectional area, illumination is supplied by two 500-watt flood lights, placed a few feet from the base of the pole. These serve not only as illumination of the tower, but are charted on all airway maps as marker beacons for the city of Jackson, and as a warning to aviators of a high point in the city profile. Field strength measurements indicate a 104% increase in signal strength as compared to conventional systems.

AMPERITE Corp., New York, on May 5 announced a dual impedance velocity microphone, or one than can be operated either with high or low impedance input. It is model RB-DI. The result is acomplished without any loss in efficiency, it is held, by using a specially designed transformer and a shielded four-conductor microphone cable. The cable is terminated with a five-prong female plug. It is changed to low or high impedance automatically by plugging in the proper male plug.

KFJZ, Fort Worth, on May 10 began operation with a new RCA 100-250 watt high-fidelity transmitter. R. S. Bishop, station manager, claimed increased coverage for the station which operates full time on 1370 kc.

COMPLETE new RCA transmitting equipment for KFWB, Hollywood, cannot be operated until the city Bureau of Power and Light switches from 50 to 60 cycles late in the summer. The city, last of large cities operating on 50 cycles, must change in order to receive electric power from Boulder Dam. It will necessitate changing motors on thousands of electric clocks and refrigerators.

WDBJ, Roanoke, Va., has ordered an RCA 5 kw 5-C high-fidelity transmitter and RCA speech input equipment, to be installed in the near future. A Blaw-Knox self-supporting vertical radiator, 312 feet overall, also has been ordered.

WSPD, Toledo, increased its daytime output to 5 kw on May 3, Vern C. Alston, chief engineer, had his staff working nights to prepare for the switchover.

IN THE CONTROL ROOM

REG HARRIS has been assigned by Edward Johnston, chief engineer of WIP, Philadelphia, to handle major league baseball broadcasts. Raymond Lloyd goes to Wildwood, N. J., to handle remotes from the resort.

JAMES MIDDLEBROOKS, chief engineer of WAPI, Birmingham, has resigned to join the CBS engineering staff in New York under the direction of Edwin K. Cohan, CBS technical director.

GLENN RITTER has joined the staff of KFRO, Longview, Tex., as news operator. R. D. DuBois, chief engineer, is vacationing in West Texas and the Pacific Coast. R. E. Bumpass is acting chief engineer during his absence.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, has returned from a nine-week vacation in the South and West in which he visited 137 stations.

DR. E. F. LOWRY, research engineer of Westinghouse at East Pittsburgh, has resigned to become director of research and development of Continental Electric Co., St. Charles, Ill., manufacturers of photo cells, electronic and special vacuum devices.

FRANK GOW, in charge of mechanical programs at WEEI, Boston, has joined the sound effects department of CBS. Lloyd Sigmon, WEEI operator, has gone to Kansas City.

WILLIAM H. DOHERTY, youthful inventor of a new Western Electric high-efficiency amplifier circuit, described the device to the Institute of Radio Engineers, meeting in Cleveland May 11-13. At one time Mr. Doherty made special studies of radio wave phenomena for the U. S. Bureau of Standards and in 1929 joined Bell Telephone Laboratories. The circuit is said by the makers to promise a revolution in the design of radio telephone power amplifiers.

EUSTACE H. TAYLOR has resigned as chief engineer of KADA, Ada, Okla., to accept a similar position with KGFF, Shawnee, Okla. Mr. Taylor installed KADA and supervised the installation of police station KNHC, Ada. His first work at Shawnee will be supervising construction of their new 250-watt station.

R. L. SCHENCK, design engineer of WLW and WSAI, Cincinnati, recently became the father of a daughter in Good Samaritan Hospital, Cincinnati.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents



Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "*Famed for Performance*" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

For Rent
EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

●

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

RCA DEVISES TUBE FOR MICRO-WAVES

A RADICALLY new type of radio oscillator which produces powerful radio waves of meter length and is said to open new areas of the radio spectrum for practical services was described and demonstrated May 11 in Cleveland before the Institute of Radio Engineers by P. D. Zottu of the RCA tube research and development laboratory at Harrison, N. J.

With a laboratory model of the new "multitube" oscillator, Mr. Zottu produced 80 watts of power on a wavelength of 120 centimeters with eight commercially available tubes. It was pointed out that this device did not take advantage of all the possibilities of the new method, but rather demonstrated how power might be increased by simply adding radio tubes until the amount of power required for a given purpose had been reached. Although eight tubes were employed in the equipment shown, the design is such that 20 or more might be used if desired.

The arrangement is capable of "electrical policing" by which the community of tubes keeps each individual member in exact tune with all the others. If one tube should have a tendency to stray from the wave to which it has been tuned, all the others, acting through the common "tank" circuit, pull it back.

This is regarded as an important advantage in any possible commercial application as a transmitter, since crystal control, which is so effective on short waves and in the broadcast band, does not lend itself readily to micro-waves.

Remington Rand Expands

REMINGTON RAND Inc., Buffalo (typewriters and office equipment) on May 5, took over the second half of the 11-12 noon special hookup organized in New York state by Burt Squire, manager of WINS. Hearst magazines are the sponsors of the first half-hour. The office equipment manufacturer is using Earl Harper as the *Inquiring Reporter*. The program is picked up from the Strand Theatre, New York, and handled through the facilities of WINS. Account placed direct.

NBC Plans Observance Of Ten Years on the Air

SIX MONTHS of special broadcasts are projected by NBC this summer and fall to celebrate its tenth anniversary as the pioneer broadcasting network, according to announcement May 11 by President Lenox R. Lohr. Programs from the world over, along with the offerings of the NBC national organization and its 97 affiliated stations, will be presented throughout the anniversary celebration, which begins May 18 and will reach its climax Nov. 15, or ten years after NBC's first program was broadcast in 1926.

The event will run the gauntlet of radio accomplishments with famous artists, conductors and other celebrities taking their turn in special sustaining features. There will be surprise elements too, mainly from the technical radio side. NBC was incorporated on Nov. 1, 1926 for the avowed purpose of increasing sales of radio receivers rather than of selling time.

Packard Signs Astaire

FRED ASTAIRE, dancer, has signed with Packard Motor Car Co., Detroit, to star in a new series to begin in the fall, originating from Hollywood. No information could be obtained as to the duration of the series but it is believed that it will not be less than 26 weeks. The agency is Young & Rubicam Inc., New York. Last season Packard had Lawrence Tibbett, Metropolitan Opera star, singer on the air over 91 CBS stations, including Honolulu, for 26 weeks.



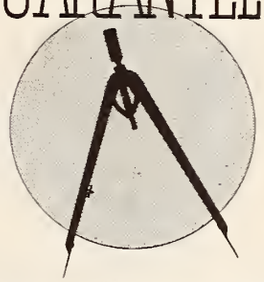
UNIVERSAL

Combination FLOOR STAND

A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

GUARANTEED **ACCURACY**



Scientific **RADIO SERVICE CRYSTALS**

are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

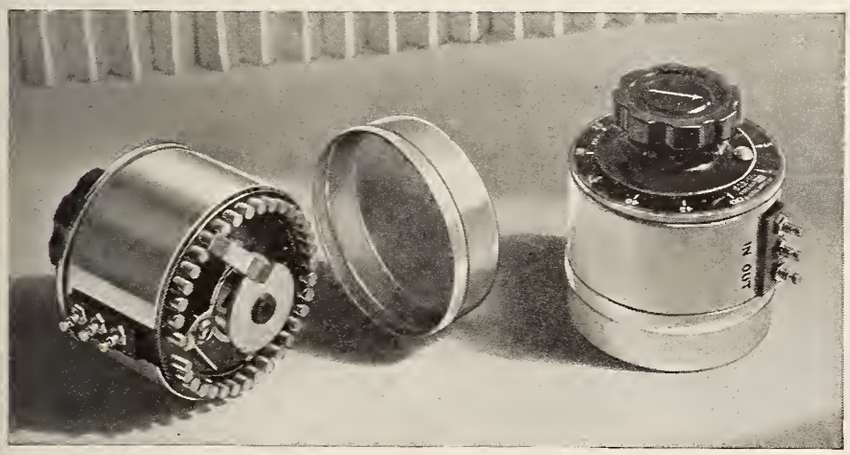
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-562 for price list.

Scientific **RADIO SERVICE**
124 Jackson Ave., University Park, Hyattsville, Md.



A New G-R Volume Control

Better Contacts • Improved Terminals • Smaller Size

AN IMPROVEMENT on the popular Type 653 Volume Control—redesigned after three years of constant use of thousands of controls in broadcast stations, sound picture installations and public address systems—an even better G-R volume control. These important design changes contribute much to the general utility of the new control for all mixer-circuit uses.

- All beryllium—copper contacts and switch arms—no noise—longer life.
- Removable dust cover—windings fully protected when cover over contacts is removed.
- Finger index button on knob—easy to set without looking at knob—ideal for use in darkened control booths.
- Improved terminals—better mechanical contact—easier to solder to.
- Smaller depth—reduced to 2-3/16 inches behind panel—saves valuable space in portable mixers. These volume controls are guaranteed to give a lifetime of silent, useful service.
- A new impedance of 250 ohms has been added.

Type 653-MA	50 ohms	$12.50	Type 653-MD	250 ohms	$12.50
Type 653-MB	200 ohms	$12.50	Type 653-MC	500 ohms	$12.50

These are available for immediate delivery. Controls of other impedances can be supplied on special order at slightly higher prices. Write for Bulletin 7-B for complete description.

General Radio Company, Cambridge, Massachusetts

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Records, Operation Cost Studies, Broadcast Plant Appraisals, Interlocking Studio Control Systems, Design and Construction of Special Equipment.
HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

NATIONAL ICE ADVERTISING Inc., Cleveland (ice manufacturers) on May 12 added WALA, Mobile, and WDBO, Orlando, to their CBS network. Donahue & Co. Inc., New York, has the account.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Free Program Service Is Offered by Magazine

IN RETURN for publication of a list of stations in its columns, *Pictorial Review*, woman's magazine, is offering a free transcription and script service that has broadcasters puzzled, trying to decide if it is another chiseling scheme or a legitimate program service.

In a letter to stations, Ivon Barker Newman, writing for the magazine, says the radio service is being started in connection with the publication's new parent-teachers department. The scheme will be mutually beneficial, states the letter, because both magazine and stations will benefit from added prestige, larger audience, and serving a national and community movement "that will focus advertisers attention more deeply upon us."

The letter continues: "It is a part of our plan to publish the list of stations which carry this program, and, of course, this list of stations will command the interest of national advertisers and their agencies." Before passing judgment stations were anxious to hear the transcriptions and read the continuities.

Routine ASCAP Petition In Washington Is Shifted

RULING on a routine legal point, the Washington State Supreme Court on May 11 granted ASCAP a transfer of its petition to vacate the receivership judgment against it, based on grounds of "prejudice", to another judge. The main receivership stays with Judge Wright, who handed down the original receivership ruling.

In filing a petition to vacate, ASCAP had admitted that the receivership judgment was final. Few instances are on record of Washington courts having vacated a judgment. Since the main receivership is still with Judge Wright, the transfer of the petition to his colleague is believed to strengthen the receiver's title to the copyrights, especially in view of ASCAP by-laws signed by each member which allows ASCAP to conduct all litigation and thereby bind each member.

Copyright Fund Okehed

AMERICAN participation in the international copyright conference in Brussels this Fall was assured May 12 when the Senate, without objection adopted a joint resolution appropriating $6,500 for that purpose. The conference is to revise the Convention for the Protection of Literary and Artistic Works, originally concluded in Bern, Switzerland in 1886 and revised in Rome in 1928. This is the conference to which ASCAP so strenuously objected during the hearings on the Duffy Copyright Bill before the House Patents Committee this session. The American Delegation has not yet been named.

Royal Goes Abroad

JOHN F. ROYAL, NBC vice president in charge of programs, sailed Saturday, May 9, on the *Berengaria* for England. Mr. Royal will be aboard the *Queen Mary* when she makes her maiden voyage to America, sailing from Southampton on May 27.

CBS Program Shifts

IN A realignment of its program department in New York, CBS has named V. S. Whitman director of scripts. Betty Mandeville has been assigned temporarily as assistant to W. B. Lewis, director of broadcasts, and Earl McGill has been made casting director.

Packer Scalptone Spots

PACKER MFG. Co., New York (Scalptone) during the week of May 13 launched a series World transcription announcements on about 30 stations. Blackman Adv. Inc., New York, placed the account.

Cairo Radio Convention Plans Are Considered

PRELIMINARY plans for America participation in the 1938 Cairo International Telecommunications Convention were formulated May 5 at a meeting of government and private broadcasting and communications scientists and lawyers. Selection of a number of subcommittees to draft proposed revisions was announced.

On the same day the preparation group for the Bucharest meeting of the International Radio Consulting Committee approved American opinions on wave propagation curves and field intensity data.

First preparatory work for the Cairo conference is to be completed by Sept. 1. Sharper division of visual broadcasting and facsimile was proposed in discussions of the Cairo group. Another suggestion was that individuals as well as stations should be permitted to report violations of licenses to the FCC. Uniformity in time signals also was advocated, Dr. C. B. Jolliffe, of RCA, suggesting that this was a question for astronomers and that the Naval Observatory should be consulted.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Situations Wanted

Station Manager; at present assistant manager of network station in large western city. Experienced in both sales and programs, and understand all ends of the broadcast industry. Would like to take over station that needs building up. Box 486, BROADCASTING.

Broadcast operator and engineer; married; 28. Four years in A. T. & T. Radio Department and three years with leading eastern network station. First class radiotelephone license. Active in development work. Box 485, BROADCASTING.

Broadcast operator. Thoroughly experienced. Reliable. Age 30. W. B. Schroeder, R.R.2, Lafayette, Indiana.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 484, BROADCASTING.

Wish to purchase part or whole interest in or lease radio station. Box 487, BROADCASTING.

Music—Talent

Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

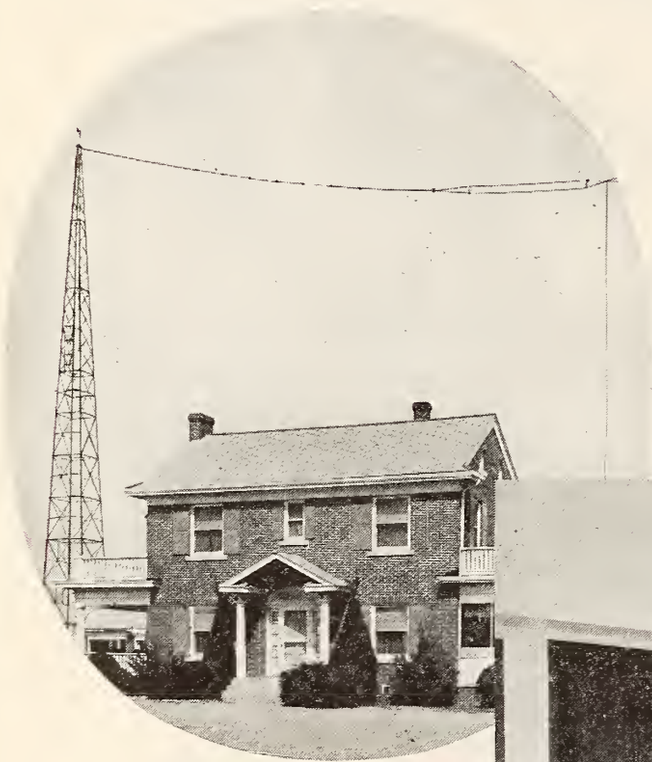
During the first week in April WLW received 191,869 pieces of mail from its listening audience ★ More than 90% of these contained proof of a product purchase

THE CROSLEY RADIO CORPORATION CINCINNATI

WKY

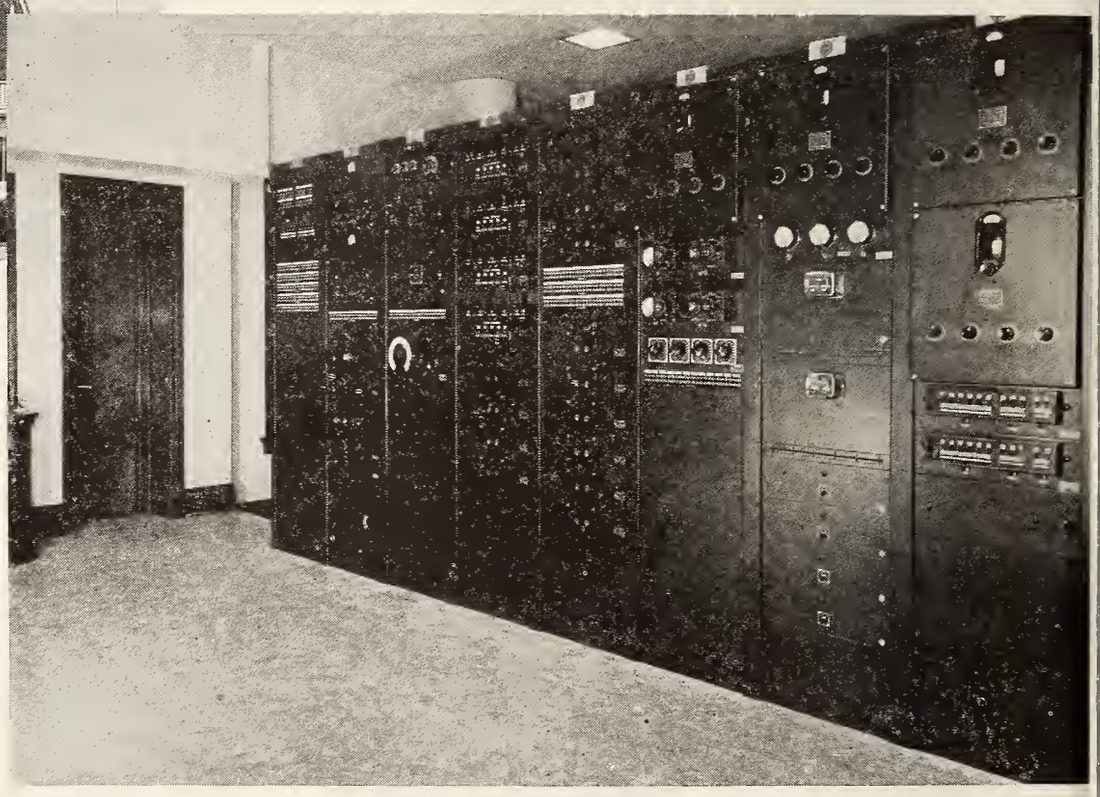
Modern Oklahoma City Station

Installs RCA Speech Input Equipment



Transmitter house of WKY is built like a private residence and only the antenna towers reveal its utilitarian purpose.

Like all progressive stations, WKY knows that it must keep in step with the times, and offer the best in radio to its ever-increasing number of listeners . . . WKY selected RCA Speech Input equipment, for this station knows that such equipment adheres to high fidelity standards, and offers the same dependability for which all RCA broadcast equipment is recognized. And every RCA Speech Input installation is tailored to the specific needs of the particular station. This assures the utmost in efficiency not only to the station itself, but to the listeners as well . . . This is just as true in the installation of a control system for an elaborate network as it is in the case of WKY. And behind each installation is the same technical skill and vast experience that has gained for RCA a most envied reputation throughout the world.



WKY's Speech Input Panel by RCA can be expanded whenever necessary.

RCA

TRANSMITTER SECTION

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue • *Chicago,* 111 North Canal Street • *Atlanta,* 492 Peachtree Street, N. E.
Dallas, 2211 Commerce Street • *San Francisco,* 170 Ninth Street

PRINTED IN U.S.A.

BROADCASTING

combined with

Broadcast Advertising

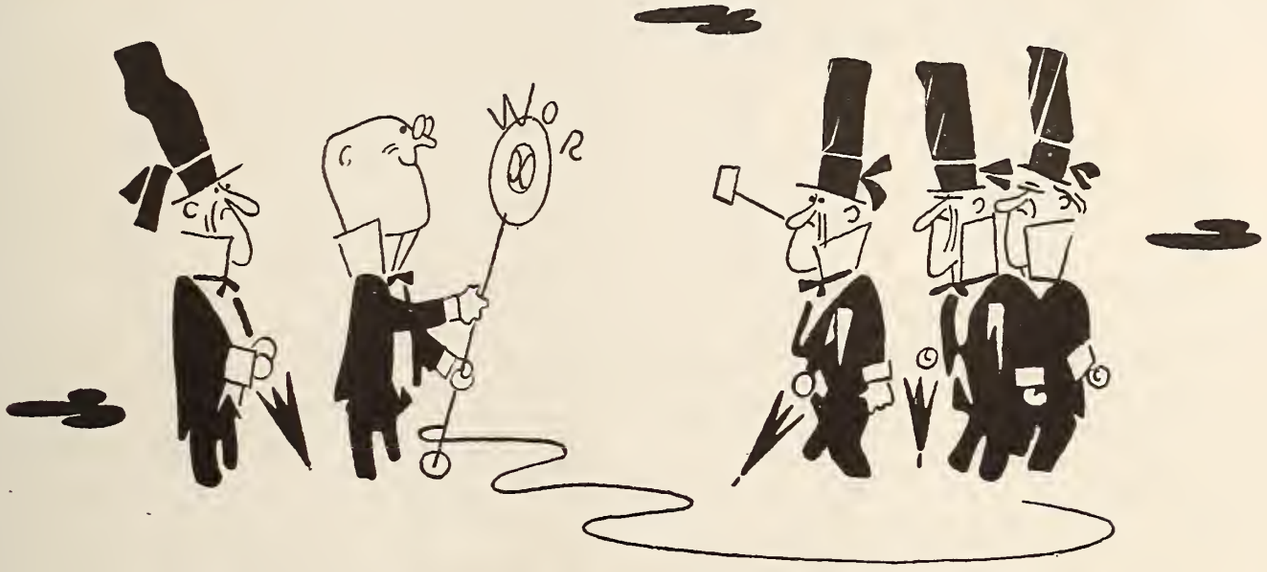
Vol. 10 • No. 11

WASHINGTON, D. C.
JUNE 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



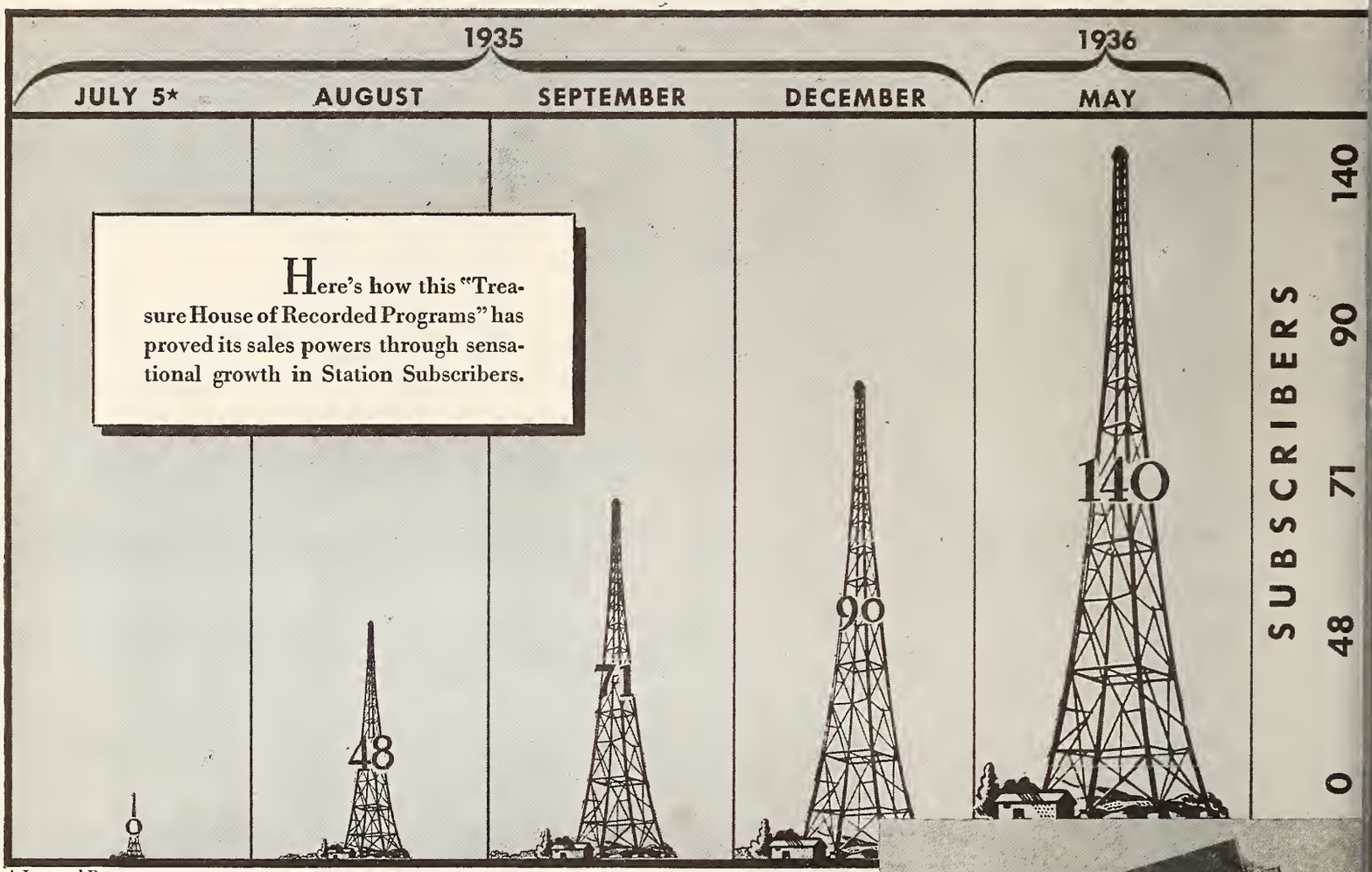
Advice to *Bemoaners*

Summer, we learn from sundry sources, heralds the advent of the "Great Weep" and volplaning of station-time-bought. Here at WOR, radio advertising has demonstrated an uncanny resistance to such ideas . . . And subtly refutes them with the success it has achieved in exercising a relaxing influence on the drawstrings of the summer purse. One WOR advertiser, for example, walked off with a 40% increase in sales as the result of a concentrated July-August campaign. Another sold ten cars, ranging in price from $1,700 to $897 during one week in July. If one reason were to be offered for WOR's success as a summer-seller, it would be its relentlessly faithful coverage of the Atlantic Seaboard's top vacation resorts. Apparently a station that spreads a 19-hour-a-day quota of consistent high-fidelity sound over more than 25,000 miles of motor highways from Maine to Delaware, and is faithfully followed by millions of loyal vacationists (as well as thousands of others who come here from all over the country) is a powerful summer selling force.

WOR

These Records Have Sales Records!

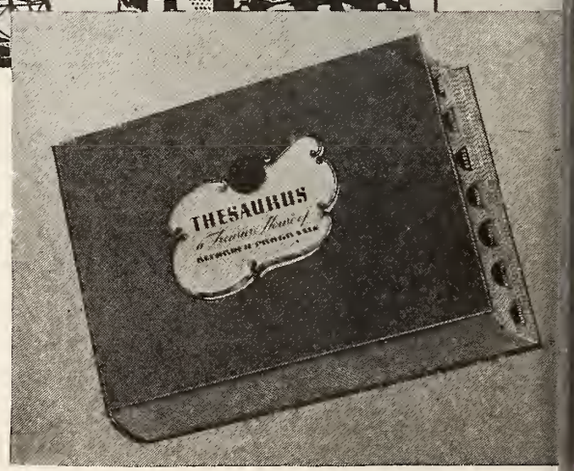
140 New Station Subscribers in 11 Months—and "NBC Thesaurus" Clients are *Still Growing*



★ Inaugural Date

The Reasons Behind the Records

- NBC THESAURUS PROGRAMS are programs of first-rate talent—real "Name" talent at low cost to advertisers.
- Seventeen and one-quarter hours per week of sparkling continuity.
- New and varied radio material every month (over 1000 selections to date).
- A range of "Extras" now available in the NBC THESAURUS — Sound effects, "Bridge Music", special holiday programs.
- And an effective plus—hard-hitting sales promotion helps.



For full information write

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO

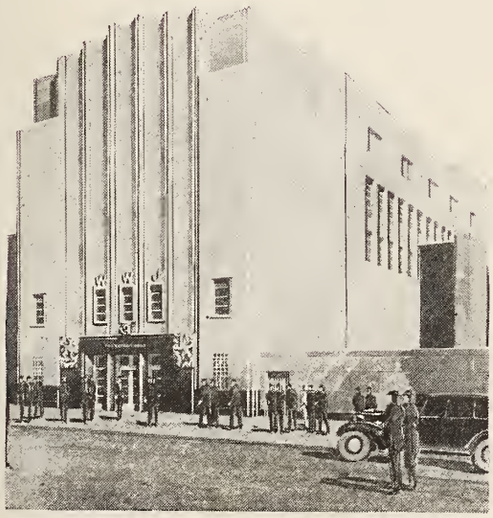
Question:

What station in your opinion broadcasts the best all-around programs? In other words, which is your favorite Detroit station?

Answer:

39% favored WWJ

Detroit's HOME
radio station



New studio for WWJ now being completed. It will be open to the public in August and will house the finest broadcasting facilities available in America.

25% favored the next station, 18% the next, followed by 9% for the fourth station, 7% for the fifth station and 1% for the sixth. WWJ also ranked first in baseball reporting and news comments, receiving 89% of the baseball votes and 36.1% of the news comments votes.

From an independent survey consisting of 5,000 interviews in April, 1936

National Representatives

JOHN BLAIR & COMPANY

New York, Chicago, San Francisco

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

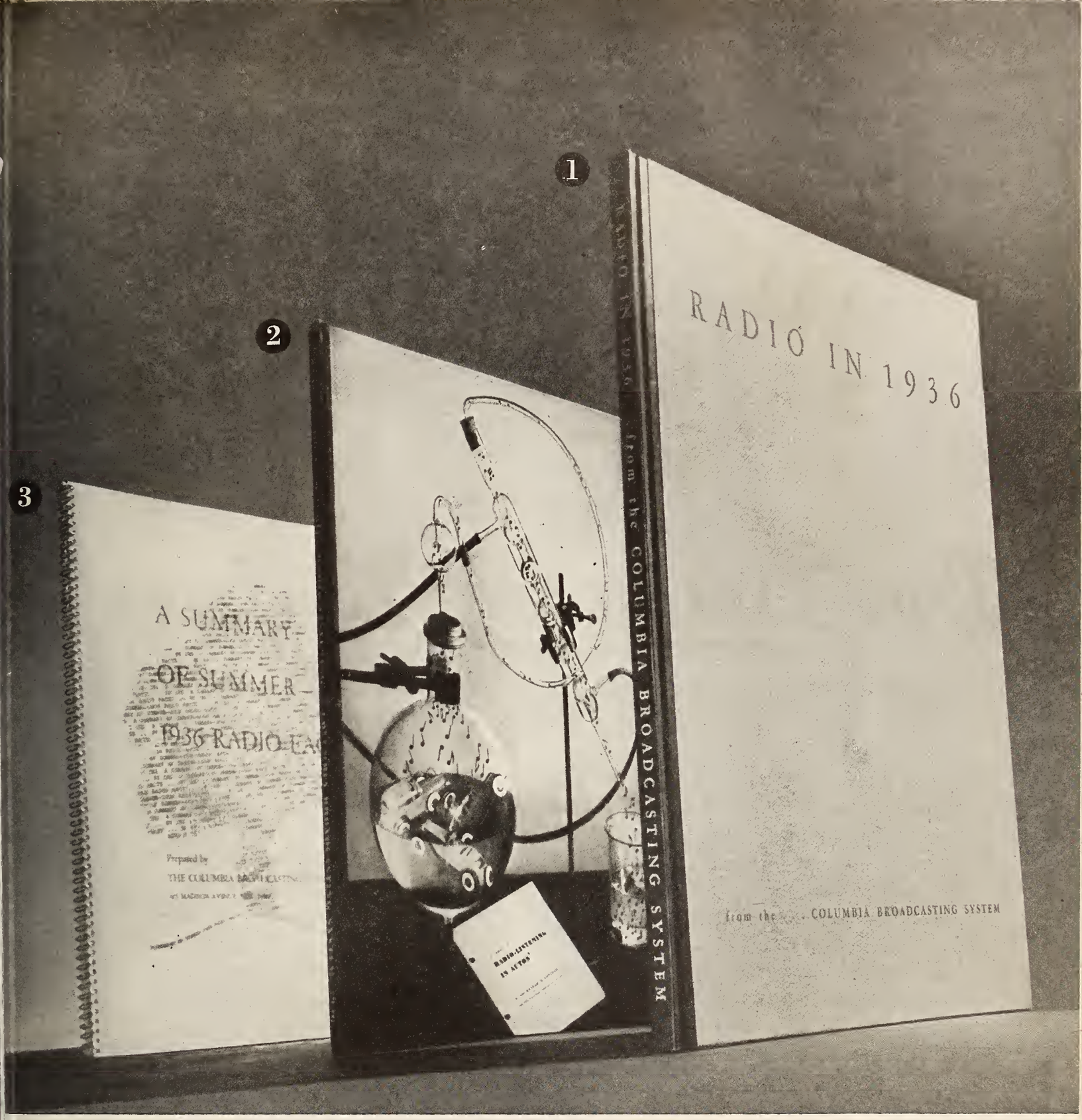
"NOT FOR SALE

But they're yours for the asking – these three "Best Non-Fiction" books of radio. Here are answers, from CBS, to the questions about radio you've been asking . . . as told by the radio audience itself to hundreds of special investigators in many thousands of direct personal interviews.

1 22,869,000 (and more) families in the United States now own radios. *Where do they live? How much do they spend? How much do they listen?* See "RADIO IN 1936." It's an almanac of circulation facts and figures, more detailed than any other advertising medium has yet offered about itself. Prescribed reading for every executive who uses, or intends using, radio. It's a specific measure of what goes on at the receiving end of America's greatest system of mass communication: radio broadcasting.

2 We looked into thousands of automobiles before "RADIO LISTENING IN AUTOMOBILES" first took shape in work-sheets and rough copy. With over 3,000,000 auto-radios now on the road, the CBS Research Department took on yeoman's work when it went after the consequential facts. But it got them! The automobile radio, today, is broadcasting's biggest bonus. And no charge for the facts about it.

3 *"For 5 specific reasons 1936 will deliver the largest Summer radio audience in the history of advertising—larger by far than the Winter audiences of 1931, 1932, 1933 and 1934."* That's but the first page of "A SUMMARY OF SUMMER-1936 RADIO FACTS." The next fifteen give the why and wherefores. Simple and specific facts, succinctly reported. A 'story' you won't want to miss—if only to set you straight about the Summer of 1937!



COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York



"Dr. Livingston, I believe?"

SING Halleluiah, ye sons of California, for lo!—John Livingston is in your midst!

Mild in appearance and modest by nature, John is a guy you ought to know. A graduate of the wartime French Army and U. S. Aviation, he served under Hoover's Food Administration in Austria — then sold Baldwin Locomotives to the Turks and Russians. After that, he had five years with the *Saturday Evening Post.* Then a tough course in our main office. Then he became our Chicago sales-promotion manager—and now he's one of the keenest minds (*we* think) in radio!

In taking over his duties as manager of our West Coast activities, John Livingston brings you a wealth of very practical advertising experience—and the same F & S ideals which have apparently made our services rather invaluable to agencies all over the East and Middle-West . . . Give him a ring at One-Eleven Sutter, San Francisco. The telephone is Sutter 4353.

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Louis
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angeles
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portland
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattle

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 11 WASHINGTON, D. C., JUNE 1, 1936 $3.00 A YEAR—15c A COPY

FCC Paves Way for New Broadcast Services

By SOL TAISHOFF

Anticipating Television and "Apex" Arrival, New Rules Are Promulgated Covering Ultra-high Reallocations

MARKING first official recognition of impending new services in the broadcast field, the FCC Broadcast Division on May 21 adopted new rules and regulations governing all types of broadcast operations and experimentations save those in the conventional broadcast band.

Following the action of the full FCC at its meeting on May 13 when frequencies in the ultra-high range were reallocated for particular services, the Broadcast Division laid down broad rules in which it set forth statements of policy respecting such operations as television, facsimile, high-frequency or apex broadcasting, international broadcasting on short waves, broadcast pickup stations (now called relay) and other experimental services.

Recognition is given to commercial uses of certain of these services, and of still greater interest, rules are set down whereby commercial credits may be given in television and facsimile broadcasts, but all with the rigid requirement that stations may not sell time for these services. The way is paved, however, for eventual lifting of the non-profit restriction, once these services are recognized as having passed the purely experimental stage.

Stations Affected

BROAD new principles are invoked all down the line. As at present constituted, the new rules affect some 277 licensed stations, charting definite methods of operation for each. Affected by these new specific regulations are 21 visual broadcasting stations, which include both experimental television and facsimile; 56 broadcast pick-up stations; 12 relay or international broadcast stations; 17 special experimental and 167 general experimental stations. However, there are pending 40 applications for new high-frequency or "apex" broadcast stations, or those designed to cover, experimentally, purely local areas. Additional frequencies are set aside for this type of service, destined ultimately to become of substantial importance in the aural broadcast field. A power maximum of 1,000 watts is set for these services except for so-called frequency modulation service, where higher power will be authorized experimentally.

Lifting of the six-month license rule, as applied to all services other than regular broadcast, and their extension to a year, also is significantly provided. Whether the FCC intends to follow this with authorizations for one-year licenses or longer in regular broadcast licenses, was not indicated, but the idea is known to be gaining favor. Broadcasters long have battled for three-year licenses, as allowed in the law.

The four stations operating in the 1,500-1,600 kc. band, heretofore called experimental broadcast stations and labeled "special broadcast" stations in the new regulations, are made subject to all of the requirements covering stations in the regular broadcast band, plus certain special provisions requiring continued programs of research. Thus they are removed entirely from the test probationary category and made regular stations.

Everything in the new rules appears to be aimed toward definite allocations for future broadcast services in the ultra-high frequencies. Heretofore, in most cases, the assignments have been rather haphazard, due to their definite experimental nature.

In addition to the new rules governing all broadcast operations other than in the 550-1,500 kc. band, the Broadcast Division adopted a new rule (No. 177) governing rebroadcasts. This rule specifies that a regular broadcast station may, without authority of the FCC, rebroadcast a program of another station upon notice to the FCC and upon express authority of the licensee of the station originating the program. Heretofore no notice was required to the FCC. Further, the rule specifies that no other class of broadcast station shall rebroadcast the program of any station without written authority from the FCC. An entirely new provision is that no licensee of any class of broadcast station shall rebroadcast the program of any foreign radio station without written FCC authority. Other requirements on rebroadcasts are set forth in the text of the rule published herewith.

Research Required

IN PRACTICALLY all cases the FCC specifies that an "active program of research" must be undertaken to qualify for licenses. The new rules come at a time when the FCC is preparing for the general high-frequency hearing scheduled to begin June 15. Thus, with definite allocations for these experimental broadcast services made in the new rules, a somewhat different complexion is placed upon the forthcoming hearings.

To make certain that the new engineering requirements will be thoroughly understood, an informal engineering conference has been scheduled by the FCC Engineering Department for June 8 in Washington. All licensees affected are invited. Particular emphasis is laid upon television experimenters, since new allocations will be made on the ultra-high frequencies in accordance with the drastically modified rules. Moreover, the 11 experimental television stations on the lower frequencies (2,000 to 2,100 and 2,750 to 2,850 kc.) must vacate those assignments, which are set aside for inter-city police services after July 1, and find places in the broadened ultra-high range.

The Broadcast Division acted on the new rules promptly after the full FCC had made the realignments and revisions possible by adopting on May 13 rule 229 under which frequency allocations in the ultra-highs were made. Under the former Radio Commission, all operations other than regular broadcast were delegated to the Telegraph Section of the Engineering Division. Under the FCC, however, these have been delegated to the Broadcast Section of the Engineering Division, and Andrew D. Ring, assistant chief engineer in charge of broadcasting, was assigned the initial task of revising proposed rules and regulations.

The new rules are in two parts, and all are designed to become effective July 1. Grace periods, however, will be allowed wherever necessary, to conform with the more technical equipment installation requirements. The first part of the rules are general, and the

(Continued on page 64)

TEXT OF REVISED FCC RULES

FOLLOWING are the new rules and regulations governing all broadcast stations except those in the regular broadcast band, adopted by the FCC Broadcast Division May 21:

General Rules

980. THE operating frequency of the broadcast stations as listed in Table I shall be maintained within plus or minus the percentage of the assigned frequency as given in Table I.

TABLE I.

	Tolerance
Relay Broadcast	
(a) 1622 to 2830 kc	0.04%
(b) 31,100 to 40,600	0.05%
International Broadcast	0.01%
Visual Broadcast	
(a) Television	0.05%
(b) Facsimile	*0.05%
High Frequency Broadcast	0.01%
Experimental Broadcast	*0.05%

* Or less as required

981. (a) The licensee of each broadcast station listed in Rule 980 except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in Rule 980 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

982. (a) Licenses for the following classes of broadcast stations will be normally issued for a period of one year expiring as follows:

	Date of Expiration
Relay Broadcast	
(a) 1622 to 2830 kc	Oct. 1
(b) 31,100 to 40,600 kc	Nov. 1
International Broadcast	Dec. 1
Visual Broadcast	
(a) Television	Feb. 1
(b) Facsimile	March 1
High Frequency Broadcast	April 1
Experimental Broadcast	May 1

(b) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (Rule 103.15).

(c) A supplemental report shall be submitted with each application for renewal of license of a station operating on frequencies allocated on an experimental basis in accordance with the regulations governing each class of station.

983. (a) No frequency allocated on an experimental basis to broadcast stations listed in Rule 980 will be assigned exclusively to any licensee. In case interference will be caused by simultaneous operation, licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require the licensee of a station assigned frequencies on an experimental basis to conduct experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant

(Continued on page 48)

Judge Sykes to Address NAB; Increase in Dues Is Proposed

Glenn Snyder, of WLS, Is Head of Chicago Group To Make Local Arrangements for July Convention



Judge Sykes

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, will be the principal speaker at the 14th Annual Convention of the NAB in Chicago July 5-8. Otherwise, under present plans, the convention agenda will be almost entirely devoid of set speeches by other than NAB officers, with the slate cleared largely for floor discussion on such matters as copyright and future expansion of the industry.

At the invitation of James W. Baldwin, NAB managing director, Judge Sykes is to address the convention on July 6 at the opening business session. His subject will relate to Federal regulation of broadcasting. Several years ago, while chairman of the Radio Commission, Judge Sykes addressed an NAB convention. Last year the principal speaker was FCC Chairman Anning S. Prall.

Meanwhile Mr. Baldwin is drawing up the convention agenda with the all-consuming issue that of copyright and his project for setting up of a bureau of copyrights within the NAB as approved by the NAB board in April. Internal strife within the industry over copyright, which has thrust forward the threat of network withdrawal from the NAB and contributed toward the formation of Associated Independent Radio Stations Inc., is certain to consume much of the time. For that reason Mr. Baldwin plans to leave the program as open as possible.

May Increase Dues

ASIDE from the usual crop of industry problems, plus the expected controversy over copyright, the membership will be confronted with another proposal for increasing the NAB budget. This contemplates a 50% increase in dues of all members. For the last two years the dues of full time stations have been the highest quarter-hour rate with dues of part-time stations proportionally lower. This was based on a budget of $60,000 annually. However, the system is yielding approximately $70,000 yearly from 389 members.

Unusually heavy expenses, occasioned by a half-dozen board meetings as well as sessions toward the end of last year in connection with ASCAP and Warner Bros. contracts, have necessitated two extra assessments this year. An extra assessment is one quarter's dues.

The board at its April meeting approved a recommendation by Mr. Baldwin for the 50% increase in dues and authorized him to bring it before the Chicago convention. Membership action is required for changes in dues. With the current membership, this extra assessment, if approved, would increase NAB income to more than $100,000 per year.

A diminution in membership is feared in some quarters from such an increased scale of dues. For example, it was brought out that groups owning or controlling more than one station may be inclined to remain in the trade association with only a portion of their stations as a means of conserving payments. The networks, for example, have most of their stations in NAB membership, and pay dues for each, contributing about 20% of NAB income. Moreover it is known that several of the stations which have joined AIRS have held in abeyance payment of dues to the NAB until they ascertain developments at the NAB convention, at which time AIRS also will meet.

A local convention committee, comprising heads of stations in Chicago who are NAB members, has been named by Mr. Baldwin. Glenn Snyder, manager of WLS, has been named temporary chairman to call a meeting of the Chicago group at which a permanent chairman is to be named. The usual entertainment activities have been intrusted to this committee, together with the Golf Tournament to be held July 5 for the annual BROADCASTING Magazine Trophy.

Members of the local committee, in addition to Mr. Snyder, are Niles Trammell, NBC vice president; W. E. Hutchinson, WAAF; H. Leslie Atlass, WBBM; Clinton R. White, WCRW; Gene T. Dyer, WGES; Quin A. Ryan, WGN; H. C. Crowell, WMBI; Ralph L. Atlass, WJJD, and F. A. Senford, WSBC.

Independent Association To Hold First Meeting During NAB Convention

WHERE Independent Associated Radio Stations, most talked about group in industry circles, will go since its incorporation as a trade group, will be determined in Chicago during the NAB convention July 5-8, at which time the new group will have its first meeting.

Ohio incorporation papers for AIRS have been executed. While present plans concentrate on the copyright problem, with Sol A. Rosenblatt, New York attorney, as legal advisor, the organization is empowered under its charter to engage in broad trade association activities. Decision to incorporate was reached at a meeting held May 1 in Cincinnati, presided over by Powel Crosley, president of WLW, and prime mover of the venture.

Applications for membership in AIRS, it is reported, have been received by the score, and it is expected that when the Chicago meeting is held some 150 prospective members will be on hand. Under the incorporated structure Mr. Crosley will remain as chairman, with the six members of the executive committee becoming trustees. A regular corporate organization with elective officers may be decided upon at Chicago.

In addition to Mr. Crosley, the trustees include John Shepard 3d, Yankee Network; Edwin Craig, WSM, Nashville; James C. Hanrahan, Continental Radio Co. (Scripps-Howard); Walter J. Damm, WTMJ, Milwaukee; Edward A. Allen, WLVA, Lynchburg, Va.. and John L. Clark, WLW-WSAI, who also serves as secretary.

WJJD, Chicago, was added May 25 to the Affiliated Broadcasting Co. network, to be the Chicago outlet.

NBC May Revamp Operated Stations

POSSIBLE reorganization of the present owned-and-operated station segment of NBC, which embraces 14 stations throughout the country, is being considered by President Lenox R. Lohr. Major Lohr has visited practically all of the stations since assuming the NBC helm last December and preliminary plans are understood to be before him. William S. Hedges former president of WMAQ, Chicago, and past president of the NAB, is the manager of operated stations and has been instrumental in increasing their business and popularity during the last three years.

Don A. Gilman, NBC vice president in charge of Pacific Coast activities was in New York during the week ended May 23 and is understood to have discussed the plan with President Lohr. The owned and operated stations are WEAF, WJZ, WBZ, WBZA WGY, WTAM, WRC, WMAL WMAQ, WENR, KDKA, KOA KGO, KPO.

American Express Spots

AMERICAN EXPRESS Co., New York (travellers checks) is using one-minute live announcements six times a week, on WTAM Cleveland, WENR, Chicago and KYW, Philadelphia. The campaign will run for 16 weeks. Caples Co. New York, placed the account.

Paul F. Peter Is Appointed as Secretary Of Tripartite Bureau for Audience Audit

SELECTION of Paul F. Peter, chief statistician of RCA and formerly in the same capacity with NBC, as secretary of the Joint Committee on Radio Research, was announced May 26 as the first tangible step toward creation of a radio research bureau. The Joint Committee is equally representative of the American Association of Advertising Agencies, National Association of Broadcasters and Association of National Advertisers.

In naming Mr. Peter for a six-month period, the committee of 15 executives in radio advertising also considered several plans for creation of a radio audit agency which would parallel for broadcast advertising the work done by the Audit Bureau of Circulations in the publications field. No action was taken on this, however, and it was decided that Mr. Peter, as the first paid employe, should continue certain "exploratory" moves in connection with coverage and listener surveys upon which recommendations would be based for setting up of a regular bureau.

Mr. Peter had been recommended for the post by a committee of five designated to select a man. The full committee confirmed the appointment. Funds were appropriated from the present $30,000 fund of the Joint Committee to allow him to carry on the work. Of this $30,000, two-thirds was donated by NBC and the remaining $10,000 pledged by CBS. It is understood that additional funds may be forthcoming, possible from the NAB and from Mutual Broadcasting System.

Assembling Data

SELECTION of Mr. Peter came after several other individuals prominent in radio research and in advertising surveys had been considered. Whether the appointment will be permanent apparently depends upon future developments. Mr. Peter, it is understood, will resign his post with RCA, where he has been employed since leaving NBC last year.

The Committee in April announced an estimate of the total number of radio families as of Jan. 1, 1936 at 22,869,000 radio homes. This was the first task handled by it since its creation nearly a year ago. Figures for individual states were held in abeyance awaiting compilation of figures by counties. It is understood this information will not be available for at least another fortnight. A technical subcommittee of six, which at the May 2 meeting was augmented by two has been assigned this task of working out "radio census" estimates.

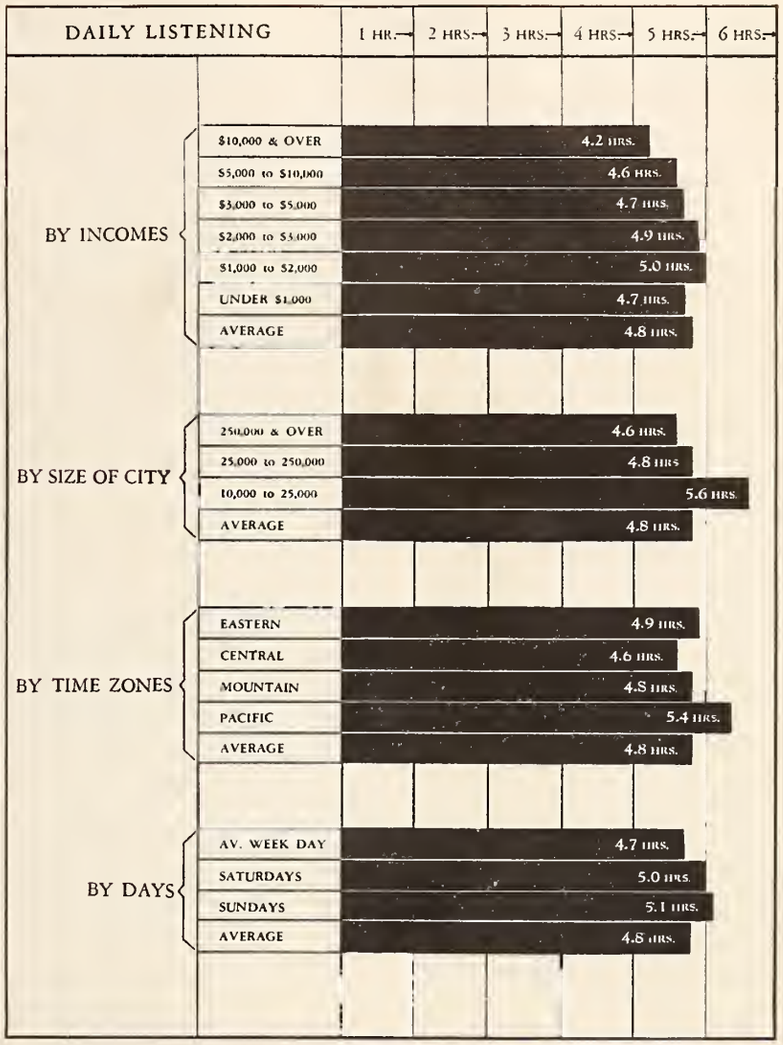
The subcommittee now comprises L. H. D. Weld, McCann-Erickson Inc., chairman; Herman S. Hettinger, NAB research consultant Arthur W. Lehman, ANA; D. I. Robinson, Federal Adv. Agency New York; John W. Karol, CBS and Hugh M. Bevel, Jr., NBC, who replaces Mr. Peter in representing that network. The new members are D. P. Smelser, Procter & Gamble Co., Cincinnati, and George Gallup, Young & Rubicam Inc., New York.

The Committee of five named to select the secretary, which brought up the name of Mr. Peter, comprised Paul A. West, ANA president; Federic C. Gamble, executive secretary, AAAA; Hugh L. Boice, CBS sales vice president Roy C. Witmer, NBC sales vice president, and James W. Baldwin NAB managing director.

Beyond the announcement of the selection of the new secretary the Joint Committee said nothing. Presumably, after Mr. Peter gathers some basic information, a other meeting of the full committee will be called. Since last April when the first census figures were announced, the committee has been going full speed ahead toward the goal of creating an independent radio research bureau, with all elements in agreement on its desirability. John Benson, president of the AAAA, is chairman of the Joint Committee, which has five members representing each of the three trade associations.

AGE AND SEX OF THE RADIO AUDIENCE
(In cities of 10,000 population and over)

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5%	38.1%	36.0%	39.2%	46.9%	50.0%
over 18 yrs.	25.0%	30.9%	24.0%	30.0%	34.4%	43.0%
under 18 yrs.	12.5%	7.2%	12.0%	9.2%	12.5%	7.0%
	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
FEMALE	62.5%	61.9%	64.0%	60.8%	53.1%	50.0%
over 18 yrs.	50.0%	54.4%	48.0%	51.5%	43.7%	44.3%
under 18 yrs.	12.5%	7.5%	16.0%	9.3%	9.4%	5.7%
TOTAL	100%	100%	100%	100%	100%	100%



HEY DO LISTEN, AND HOW — Two charts from new CBS study Radio in 1936", showing the makeup of the radio audience in terms of he men and women, the adults and children, who listen regularly win-er and summer, and the average daily listening habits of radio set wners according to income groups, size of city, time zone and days.

Vast Increase in Public Radio Listening Shown in CBS Study of Set Ownership

PRELIMINARY to the issuance by he Joint Committee on Radio Re-earch of state-by-state and coun-y-by-county breakdowns of its re-ently announced radio census of he United States (which showed total of 22,869,000 "radio homes" n the country), CBS on May 27 ublished a new study of owner-hip, income levels and listening abits titled *Radio in 1936* which isclosses the enormously increased nterest in broadcasting among all lasses of people.

The study is in the nature of a ontinuation of the monthly CBS-tarch study of 1934 which was ccepted as the basis of the figures n radio ownership soon to be re-eased by the Joint Committee. It as compiled after 6,000 personal nterviews had been made four mes a year—a total of 24,000 in-terviews — among all income roups and all geographical divi-ions in cities of 10,000 population r over. Among its findings:

An average of 92.6% of all milies in cities of 10,000 or more ow own one or more radios, the come classifications being as llows: 99.4% own radios who ave incomes of $10,000 or more; 8.4%, incomes of $5,000 to $10,-00; 97.3%, incomes of $3,000 to ,000; 94.4%, incomes of $2,000 $3,000; 89.6%, incomes of $1,000 $2,000; 74%, incomes of $1,000 nd under.

In cities over 250,000, 93.8% of e families own radios; 25,000 to 0,000, 91.1%; 10,000 to 25,000, .4%—and the Starch-1934 report owed at least 80% of the U. S. rm-wealth covered by radio.

In Working Order

NCE it is recognized that peo-e who own automobiles and tele-hones are the prime markets for nationally advertised goods, it significant that 97.3% of all tomobile homes own radios, .5% of all radio homes own tomobiles and 95.6% of all tele-hone homes own radios. As re-ported in the May 15 BROADCAST-ING, the total ownership of auto radios alone (not included in the radio homes count) runs over 3,000,000.

The survey found that 96.1% of all radios were in working order, more than 15,000,000 of them being less than five years old and more than 7,000,000 purchased within the last two years. In 1935 alone $99,000,000 was spent for radio tubes and parts. The average use of each radio is 4.8 hours daily, with 77.3% in use some time daily, 67.1% in use after 6 p. m. and 58.5% in use some time before 6 p. m.

By Income Levels

NO GREAT differences are found in daily listening habits by income levels, the variation being only 2.2% between any income class. However, as expected, it was found that people in small towns listen more than people in big towns, though even in the largest cities more than three out of four families listen every day. In the medium to large town classes, i.e., 25,000 and over, 76.3% use their radios every day; in towns from 10,000 to 25,000 population, 81.6% listen daily.

A decided upturn through the years in the hours of daily listening is disclosed, explained undoubtedly by the higher quality of programs. From an average of 4 hours of daily listening in 1931, the scale moved upwards to 4.8 hours in 1935, which correlated with the increase in radio ownership, answers definitely the argument that "the novelty of radio wears off." More than that, the trend toward multiple ownership of sets moved up through the last six years until 54.5% of the families with incomes over $10,000 were found with two or more radios; 35.3% of families with incomes of $5,000 to $10,000; 21.4% of families with incomes of $3,000 to $5,000; 10.1% of families with incomes from $2,000 to $3,000; 5% of families with incomes from $1,000 to $2,000, and 2.2% of families with incomes under $1,000 —an average of 15.5% of all families thus shown to own two or more radios.

BUTLER HAS OPTION ON KOY, PHOENIX

AN OPTION for the purchase of KOY, Phoenix, Ariz., from the Neilson Radio & Sporting Goods Co., has been acquired by Burridge D. Butler, president of WLS, Chicago, and of the *Prairie Farmer* and associated farm publications. The station operates on 1390 kc., with 1,000 watts local sunset and 500 watts night.

Mr. Butler resides on a ranch near Phoenix six months each year. It is understood he is desirous of acquiring the station as an independent venture to be devoted to the civic interests of Phoenix. One of the pioneer figures in radio, Mr. Butler is the former publisher of several Midwestern newspapers and is widely known in newspaper and radio circles.

KOY has been on the air for a dozen years as a non-network outlet. It is operated in conjunction with the Neilsen sporting goods store, of which Earl A. Neilson is president. The station, however, is owned jointly by Mr. Neilsen and certain other associates.

GEORGE SCHMIDT, of the sales staff of WOR, Newark, will be a passenger on the Zeppelin *Hindenburg* July 3.

Salt Lake City Druggists Sponsor KDYL Program

A WEEKLY half-hour broadcast on KDYL to promote neighborhood druggist service has been started by Associated Independent Druggists of Salt Lake City, comprising some 35 local stores. The plan for sponsorship of a program was conceived by L. A. Loeb, of KDYL, and presented to a group of druggists at a luncheon.

The program mentions no individual stores but calls attention "to the wisdom of purchasing from the druggist whom you know, in whom you have confidence, and who will service you better." Each participating store is given window and display cards bearing the group's symbol and promoting the program. Already plans are being formulated to sponsor a second half-hour program.

Communists Buy Period Just Before Socialists

WGAR, Cleveland, is the first station to sell time to the Communist Party, which bought the 9-9:30 p. m. period May 25 immediately preceding the scheduled Socialist convention program which was carried by NBC and CBS. WGAR also carried Socialist convention programs.

The Cleveland Communist organization paid in advance for the time which was used for an address by Earl Browder, secretary of the National Communist Party, who was refused time by some stations after his recent CBS talk.

Food-Drug Measure Speeded In Effort to Obtain Passage

Administration Word Brings Renewed Chance in Race Against Time; Important Changes in Provisions

SPURRED by administration support, the drastically revised Copeland Bill (S-5), to amend existing law by placing greater restrictions on the sale and advertising of food, drugs and cosmetics, is being rushed toward the House floor in the hope of beating the adjournment of Congress, expected during the week of June 8.

Rewritten almost entirely by the House, the bill would transfer control of advertising from the Department of Agriculture, as written in the Senate Bill, to the Federal Trade Commission. House Committee action came after word went out from the White House indicating administration anxiety to get a bill through at this session.

A special rule to bring the bill before the House during the week of June 8 is being sought. As BROADCASTING went to press it was confidently expected by Rep. Chapman (D-Ky.), chairman of the subcommittee which rewrote the bill, that the rule would be procured and the bill enacted. However, because of the wide divergence between the House measure and the bill as it passed the Senate on May 13 last year, time will be consumed in conferences between the two houses to compose differences. Legislative experts said that at best it will be a race against adjournment.

Effect on Radio

AS PASSED by the House, there is no substantial objection from the broadcasting industry to terms of the bill. The industry preferred Federal Trade Commission rather than Agriculture Department jurisdiction over advertising, although it interposed no objection when the latter was considered at the last session. The advertising provisions in the House bill have been toned down perceptibly, and other provisions largely are unobjectionable to advertising media generally.

The legislation is of vast importance to the broadcasting industry, since some 30% of the gross time sales are traceable to food, drugs and cosmetics advertising, meaning roughly about $25,000,000 annually.

Meanwhile, the Trade Commission is still pressing for enactment of the so-called Wheeler-Rayburn bill, to broaden the Federal Trade Commission Act by authorizing it to proceed against unfair or deceptive acts and practices, including advertising, without the requirement of proving unfair competition. Having already passed the Senate, the bill is before the House Interstate and Foreign Commerce Committee. Hearings were begun on it May 27 with testimony by Trade Commission spokesmen, including Commissioner Ewin L. Davis. He contended it would help the FTC in its work but opponents of the measure, including newspaper trade groups, feel it would mean more fishing expeditions into private business.

The Wheeler-Rayburn bill, unlike the Copeland bill, is given very little chance of enactment at this session even though it passed the Senate last month with little opposition. Admittedly, it would greatly enhance the FTC authority over advertising by allowing it to initiate actions without proving competition to the extent that unrestrained action of this kind might constitute serious interference with advertising media generally.

The House Committee reported out the revised Copeland bill on May 20 but did not make public the committee print until May 23. This constituted the seventh time the bill has been rewritten during the last two years—the first half-dozen alterations having been made in the Senate. The bill is so far different from the original "Tugwell bill" as to be unrecognizable, except for its title.

A new definition is given the term "advertisement" in the House revision. It reads:

The term "advertisement" includes all representations of fact or opinion disseminated to the public in any manner or by any means, other than by labeling, for the purpose of inducing, directly or indirectly the purchase of food, drugs, devices or cosmetics.

The Senate version said that the term includes all representations of fact and opinion disseminated to the public in any manner or by any means other than labeling.

Whereas the Senate bill would have vested all control over advertising in the Secretary of Agriculture, which really meant the Food & Drug Administration, the House bill would divide this authority by placing advertising control under the Trade Commission, leaving most other functions to the Secretary of Agriculture. In the Senate Bill, to appease the complaints of manufacturers and media, there were provisions for setting up of advisory boards to consult with the Secretary in handling such matters as advertising control and in specifying other standards. These are dropped entirely in the House measure.

False Advertising

THE definition of false advertising in the House version is substantially the same as that of the Senate, except for changes in verbiage. The House definition reads:

(a) An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is false or misleading in any particular regarding such food, drug, device, or cosmetic. Any representation concerning any effect of a drug or device shall be deemed to be false under this paragraph if such representation is not supported by scientific facts or substantial and reliable medical or scientific opinion.

(b) The advertisement of a drug or device representing it to have any therapeutic effect in the treatment of Bright's disease, cancer, tuberculosis, poliomyelitis (infantile paralysis), venereal diseases, heart or vascular diseases shall be deemed to be false: Provided, That the Secretary shall establish exemptions from the pro-

(*Continued on page 58*)

Krug Promotion

GEORGE A. KRUG BAKING Co., Jamaica, Long Island, (house-to-house delivery) raised its high-priced *Skipper Jim* cookies to best-seller rating as a result of promotion on its six-weekly quarter-hour series on WMCA, New York. A million-and-a-half numbered coupons were distributed on Krug routes to enlarge the juvenile audience for the Skipper Jim program. Each serial number was used on 100 coupons, and an average of 40 responses have been received each night after announcements of awards of roller skates to a selected serial number.

CBS To Construct Building in Gotham

AS THE crux of its expansion program, CBS will erect its own new building and studios in New York on a 29,000 square foot tract having an assessed value of $1,735,000, it was announced May 28. The property is located at the southeast corner of Park Ave. and 59th St., about a half-mile from Radio City.

Details in connection with the building and studios have not yet been divulged by CBS. The network still has a lease covering 10 floors of its present headquarters at 485 Madison Ave. which does not expire until 1939. However, it is known that CBS has been cramped for space and studios, and it is expected that an ultra-modern broadcasting plant will be installed in a skyscraper to be erected on the site.

Announcement of the purchase was made by James D. Landauer, vice president of Douglas L. Elliman & Co., the broker who assembled the property. Contracts were signed May 27 for the new property. The deal from the real estate standpoint was one of the largest in several years in New York. The key property is at present 489 Park Ave., and it is presumed the new building will be designed for its entrance on Park Ave. rather than on 59th St.

M. R. Runyon, CBS treasurer, said definite plans for the building had not been completed, but he added it would house the latest and most modern studios, equipment and offices necessary for the operation of the network.

Allis-Chalmers Discs

ALLIS-CHALMERS MFG. Co., Milwaukee (farm machinery) is placing a series of 13 WBS quarter-hour transcriptions, to be used thrice weekly in June on 17 stations in grain states. Stations are WLS, WHO, WCCO, WDAY, WNAX, WIBW, KFH, KFEQ, KMMJ, KFAB, WIBU, WMBD, WOWO, WBOW, WAIU, WHP, WFBL. Bert S. Gittins Adv. Agency, Milwaukee, placed the account.

ADAM HAT STORES Inc., New York, regular sponsor of prize fights over WMCA, on May 29 sponsored the Lewis-Godwin fight over five Inter-City stations, with Sam Taub and Charlie Vachner at the mikes.

Scott Howe Bowen Back In National Radio Field With New York Network



Mr. Bowen

AFTER a two-year absence from the national radio field, Scott Howe Bowen, former president of Scott Howe Bowen Inc., spot broadcasting firm, on May 2 announced his appointment as consultant for the newly-organized Associated Broadcasters of New York, an alignment of nine stations within the Empire State, created by Burr Squire, manager of WINS, New York.

Although he has been active in the general direction of his station, WIBX, Utica, N. Y., Mr. Bowen has not been in the New York radio field since disbanding Group Broadcasters Inc., about two years ago. This organization succeeded Scott Howe Bowen Inc., pioneer firm in transcription spot broadcasting and in general a distinguished from exclusive station representation.

WINS is now feeding two commercial and six morning sustaining programs to the Associated group. Permanent lines have been installed. Mr. Bowen has not yet established offices in New York. It is understood one of his first functions will be to visit each of the member stations. WIBX, which is a CBS affiliate, also is aligned with the new Associated group.

As a consultant Mr. Bowen will not be on the Associated Broadcasters payroll but will function on a fee basis. The alignment already has two commercials - Hearst magazines and Remington Rand.

Still More for Luckies

AMERICAN TOBACCO Co., New York, is negotiating for the NBC Blue 10-11 p. m. period (EDST) on Wednesdays opposite the NBC Red *Hit Parade* to monopolize the hour on both NBC networks. At present American Tobacco is using the NBC-Red hour and an hour on CBS Saturdays, 10-11 p. m., for its *Hit Parade* programs to promote Lucky Strike cigarettes. Lord & Thomas, New York, handles the Lucky Strike account.

Testing New Product

TO PROMOTE "Husies", a new cereal, General Foods Corp., New York, has started test campaigns in two widely separated markets using WIRE, Indianapolis, and WOAI, San Antonio. Programs are five 15-minute sportcasts weekly, tests running indefinitely. Benton & Bowles Inc., New York placed the account.

Petri Cigars to Expand

PETRI CIGAR Co., San Francisco (Natividad 5c cigar), largest manufacturers of cigars in the West, thru Emil Brisacher Staff, San Francisco, is conducting a Pacific Coast campaign, along with newspapers is using spot announcements on KYA, the city. The radio campaign will be extended shortly to include other Western stations.

How to Increase Sales 44% in a Week

Golden Crust Bread Adopts Campaign Based on Speed And Gets Startling Results From Its Radio Drive

By SIDNEY GROSS
Sales Manager, Gottfried Baking Co.

FROM stove to stomach in little or no time or maybe a few hours at the most is the way Gottfried Baking Co. is handling its Golden Crust "Late City Edition" bread. Gottfried is merchandising its program in last-minute fashion, through Lord & Thomas, its agency, and uses dealer broadsides and window streamers in its promotion. No more do fragrant loaves loaf around half the night waiting for morning delivery to stores and evening eating. At least, not since Gottfried adopted modern production and advertising methods.

"EXTRA, EXTRA! Hot out of the oven . . . just like this extra is hot off the press. Here y'are, get your Golden Crust 'Late City Edition' Bread."

The raucous cry of the newsboy opened the first broadcast of the Gottfried Baking Co. over WJZ, New York, on March 29, and its most intensive campaign to date. Before the second broadcast the following Sunday, Golden Crust sales had increased 44%. At the end of the first month an increase of 57% was recorded.

When we decided to use radio to promote Golden Crust Bread, we and our agency, Lord & Thomas, wanted a program that would impress listeners with the unusual freshness of the bread. We were gunning for a series which by its very atmosphere would do as much as the commercials themselves to sell that idea to potential customers.

Thrills and Dough

OF THE various ideas considered, only one seemed capable, not only of sure-fire entertainment, but of sustaining the campaign theme, and making it impressive and *believable.* There are few things made and distributed with more speed than the late city edition of a newspaper. So on March 29, from 6:30 to 7 p. m., we launched *City Desk.* Into it, Edith Meiser, author of many radio hits, wrote the excitement behind the scenes of a great city newspaper. The thrills of a reporter's life, the secrets behind closed doors brought into front page news.

Although the Gottfried Baking Co., as New York's largest independent bakers, has been supplying metropolitan homes and restaurants for 45 years, we were greenhorns when it came to radio promotion. We did feel, however, that any campaign worth spending money on at all, was worth backing up 100%, and we made revolutionary changes in our entire system to hook it up with *City Desk.* We planned, and prepared to adopt, a sunrise to sunset routine of baking, delivering and consumption which outmoded in our bakeries the familiar custom of baking during the night and allowing loaves to wait for routine delivery.

Overnight we changed the Golden Crust wrapper, stamping across it a prominent headline, "Special Late City Edition". That wrapper was our guarantee to customers that the loaf had been baked, wrapped and delivered — still hot from the oven — between 11 a. m. and 1 p. m. We found that 75% of our output could be handled this way. The other 25% does not carry the special late city edition headline on the wrapper, nor is it given the same type of advertising. If, for instance, a woman needs a loaf for breakfast, she finds at her grocer's only the plain-wrapped bread, baked late the preceding afternoon.

Before actually putting the series on the air, and getting our new routine into working order, we set out to sell the campaign to grocers. Our drivers (already enthusiastic about the radio campaign after a number of "pep" meetings) were given broadsides for distribution to grocers. These took the form of an imitation tabloid newspaper, employing headlines and fast, newspaper style to explain the details of the program, the talent, and the new oven-to-counter, speed-up plan.

Grocers Interested

"NO MORE afternoon loaves, baked the night before. Your afternoon delivery of Golden Crust bread is just as hour-fresh from the ovens as the *Evening Journal's* Late City Edition. This means that your customers can *know* that their dinner loaf is just as special extra fresh as their evening newspaper!" That type of copy aroused the interest of grocers. We followed it with window streamers announcing the program, and store cards plugging Golden Crust Bread. The company's 200 trucks carried posters similar to those on the sides of newspaper trucks. Spotlight ads went into Sunday newspapers, announcing *City Desk.*

During the initial broadcast, an offer was made of two Golden Crust English muffins, free to each purchaser of a loaf of Golden Crust bread. That offer was good only on the day following the broadcast, and we expected it to have considerable pulling power. The extent of sales increase was much greater than we had anticipated. More gratifying was the fact that on the succeeding days of the week, the increase was sustained without the help of a free offer. The first week of the campaign wound up with a 44% increase; at the end of the first month it totaled 57%, and is still rising.

The program has drawn hundreds of unusual responses. One Park Ave. grocer tripled Golden Crust sales in several days, and similar stories are reported all over the city. An especially interesting angle to the success story was found in the poorer districts of New York. In one section, where practically the entire adult population understand and speak nothing but Italian, Golden Crust bread was actually requested more times than any other brand. The only possible interpretation we can make of that fact is that the English-speaking children persuaded their mothers to try the bread . . . a significant indication that the program is appealing to children and selling them on the "hot from the press — hot from the oven" angle. No definite attempt was made to appeal to children, and no premiums are offered for wrappers, etc.

The company attributes the instant success of the program to a very compact campaign, and to the excellent day and time it goes on the air over WJZ.



RADIO WRAPPER — When Gottfried began swift delivery and adopted radio to announce its new service, it changed its wrapper to conform to its advanced tactics.

STREAMER — Gottfried Baking Co. supplies window decorations like this for its ultra-speedy service.

Listening to Radio Is Third Principal Activity of Child

Boys and Girls Have Similar Radio Likings, Survey Shows

EXCEPT for school and outdoor play, listening to the radio is the principal activity of New York City children between the ages of 10 and 13, who spend an average of more than six hours a week at the loudspeaker, according to a study of reactions of 3,345 children in 20 elementary, primary and parochial schools of the city by Dr. A. L. Eisenberg of Teachers College, Columbia University, made public May 25 by the Columbia University Press.

From 1,454 parents of the children, who were also questioned, Dr. Eisenberg learned that the youngsters would rather listen to the radio than read, play a musical instrument or solve a puzzle. On the other hand, they indicated they liked the movies, comic strips and listening to an orchestra on the stage better than radio.

Boys and girls had similar preferences generally, though the boys said they liked playing baseball better than radio listening while the girls ranked radio first in their affections. Boys liked mystery and adventure; girls were interested more in sentimental programs and sketches of home and family life. The boys spent an average of 6 hours and 16 minutes a week at the radio; the girls averaged 6 hours and 20 minutes.

Learning About Programs

CHILDREN learned about radio programs by the following means: Recommended by a friend, 42%; program sheets, 29%; random dialing, 24%; advertisements, 4%; adult guidance, 1%. Parents generally approved of radio programs, Dr. Eisenberg found, although they blamed radio for interfering often with homework, music lessons, reading and sleep. The parents voiced their approval of 3,100 programs, even urging their children to listen to 1,336 of them and objecting only to 791, largely of the "horror" type.

Young persons, Dr. Eisenberg found, make no distinction between adult and juvenile programs when tuning in, and even showed a preference for evening hours because they would rather spend their daylight hours outdoors. Late afternoons were a second choice, while Saturday and Sunday mornings ranked last. Some of the popular comic programs on the air were characterized as "silly" by the youngsters, those with the higher intelligence ratings indicating that they listened more to narratives, news, and the better music while those of the lower ratings showing a preference for dance music and emotional and sentimental programs.

Nu-Shine Tests Spots

NU-SHINE Co., Reidsville, N. C., has appointed J. Carson Brantley Adv. Agency, Salisbury, N. C., to handle its radio account. A test is now in progress over WBT, Charlotte. Spot announcements are being used exclusively at this time.

NEW RADIO THRILL
"CITY DESK" ACTION...MYSTERY...ROMANCE
IN BEHALF OF GOLDEN CRUST BREAD
SUNDAY NIGHT 6:30 W.J.Z.

CBS West Coast Headquarters To Be Set Up in San Francisco

Vice President to Be Named, Personnel Enlarged; New Studios for San Francisco and Los Angeles

PACIFIC COAST headquarters of CBS will be established in San Francisco by July 1, with an executive in charge to be transferred from either the New York or Chicago office of the network, it was learned May 22. In all likelihood the individual transferred to San Francisco will be elected a vice president, paralleling the NBC status. Don A. Gilman is NBC vice president in charge of coast activities and has his headquarters in San Francisco, where most of the coast advertising accounts and agencies are located.

This move will be made coincident with the contemplated acquisition by CBS of KNX and KSFO, as the respective Los Angeles and San Francisco outlets of the network, replacing the Don Lee stations, KHJ and KFRC, in those markets (see adjacent column).

The identity of the new official has not yet been divulged. It is reported, however, that he is a man of wide radio experience who has been active in sales operations of the network.

To Build New Studios

AS PART of the establishment of West Coast facilities, which follows repeated visits of CBS officials, new studios will be built both in Los Angeles and San Francisco. In Los Angeles there will be two theatre type studios erected adjacent to the present KNX studios, each seating about 300. These will be erected at a cost of approximately $175,000. Options already have been procured on the ground.

In San Francisco between $50,000 and $100,000 will be expended in new studio facilities, to be used in addition to those of KSFO. Besides there will be the executive offices which will include a complete Western headquarters staff.

The plan for San Francisco headquarters contemplates an energetic sales and promotion operation. This is because of the growing importance of that city as a Western market hub, with many national accounts originating there. Radio Sales Inc., CBS sales organization, also will be expanded in that territory.

In Los Angeles there will be established a comprehensive program and production staff to handle transcontinentals originating in that talent center. Los Angeles operations will be directly under the executive in San Francisco.

Other personnel matters have not yet been decided upon by CBS officials. Whether Naylor Rogers, present vice president and general manager of KNX, will remain as executive in charge of the station has not yet been definitely decided. It is known, however, that CBS officials have a high regard for his ability and his intimate knowledge of West Coast operations.

In all likelihood, most of the members of the KNX and KSFO staffs will retain their present posts. Staffs in both cities, of course, will be augmented, assuming that the transfers are approved by the FCC. Philip G. Lasky, general manager of KSFO, and former commercial manager of KDYL, Salt Lake City, so far as known, will remain the operating head of the San Francisco station, reporting to the prospective new executive.

Herbert V. Akerberg, CBS station relations manager, returned to New York May 18 after some two months on the coast. He consummated the KSFO arrangement and also handled plans for the new studios.

CBS Rates Revised

FORMAL announcement to agencies and advertisers of the impending changes in coast outlets was made May 23 by Hugh K. Boice, CBS vice president in charge of sales. In a letter he explained that the 50,000-watt KNX replaces KHJ in Los Angeles and that it operates on the 1050 kc. clear channel. This station, he added, "will be an owned and operated station" of CBS. The base rate for KNX was quoted at $450 for evening hours.

"In San Francisco," said the letter, "1,000-watt Station KSFO replaces KFRC of the same power. But Station KSFO broadcasts on 560 kc., one of the most effective of the cleared regional channels, insuring CBS coverage of the entire, widespread San Francisco market. KSFO, like KNX, will be operated directly by Columbia; when approval, in each case, has been granted by the FCC.

"The rate for Los Angeles goes into effect on Jan. 1, 1937, when both stations take over the full schedule of Columbia programs in California. This rate will be incorporated in all Columbia contracts signed after today's (May 23) date. Much more than the changes in station-facilities is involved in these improvements. Complete new CBS studio, production and technical services, embracing the most recent developments in radio, will be available to advertisers."

It is understood KSFO will erect a 500-foot vertical radiator, and install a new transmitter subject to FCC approval for a day-power increase from 1,000 to 5,000 watts.

FOR THE TOURIST
Station Promotion Plan Proves Mutually Beneficial

FOUR western stations have adopted the idea of displaying billboards with program and dialing data for the benefit of tourists. The suggestion was advanced by Capt. Haakon H. Hammer, Pacific Coast representative of International News Service, who does a lot of traveling and who had observed that tourists like to tune in stations in towns where they are traveling.

Local chambers of commerce and merchants have cooperated with the plan, which provides for "tourists programs" giving sponsored or gratis information at specified hours about eating places, hotels, service stations, etc. Stations among the first to adopt the idea were KORE, Eugene, Ore.; KFJI, Klamath Falls, Ore.; KUMA, Yuma, Ariz., and KMED, Medford, Ore.

CBS Leases KSFO; KNX Transfer Set For Hearing; WEEI Terms Divulged

ENTRENCHMENT of CBS in Boston, Los Angeles and San Francisco through acquisition of outlets which it would operate by purchase of KNX and lease of WEEI and KSFO rests with the FCC Broadcast Division as a result of formal applications to take over the facilities which now are pending.

At a meeting May 14 the Broadcast Division designated for hearing on June 29 the application for assignment of KNX to CBS, at a price in the neighborhood of $1,300,000. On the following day the Edison Electric Illuminating Co., of Boston, owner of WEEI, filed with the Division the application for assignment of the station's license to CBS and made known the terms of the lease.

Definite arrangements also have been made by CBS to use KSFO in San Francisco, in lieu of KFRC, Don Lee station which leaves the network not later than Jan. 1, under present plans. A lease arrangement has been made with KSFO, which, like the WEEI proposition, is subject to FCC approval and assignment of license from Wesley I. Dumm, owner, to CBS. It is understood this involves payment of between $25,000 and $30,000 per year for a five-year period, with two option renewals of five years each. Should FCC approval be not forthcoming by the time KFRC severs its CBS affiliation, then KSFO will become an affiliated outlet under an alternative arrangement.

The lease of WEEI, subject to FCC approval, would cover a period ending April 1, 1943, at a rental of $18,250 per month or $219,000 per year. Totally aside from the station lease, arrangements were completed whereby CBS will occupy space in the Edison Bldg., for studios and offices. It is planned that WEEI will replace WNAC as the CBS basic outlet in Boston on Jan. 1, at which time the latter station becomes a basic outlet of the NBC-Red network, while WICC, Bridgeport, and WEAN, Providence, also Shepard-owned stations now on NBC, will join the NBC-Blue.

Right of Purchase

IT WAS disclosed that the lease agreement for WEEI also contains an option by which CBS has the right to purchase the station upon the same terms and conditions which are offered to the Edison Co. by any other party and which the Edison company may be willing to accept. Similar provi-

(*Continued on page 60*)

Pickard Continues His CBS Affiliation

Akerberg Slated for Station Relations Vice President

SAM PICKARD, CBS vice president in charge of station relations, will spend most of this summer on his farm at Flat Rock, N. C. about 70 miles from Atlanta, but will keep in contact with his office as in the past. During the last year or so Mr. Pickard has spent most of his time away from New York, largely because of his health and that of Mrs. Pickard. Therefore is the likelihood he will be relieved of active day-to-day duty at his own request, at the end of this year.

Station relation operations at CBS headquarters will remain under the direct supervision of Herbert V. Akerberg, station relations manager. Mr. Pickard, it was said has not resigned from CBS and will continue in his present vice presidential capacity. The 30-acre farm recently acquired by Mr. Pickard is his fourth piece of property. He has a home in Rye N. Y., another in Florida, and several months ago purchased a ranch in Southern California.

Station Relations

IN THE absence of Mr. Pickard Mr. Akerberg is being assisted by Lincoln Dellar, formerly with Radio Sales Inc., CBS sales subsidiary, and prior to that manager of KGB, San Diego, Cal. Matters of station relations policy, it was asserted, will continue to be handled through Mr. Pickard, and he will be consulted even while away from New York.

Formerly secretary and then member of the old Radio Commission, Mr. Pickard joined CBS in 1929 as vice president and has been with the company continuously since. There have been repeated rumors of his retirement, all of which have proved erroneous. He was formerly part owner of WKRC, Cincinnati, which was sold to CBS, and recently relinquished part ownership of CKLW, Windsor-Detroit. He retains interests in WDRC, Hartford, and owns control of WGST, Atlanta.

Should Mr. Pickard relinquish his resident vice presidency in New York at the end of the year it is expected he will remain as a vice president of the network in a consulting capacity. In that event it is expected that Mr. Akerberg will be elevated to the vice presidency in charge of station relations.

Spots for Spry

LEVER BROS., Cambridge, Mass. (Spry) is using station breaks announcements, time signals and ten-minute programs on a score of stations to introduce the product. The announcements are broadcast during the morning and evening hours at various times, from six to seven times a week. On WAB New York, Spry is advertised Mondays through Fridays 9:45 to 9:55 a. m. A partial list of stations included in the campaign scheduled to run throughout the summer, follows: WBBM, WKRC, KMOX, WJSV, WCCO, WFBL, WBNS, WWJ. Ruthrauff & Ryan Inc., New York, services the account.

Keeping a Step Ahead on Petticoat Lane

By H. KENNETH TAYLOR
Vice President, John Taylor Dry Goods Co., Kansas City

Department Store Learns About Radio From KMBC and Hearkens to Swingy Tunes of Busy Cash Registers



MISS TAYLOR

THERE'S something to this radio business, decided the John Taylor department store when its radio debut on KMBC brought new customers in 182 counties. Three years on the air have shown that the first ether venture was not beginner's luck or mere accident. John Taylor's is not a "sale" store. The job is straight selling, and Joanne Taylor is the seller, and here is the story of how it is done.

THIS is not a canned success story. We recently decided to continue with *Joanne Taylor's Fashion Flashes* for the fourth year only because we had definite evidence that the program had a large and interested audience and that audience was made up of women who later visit our store to buy.

Although a Presbyterian minister recently wrote Miss Taylor to say that she was inaugurating an entirely new idea in adult education through her intelligently written morning broadcasts, we're not on the air for that purpose. We're on the air to sell, and since radio gives the advertiser the public ear that's the prime prerequisite of the program.

Long before we started advertising over the air with Joanne Taylor, we had some pretty definite and tested ideas about the market to which we should advertise. We knew, for example, that in Kansas City slightly less than 75% of the population is under 45 years of age—or was in 1930. In addition, 54% of the population falls between the ages of 15 and 45, and it must be remembered that children under 15 years are mostly dependent upon parents under 50.

Who Does the Buying?

IN OTHER words, all the purchasing for 80% of the population is done by those under 50. The meaning of all this: Simply that our radio program had to be built to appeal to this market and no other if our advertising dollars were to bring the greatest possible return. Since this is a basic principle, we believed it was sound, and our experience during the last three years tends to show we were right. But that's not all — our methods of approach to that audience haven't been the same since the first broadcast by any means. We have had to bear in mind that more than two million young men and women reach maturity in the United States each year. Two million people — with changing needs and desires, new ideas of fashion; two million people who rhumba instead of schottische, if you please.

So Joanne Taylor's job and mine has been to keep in close touch with the changing trends in fashion, and not only to keep up with them, but to keep ahead. Hence our slogan, "A step ahead on Petticoat Lane". Having seen these trends, it is further our task to interpret them in terms our radio listeners will tune in to hear each morning at nine, and having heard, visit our store to buy. It's trite to say that a radio program must entertain. We have found that we do entertain by packing our radio script with human interest material for the home-makers of our market.

Joanne Taylor speaks to her audience during the first lull in the housewife's day—nine o'clock, at the same moment the front doors of the store swing open. Friendly, casual, her remarks appeal to women because they strike a responsive chord in the mood of most women at that hour. One of the most important points is that Miss Taylor squeezes the last ounce of drama out of every line of her script, and that approach has an unbeatable "punch".

When Roland Blair, vice president of KMBC, and manager of retail sales, planned *Joanne Taylor's Fashion Flashes* broadcast with me, I was frankly skeptical. I finally conceded to give it a try, but my thought was to sell Kansas City women. Imagine my surprise when I found, within a very short time, that John Taylor's had made new customers in 182 counties of Missouri, Kansas, and surrounding states. We know these were new customers, because in making our tabulation only letters addressed personally to Joanne Taylor were taken into consideration; old customers in communities outside Kansas City were not taken into consideration.

The Clearance Problem

JOHN TAYLOR'S is definitely not a "sale" type store. We have few store-wide promotions and hence can feature no "short lots" on Joanne Taylor's radio. Hence her job has been one of straight selling. There are innumerable instances, however, when featured articles mentioned by Miss Taylor have sold out within a couple of hours after store-opening time.

One of the hardest jobs of selling that a store has to do is clearance merchandise at the end of a season. It is comparatively easy to sell bright, new, seasonal merchandise, just at the time when everybody wants it. But selling clearance stuff at the end of a season is another matter. And yet Joanne Taylor, by a few minutes talk on one of her broadcasts at the end of our spring season, sold $700 in marked down dresses in one day. Not only were these dresses more or less out of season, but the lowered prices made it necessary to sell many more units to add up to this amount.

Our fourth year of continuous broadcasting began on May 1, and we were proud to present Miss Taylor a gold watch in appreciation of her work on the program. The entire talent staff of KMBC joined in a 45-minute broadcast party dedicated to Miss Taylor and John Taylor's.

Joanne Taylor is Caroline Ellis, who started broadcasting for John Taylor's three years ago with a background of ten years in retail department stores of Detroit and Kansas City. Covering everything from sales to buying to personnel, Miss Taylor's close acquaintance with all phases of the department store, coupled with her natural writing ability, are responsible to a great degree for her success. The editor of a leading national style magazine recently complimented Miss Taylor on her program, and voiced the opinion "it is the finest of its kind currently on the air".

The Files Are Full

MISS TAYLOR'S files are full of letters from manufacturers expressing extreme satisfaction with the sales volume of their products achieved by the Joanne Taylor program—testimonials to the way Miss Taylor has handled their merchandise on the air. Women have confidence in Joanne Taylor as a buying guide. No article can be written into the script until she has examined it personally, and articles advertised on Miss Taylor's program seldom are advertised in any other medium except during store-wide promotions.

To complete the circuit and cinch the success of Joanne Taylor's broadcast, I insist upon 100% cooperation throughout the store. This has done a great deal to build the program to its present height. Merchandising of the program is handled by sending to each department mentioned the page of script for that day. Department heads welcome Miss Taylor's help and have learned how to get the greatest possible returns from radio publicity on the merchandise for which they are responsible.

Assisting Miss Taylor on her daily broadcasts are sparkly-voiced Miss Keller, an efficient, friendly secretary; frequent comedy splashes are added by Sam, the colored porter, and Jimmy, the office boy. So successfully is the illusion of store atmosphere maintained that few listeners will believe Joanne Taylor's broadcast comes from the studios of KMBC, and not from John Taylor's.

We enter the fourth year on KMBC fully confident that it will do a great job for us; as long as it does we intend to continue indefinitely. Who wouldn't?



FASHION FLASHES—John Taylor Dry Goods Co., Kansas City department store, recently observed the start of its fourth continuous year on the air. KMBC staged a buffet party for store officials. Among those at the party (left to right) were the author, H. Kenneth Taylor, vice president and sales promotion manager; John Taylor, president; F. M. Lee, treasurer and general manager; John Troupe, director; E. A. Warner, account executive for Ferry-Hanly Co.; J. Leslie Fox, KMBC sales director; Roland R. Blair, KMBC vice president.

NOURISHINE Sales Co., Los Angeles (hair tonic, shampoo) has named the new Janes-Morton agency, that city, as its agency and plans radio advertising in Eastern and Western markets.

Holliway to Head Anthony Stations

Leaves KFRC to Be Manager Of KFI, KECA, Los Angeles



Mr. Holliway

HARRISON HOLLIWAY, for the last dozen years manager of KFRC, San Francisco, and one of the West's pioneer figures in broadcasting, on June 1 joins Earle C. Anthony Inc., as executive in charge of its broadcasting stations—KFI and KECA, Los Angeles. Both stations are NBC outlets. His title will be general coordinator.

In effect, Mr. Holliway is expected to succeed Arthur F. Kales, who was general manager of the station until he died last winter. Since then H. L. Shillinglaw, manager of the automobile business for Anthony, has acted as executive head of the station. It is expected that Mr. Holliway will be named general manager of the two stations after three months. The post of general coordinator is a newly created one.

So far as known there will be no other changes in the executive line-up of the Anthony stations. Carl Haverlin will remain as commercial manager and Glenn R. Dolberg as program director.

Network Affiliations

MR. HOLLIWAY'S successor at KFRC has not yet been announced by Thomas S. Lee, president of the Don Lee Broadcasting System. The station now is a CBS outlet, but along with other Don Lee stations is expected to sever its connection with CBS not later than Jan. 1, 1937, in view of pending application by CBS to purchase KNX, Los Angeles. Don Lee officials have made known that KFRC will not continue with CBS if KHJ, Los Angeles outlet, is dropped.

KFRC was established by Mr. Holliway in 1924 and later was sold to the City of Paris store in San Francisco. Subsequently the station was acquired by Don Lee. Mr. Holliway, however, remained as the station's general manager from the very beginning.

Two years earlier Mr. Holliway had built KSL, then in San Francisco, for the Emporium, a local department store. This station now is the 50,000-watt KSL, Salt Lake City. Although only 35, Mr. Holliway has been in radio continuously since 1920, when he first "announced" over amateur station 6BN, San Francisco. He is regarded as an outstanding authority on programs and talent, having placed many outstanding programs on the air. Numbered among his discoveries are Meredith Willson, Edna Fischer, Al Pearce and Don Wilson. He launched the *Blue Monday Jamboree* in 1927, and himself performed as master of ceremonies.

FRESH MILK INSTITUTE, Peoria, Ill., has contracted for six weekly morning programs on WMBD to announce all births during the preceding day.

Fate of Association of 100-Watt Stations To Be Determined At NAB Convention



Mr. Allen

THE FATE of National Independent Broadcasters Inc., composed of 105 independent stations mainly in the 100-watt class, will be decided during the NAB convention in Chicago July 5-8. The organization was launched last year for the main purpose of cultivating national business for independent stations — a result it has thus far failed to achieve.

Edward A. Allen, president of NIB and its prime mover, informed BROADCASTING May 20 he was unable to say "what may happen". He added, however, that even though NIB has not actually gotten any national business, he believed the movement successful and a worth-while project from many points of view, particularly on the industry service side.

A meeting of the NIB board will be called Sunday July 5, with a membership meeting to be planned during open time of the NAB convention—possibly on July 6 before the NAB itself convenes. At this session the "political angle" of NAB would be discussed, with particular reference to James W. Baldwin, NAB managing director, who has been in conflict with the major networks in connection with copyright activities. Feeling that there will be "pressure" on Mr. Baldwin, it appears, will lead to a banding together of independents in his favor by Mr. Allen, who is also a vice president of NAB.

Need of Rate Structure

MR. ALLEN'S view with respect to NIB is that it should be revamped even though it may be necessary to drop the sales effort for the present. He attributed failure to acquire national business to the "extreme unorganized condition" of NIB, and to its inability to arrive at a proper rate structure.

NIB's battle with Spot Broadcasting Co., transcription adjunct of Street & Finney, New York, on the United Drug account, and with World Broadcasting System over Chevrolet business, was related by Mr. Allen. Both organizations, he claimed, succeeded in splitting NIB membership "wide open". He contended that had these accounts been landed by NIB, it would have proved successful in its mission.

During negotiations on these, Mr. Allen contended that Spot Broadcasting and World as "suppliers of materials" performed no functions as sales representatives and should not be "recognized" as such. He said many of the small stations were "saps enough to kick in with 15%".

Mr. Allen declared he intended to bring these matters to the attention of NIB membership. He said he would do his best in making the membership see that he considered neither of these companies to be sales representatives.

Another NIB difficulty, said Mr. Allen, was that of differentiating between local and national accounts as far as members were concerned. The NIB sales department, headed by Joseph O'Shaughenessey, New York, he declared, had trouble in quoting group rates to advertisers who were able to place their business locally at local rates. Because of these obstacles Mr. Allen has reached the conclusion that until definite policies are formulated it is impossible for any local sales organization to succeed.

Should the meeting fail to bring about an agreement on policies, he added, "there is no use in trying to go ahead." In that event, he added, the conclusion would have to be that NIB was a year or two ahead of time.

As for the "bright side" of NIB, Mr. Allen brought out that it was instrumental in bringing about the change in Rule 176 insofar as it affects phonograph record announcements at 15-minute intervals. This, he said, is a boon to every small station.

The NIB movement, moreover, he held, made known that local stations are in existence, and advertising agencies, advertisers and the industry itself look upon locals with more respect than a year ago. The movement, he added, also was responsible for placing two local men on the NAB board. Further, he brought out, Powel Crosley invited him to serve on the executive Committee on Associated Independent Radio Stations as the small station representative.

Muzak Back in Cleveland After Tests in New York

MUZAK Inc. will resume experimental wired radio operations in Cleveland in the near future with engineers installing an improved receiving set in residential sections. All equipment has been standardized and the center of operations will be located in the downtown section of Cleveland. When Muzak left Cleveland last February it took all equipment to New York.

In New York Muzak has installed receivers in 50 A & P stores for broadcasts of price changes and promotion of special prices. Both Muzak and A & P are testing reaction to the service to find answers to these questions: Does it place too much emphasis on one product to the detriment of another item? Would the customer have spent just as much money for other items not specials if the public address system had not informed them of the specials?

Weber Back From West

FRED WEBER, coordinator of Mutual Broadcasting System, returned to New York May 22 after a quick trip to Los Angeles where he discussed with officials of Don Lee Broadcasting System, at their invitation, possible affiliation with the network when Don Lee stations leave CBS at the end of the year. No conclusions were reached, it is reported. Thomas S. Lee, president, and William J. Gleason, secretary and general manager, conferred with him.

Use of Radio Advocated In Rail Drive Although Not Included This Year

CONCLUDING that radio should be included in any well-balanced national advertising efforts for railroads, but finding itself unable to use the medium this year, the board of directors of the Association of American Railroads has approved a plan for a campaign which will involve an expenditure of nearly $1,000,000 in magazines. The plan, drafted by Arthur Kudner Inc., New York agency, received the approval of the board and was submitted to the semi-annual convention of the organization at a meeting in Chicago May 28.

The Association's action, however, is in no way binding upon individual members, and other railroads are free to use any media they wish. Whether there will be widespread use of radio, long urged not only by several leading roads but also by Railroad Coordinator Joseph B. Eastman, is still problematical. Indications are, however, that there will be greater use of broadcast advertising than in the past.

The plan submitted by Kudner, it is reported, did not include a recommendation on use of radio, but did emphasize that the medium should be embodied in any broad-gauged plan for advertising promotion. In considering a program for 1937, it was said, radio definitely will be included as a part of the Association project.

Kudner was retained several months ago by the Association to devise plans for an advertising campaign. In accepting the agency's recommendations, the Association's board also named Kudner to handle the account.

Pillsbury Enlarges

THE NBC *Today's Children*, daytime serial sponsored (Pillsbury Flour Mills) Minneapolis, which recently celebrated its 1000th performance and has been on the air with the same sponsor since Sept. 11, 1933, is changing effective June 1, from the NBC blue network and WMAQ, Chicago, to WENR and the NBC-Red network, and is going from three to five a week. The program, which is a dramatization of the life of the Moran family, made its first appearance on the air June 20, 1932, and came under sponsorship on May 15, 1933, four months before it went network. Throughout its existence it has originated in Chicago. The scripts are written by Irna Phillips and Walter Wicker, of Chicago, and all of the leading characters in the dramatization are Chicago talent. The program is heard mornings from 9:45 to 10:00 (EST). The final broadcast over WMAQ was made May 29.

Central Shoe Discs

CENTRAL SHOE Co., St. Louis, is recording two series of 26-episodes each titled the *Old Schoolmaster* to promote official scout shoes. Recording is handled by Premier Radio Enterprise Inc., St. Louis. In addition a series of spot announcements for the sponsor's Perfect East Shoes is being cut by Premier. Jimm Daugherty Inc., St. Louis, is the Central Shoe agency.

Radio to Carry Texas Centennial Story

Gulf Oil Corp. Sets Up Elaborate System at a Cost Of $150,000, With Many Novel Features Included

A RADIO "investment" of $150,000 for 176 days of operation has been made for the Texas Centennial Exposition, which opens in Dallas June 6. This is the amount expended by the Gulf Oil Corp. for installation of the radio and public address system at the fair grounds, and which it will sponsor during the exposition with background announcements.

Radio will carry the Centennial story to the nation practically from beginning to end. Many network programs will be fed from the radio studios on the grounds and big name talent will appear regularly. Among the network sponsors to key programs from the Exposition studios are Ford, Chrysler, Standard Brands, Kraft-Phenix, Texaco, Conoco and Gulf Oil.

Five transcontinentals will be released from the grounds on the opening day, including an international pickup in which speakers from foreign lands will participate. Six flags that have flown over Texas soil in four centuries. Speakers will be heard from Madrid, Spain, on Spanish rule; from Paris on French rule; from the City of Mexico and Mexican dominance; from Washington on the Brazos, first capitol of the Texas Republic; from Richmond, Virginia, on Texas' part in the Confederacy and from Washington, D. C., on her present status as a state.

Elaborate Facilities

IN PLANNING the radio and public address systems, Exposition officials made careful studies of those at the Chicago and San Diego fairs. The result is a complete and versatile system with scope and operations comparable to a transcontinental chain. Complete coverage for pickup and transmission has been carefully arranged through 20 banks of loud speakers, two main studios, ten permanent remote pickups points and a score of temporary remote pickup points.

Sponsored by the Gulf Oil Corp., the elaborate and complete layout was installed at a cost of $150,000. Facilities consist of a $50,000 central radio building incorporating two completely equipped visual type live-dead-end studios with monitor rooms, central control room and offices for the production and operation staff.

This low, sun-colored, one story main building is built in the shape of an open letter "U", with studios in the wings, control rooms between and four offices and reception rooms in the rear. Designed specially for its purpose by noted radio architects and engineers, the building is to be an outstanding attraction for visitors.

The walls of the inner curve of the "U" are entirely of glass to permit complete visualization of a program, from the expression on the face of the artist at the microphone to the quick, deft movements of the technicians at the monitor and master control desks, as they "balance" the programs for transmission. Monitor speakers on the marquee, directly over the control room make any studio program audible to an audience of more than 500 persons in the court between the wings of the building. Microphone outlets to the audience area can be turned on to pick up the crowd reaction and crowd noises, or talkback from outside microphones to the studios or control room.



CENTENNIAL RADIO STAFF—These 15 are members of the preliminary radio and p. a. force of the Texas Centennial Exposition. Front row (left to right): David Clark, E. C. Ellis, O. A. Walden, O. A. Arrigoni, H. S. Keith, E. M. Keith, J. D. Henry; back row: Clyde M. Vandeburg (director), W. M. Dallin, W. T. Brown, Art Linkletter, H. L. Altfather, J. C. Riekeberg, C. C. Harris, Lewis Lacey (assistant director).

The microphones are Western Electric "eight ball" non-directional design. Entrance into either studio is made through a doorway equipped with a sound lock which shuts out sound from either side. It also has a wind panel that prevents air currents when entrance is made.

Triple plate glass windows into the studios give technicians in the monitor rooms a clear view of the entire studio. An amplifier from each studio has a microphone connection enabling him to talk to as well as hear the artists and announcers.

The central or master control room houses the technical equipment for control of the entire system, loud speakers for each studio, as well as remote points, and two turn tables on which transcriptions can be played to fill in on the public address units.

The single entrance to the building is located in the rear, so that only employes are on the inside. The overall size of the building is 135 by 90 feet, with each wing 27 feet wide. The studios are both 40 by 25 feet.

Types of Programs

THERE are four types of programs to be handled, sustaining, special events, sponsored commercials and shows brought into the grounds for broadcast. These are broadcast over local stations, regional or transcontinental hookups or the public address system, or any combination of all four.

Three origination sources are used, live talent shows from the studios, live talent programs from the remote points and a complete library of more than 3,000 vertical cut transcriptions.

Visual broadcasts will be in progress in the studios and remote points more than 70% of each day's operation. Three Dallas stations, WFAA, KRLD and WRR have booked more than 80 live talent shows a week for the grounds. Many of these will be done in full costume for visual appreciation.

A great deal of name talent, national bands, orchestras, soloists, choirs, and other groups or individuals will be heard in Exposition originated programs throughout the 176 days run of the fair.

Ford Motor Co. will bring in Jose Manzanares and his South Americans for Lincoln cars. General Motors will feature everything from chuck wagon bands to grand opera and from military bands to vocal groups. Chrysler plans to feature celebrity programs during which Texas cities or areas will be honored. Standard Brands, Kraft-Phenix, Texaco, Conoco and other national advertisers also will import high class talent in connection with exhibits.

Facilities Available

UNDER the policy adopted by the Texas Centennial Exposition and the Gulf Oil Corp., the studios, technical equipment, facilities, technicians and production staff will be provided impartially and without cost to all radio stations, sectional or transcontinental networks desiring to release either commercial or sustaining programs from the Exposition grounds. The facilities make possible the origination of any type of program. Line facilities and remote charges within the grounds will be borne by the Exposition and service made available to radio without cost.



FOR GULF — Here are engineers assembling the $150,000 Western Electric radio and p. a. system for the Texas Centennial. Right to left are W. M. Dallin, J. D. Henry, O. A. Arrigoni and H. L. Altfather.

The radio and public address system is under the direction of Clyde M. Vandeburg, who served as director for the San Diego Exposition's radio and public address system. His present staff includes Lewis Lacey, assistant director; Arthur Linkletter, program director; Ramona Brady, hostess, and David Clark, continuity. A dozen more including announcers, continuity writers and production experts will have been added when the Exposition opens June 6.

Don Riddle, of Houston, is in charge of local relations between Gulf and the Exposition, while E. K. Smith is supervising engineer at Dallas during the Exposition. Carl Langevin, of San Francisco, represented Western Electric in furnishing equipment and W. T. Brown represents them on installation, maintenance and operations.

The technical staff includes Tom Brown, in charge of construction; Bill Dallin, chief technician; Harry Keith, chief operator; Chuck Mahan, sound truck operator, and John D. Henry, Harold Altfether, Charles C. Harris, E. M. Keith, Bob Mandel, J. Riekeberg, Art Arrigoni, O. A. Walden and E. C. Ellis, technicians.

The production staff is maintained by the Exposition and the technical and maintenance staff by Gulf. Western Electric equipment was used in all installations.

C. C. Langevin Co., of San Francisco, handled the installation and will maintain the system.

Four major musical control organizations have released their copyrighted compositions during the Exposition period. They are ASCAP, Warner Brothers, SESAC and Associated Music Publishers. For the first time, publicly, the new Fletcher type speaker will be used at the Exposition. This $30,000 speaker, capable of reproducing an ordinary phonograph record to the quality and volume of a 400-piece orchestra, will be installed in the Band Shell through the courtesy of Langevin and Western Electric. It will be used in the broadcast of daily symphony concerts and other classical features.

Jergens Makes Change

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), currently on an NBC-Blue network Sundays, 9:30-9:45 p. m. (EDST) with Walter Winchell, New York columnist, on July 1 will shift the account to Lennen & Mitchell Inc., New York, which also handles the Paul Whiteman program immediately following Winchell. Whiteman promotes Woodbury soap, a product of John H. Woodbury Co., Jergens subsidiary. Winchell goes off the air June 28 for the summer and will be succeeded by Cornelia Otis Skinner, one of the first ladies of the American stage.

Congress Delays Stymie Duffy Bill Near Session End

Committee Prevents Action as Dilatory Tactics Are Used

PROPONENTS of the Duffy Bill (S. 3047) to modernize the existing copyright law and remove provisions which allow copyright monopolies to run rough shod over users of music, have all but given up hope for action at the current session. With adjournment expected by June 9, the House Patents subcommittee is still fussing with the bill and the committee's majority obviously is endeavoring to block action.

There have been repeated dedays in subcommittee action. The last was the sudden departure of Chairman Lanham (D-Tex.) for Texas on May 23 — perhaps to be gone until after adjournment. So far as known, no provision was made for someone to preside in his place.

Meanwhile, the subcommittee of ten (seven of whom are pro-ASCAP from all indications) has held several executive sessions since it was appointed April 15. All "controversial" provisions, it is understood, have been passed over for consideration by the full committee. The most important provision—that of eliminating the $250 statutory minimum damage clause on innocent infringements —is still in the bill so far as the subcommittee is concerned. This is the clause for which ASCAP has lobbied so assidiously and the real basis on which it sought to block passage of the measure.

Minimum Fee

THERE has been talk in the subcommittee of reducing the minimum penalty to $125 but proponents of the Duffy Bill—and they include all users of music—maintain that any minimum would give to the copyright owners the same arbitrary power they have used so effectively in forcing acceptance of their own terms for music performance. The Duffy Bill would leave the amount of damages for innocent infringements up to the courts.

Also tending to delay subcommittee action was the death on May 25 of Rep. Perkins (R-N.J.) ranking minority member of the committee. He has been identified with copyright legislation since 1921, when he first entered Congress, coming from a district where many music publishing houses are located.

As a last resort, it is possible that toward the waning days of the session, a plea for unanimous consent to call the bill before the House may be made by some member of the House. This is unusual procedure, but there is precedent for it, particularly when charges can be made that a hostile committee chairman has sought to prevent action at this session. It is thought possible that such a step may be taken either by Rep. Deen (D-Ga.) O'Malley (D-Wisc.) or Church (R-Ill.), who have staunchly supported the Duffy Bill and have criticized Chairman Sirovich (D-N. Y.) for alleged dilatory tactics in connection with the legislation.

Mistaken Identity

ANGUS PFAFF, announcer of WJBK, Detroit, who has been handling the sponsored *Tiger Talks* over WWJ, that city, by arrangement with his own station and at the client's insistence, forgot where he was and gave his own station's call letters. Angus was broadcasting an appeal for letters for Hank Greenberg, Tiger first baseman who is out of the game with a broken wrist. "Send your letters in care of *Tiger Talks*, Station WJBK", he urged, and the broadcast was over before he could correct it.

WLAP Sale Slated

SUBJECT to FCC approval, WLAP, Lexington, Ky. local, has been purchased by J. L. Nunn, of Pampa, Tex., and his son, Gilmore N. Nunn, it was learned May 27. The Nunns are the publishers of the *Pampa Daily News*, and operators of KPDN, new Pampa local. They recently purchased the *Lexington* (Ky.) *Herald*, and propose to operate the station in conjunction with it. The purchase price, it is understood, was in the neighborhood of $35,000. The Nunns also operate KGGM, Albuquerque, N. M., regional which they recently acquired along with another partner, a 33-1/3% interest in KICA, Clovis, N. M.

HASKIN BROS. Co., Des Moines, is recording one-minute announcements for Trilby soap.

John M. Henry Named Central States Manager; Deitrich Dirks Retires



Mr. Henry

JOHN M. HENRY, manager of KOIL, Omaha-Council Bluffs, has taken over the management of the three stations operated by the Central States Broadcasting System, namely KOIL, KFAB, and KFOR, Lincoln, Neb., it was learned May 16.

At the same time it was learned that Deitrich Dirks, vice president and general manager of the system, has retired from that post. A. L. Bightol remains as president but will not be active in the station management.

Mr. Dirks, it was reported, is devoting himself largely to radio research for Central States. J. Buryl Lottridge is commercial manager for the three stations and Reginald Martin, formerly of the Iowa Broadcasting System, has been named manager of the Lincoln offices. An executive committee, comprising these officials and Harry Harvey, technical director, has been named.

Roman Meal Tests

ROMAN MEAL Co., Tacoma, Wash. (cereal), late in May took the *Hollywood Cinderella* transcriptions, 26 quarter-hours produced by Radio Productions Inc., Los Angeles, for a test campaign in the Northwest.

New License Group For Serious Music

Grand Rights Association to Emulate ASCAP Procedure

PLANS of another group to license music for broadcasting purposes were divulged May 20 by Milton Diamond, New York attorney who has been instrumental in the formation of the American Grand Rights Asosciation Inc., an organization which he declares proposes to serve the field of "serious music" in a manner similar to ASCAP in the popular music field.

Queried by BROADCASTING as to the purpose of the organization created on May 14, Mr. Diamond declared it would endeavor to license "serious music" for performance. He added, however that nothing definite has yet been done and that a committee will be appointed to study licensing plans. Another committee is contemplated to work with ASCAP in devising a "dividing line" between compositions that might be classed as popular or serious music.

The organization dinner voted into "charter membership" 44 composers, declared to include the majority of outstanding serious music writers. Non-voting membership is open to music performers. Mr. Diamond, identified as attorney for international film, theatrical and music interests, in 1931 organized the Producing Managers Association, and the Columbia Concert Corp. He is expected shortly to leave for Europe to complete negotiations for signing of reciprocal agreements with similar organizations in England, France, Germany and other countries.

Leopold Liebling, editor of the *Musical Courier*, was the toastmaster and introduced the speakers at the meeting who included Leopold Godowski, Arthur Judson, Aaron Copland and Diamond. The board of directors is composed of Milton Diamond, Aaron Copland, John Powell, Roger Sessions, and Virgil Thomson. Besides numerous composers present at the dinner, performing artists, including Richard Crooks, Albert Spanlding, J. W. Erb, Alexander Smallens, Jessie Stillman-Kelley and Lawrence Tibbett, are members. Others included Morris Van Praag, manager Philharmonic Orchestra; Mrs. Claire Reis, head of the International League of Composers; E. C. Mills, general manager of ASCAP F. C. Adler; E. L. Bernays and John G. Paine, director of American Association of Copyright Owners.

WHOM Is Sold

SALE of control of WHOM, Jersey City, by Harry F. O'Mealia to Paul F. Harron and Joseph Lang of New York, operators of WFAB New York. was approved May 2 by the FCC Broadcast Division. It is understood 75% interest in the New Jersey Broadcasting Corp. was procured for approximately $90,000, with Mr. O'Mealia retaining the 25% balance. He is heir of the O'Mealia Outdoor Adv. Co. Mr. Harron and Mr. Lang also are identified with the operation of WPEN, Philadelphia, and WTNJ, Trenton, N. J., in which they are non-controlling stockholders. WHOM operates on 1450 kc with 250 watts unlimited time.

All-Time High Levels for April Revenues Are Recorded by the Major Networks

BOTH CBS and NBC reported record April billings, CBS having $1,951,397, an increase of 20.8% over a year ago, and NBC $2,739,376, a gain of 2.1% against April, 1935. All network figures fell off from the March highs, conforming to the usual trend.

Individually the NBC Red network accounted for $1,762,201 during the month, 6.3% more than April 1935 and the NBC Blue reported its highest April billings since 1932 with $977,175, an increase over 1935 of .1%. This latter increase was the first month this year that the Blue network has topped its 1935 monthly receipts.

Compared with March, 1936, NBC combined networks for April showed a loss of 9.8%, the CBS loss was 10.1%. The NBC Blue network recorded a loss of 8% against March and the Red Network a 12.9% loss.

Mutual Broadcasting System, whose billings now cover both the four basic stations and all associated stations, showed April receipts of $139,934 compared with March receipts of $191,482, when the four basic stations accounted for $173,117 of this amount.

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802.741	1,374,910	1,028.935
April	1,762,201	6.3	1,656,283	1,355,587	809.508
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572
April	977,175	+.1	975,970	924,623	783,898
MBS					
January	$157,720	...	.....	.....	.....
February	162,358	...	.....	.....	.....
March	191,482	...	.....	.....	.....
April	139,934	...	.....	.....	.....

ADVERTISING RESPONSE PROVES. . . .

. . . DAY time is PAY time at ANY time on W-H-O

This isn't a story of kilocycles and microvolts, designed to indicate how much response daytime advertisers OUGHT to get from WHO. Instead, it is a plain-fact statement of the experiences of five advertisers at varying periods both forenoon and afternoon — experiences proving that DAY time is PAY time at ANY time on WHO. Look them over:



● On the Musical Clock, 7:30 to 8 a. m. daily, Younker Brothers department store offered a free sample of Pompeian Cream. The offer was made once only. Response: 8,953.



● On the Monticello Party Line, 9:30 to 9:45 a. m. — Monday, Wednesday and Friday—Dr. Caldwell's Syrup of Pepsin offered a free cook book. The offer was made during one week only. Response: 34,217.



● On the Ma Perkins NBC program, 2:15 to 2:30 p. m., in a contest running for 10 days, 15,230 listeners each sent two Oxydol box-tops to WHO.



● On "How to Be Charming," a beauty-talk transcription, 3 to 3:15 p. m.—Monday, Wednesday and Friday—Sterling Products offered a sample of Phillips Milk of Magnesia Face Cream. The offer was made during one week only. Response: 24,442.



● On a Gene-and-Glenn broadcast, 3:45 to 4 p. m., Armand made one single mention of a sample. Response: 6,736 requests mailed before midnight the same day.

In short, if you sell to women or the home, WHO enables you to reach a mighty profitable audience at any hour of the day.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager — Phone 3-7147

The Central Station — **WHO** — Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL — 50,000 WATTS — FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Sidewalk Broadcasts Sell Lucky Tiger

Free Speech Is the Rule on KRLD Program That Holds A Big Audience and Boosts Sponsor's Business

By EARLE F. BILLINGS
Midland Adv. Agency, Kansas City

THERE'S no luck about Lucky Tiger selling in Dallas, Mr. Billings would have you know. As an agency man he figures it is a matter of good programming and smart merchandising. At any rate, the sidewalk reporter type of program is proving effective for the sponsor. Incidentally, the curbstone commentators are handed slips with the questions so they can do a bit of heavy thinking before disseminating their views over the air.

FREE SPEECH is not only an inherent right that we Americans insist on exercising, but likewise it is an ancient, honored custom that has been streamlined and otherwise modernized by radio. On Jan. 6 this year a modernized "free speech" program made its debut on KRLD, Dallas. The announcer's words, "The Voice of Dallas is on the air", has become a signal for KRLD listeners to drop everything and give attention to the opinions of the passersby from the sidewalk, which are poured forth every day Monday through Friday.

Voice of Dallas mail gives interesting high lights on the reasons why this program has grown to be one of the most popular in the Southwest. Here are a few terse quotations from letters received: "I like the program because it affords everyone opportunity to blow off steam on important subjects", "It gets right down to the 'grass-roots' of human interest", "I'd rather miss a meal than miss *The Voice of Dallas*, because it's educational". "Opinions given on this program represent the real opinions of everyday folks". And so on through a daily mail that indicates an appreciative and unprecedented listening audience.

The broadcast originates in front of the largest hotel in Dallas and is sponsored by Lucky Tiger Mfg. Co., of Kansas City, (hair tonic).

Source of Questions

THE INTENSE listening interest is enhanced by inviting the public to submit questions to be asked the folks on the sidewalk. Only one question is used daily and this question is selected for its controversial value as well as for its timeliness and interest to the greatest number of people. Questions range from "Which is the better automobile driver — a man or a woman" to "Should religion, education and government be combined?"

And do the listeners like this? The answers may be found in the mailbag daily from KRLD's audience, which lives in four states at distances ranging up to three hundred miles from the station. More than a thousand letters and post cards are received weekly, and each with a question, many with praise for Lucky Tiger and its program. The program seems to have a peculiar appeal to women. Among several hundred women interviewed by telephone less than 1% were found who did not listen daily when they were at home. Many of them make special and frequent trips to the point of broadcast to help discuss questions in which they are particularly interested, and a large percentage said the program helped them settle many a question at home.

Jesse Milburn, versatile and popular announcer of KRLD, is the always smiling and clever Lucky Tiger Reporter who "pops" the question to the passersby. His persuasive good humor never fails to encourage any who might be "mike" shy or reticent. Each person interviewed receives from the reporter a generous supply of one of Lucky Tiger's products as a token of appreciation for the interview. "Today's Question" is the heading on small slips of paper, on which are printed the question and the sender's name. These are passed out to the street audience immediately before and during the broadcast for mental preparation previous to an interview. The question selected to discuss on the following day is given at the end of each program, so that listeners desiring to give their opinions may come to the point of broadcast.

To the persons who submit the questions used each day, Lucky Tiger awards a generous supply of its products and the writer of the most discussable question for the week is awarded a beautiful diamond ring.

Giving the Dallas listeners a pleasing program has spelled unusual success for Lucky Tiger in the territory covered by KRLD. A special anniversary bargain package was announced on the program and response was so great that jobbers and druggists found difficulty in keeping a sufficient supply for their customers. Lucky Tiger had to extend the anniversary package a month beyond the withdrawal date, owing to the unprecedented demand.

The commercial announcements are brief and written in a manner to appeal to the feminine angle, especially the housewife. The sponsors realize that the program going on at 11 a. m. should have the housewife appeal in its commercials.

When the Texas Centennial opens in Dallas in June, the *Lucky Tiger Reporter* will be featured on the grounds at various points of interest. He will interview visitors in the same manner as he now does in downtown Dallas.

Lucky Tiger renewed for 52 additional broadcasts on March 27.

BASEBALL VS. RADIO AGAIN

Sports Authority's Claim That Effect of Broadcasts Is Negligible Is Disputed by J.F. Hopkins

CLAIM of H. G. Salsinger, veteran sporting editor of *The Detroit News* and former president of the Baseball Writers Association, that baseball broadcasts neither increase nor decrease attendance at games, as published May 19 in the *News*, brought a reply from James F. Hopkins, manager of WJBK, Detroit local, in defense of broadcasts.

Mr. Salsinger took the position that winning teams, and not broadcasts, attract crowds. Sponsors, he said, do not want big crowds at games because their listening audience is thus decreased. As for minor league teams, he said club owners should offer teams of young players instead of building around big league castoffs if they wish to attract crowds to their parks.

This statement was made by Mr. Salsinger: "Detroit drew more than 1,000,000 customers at Navin Field before anyone heard of radio. Detroit drew less than 500,000 in 1932 and 1933, and lost money each year, although the best radio baseball broadcast in the country was being sent from the ball park each day."

Mr. Hopkins picked on this particular point for a detailed answer. "Change the 'although' to 'because'," he said, "and you've put into the mouths of the alarmists a statement which would be hard to refute—the figures being as they were—but for the fact that any attempt to prove such a point by means of attendance figures is too obviously superficial to merit second thought."

"There is much ground for the contention that radio furnished priceless publicity and saved the baseball industry from a much worse licking than it actually took during depression days," Mr. Hopkins said.

"As for your assertion that the sponsors of the Tigers' home game broadcasts must, as smart business men, want people to stay away and tune in, how do you reconcile such a statement with the fact that these sponsors are paying Tyson to urge his listeners, every day, to 'come out and see one of these games'? Do they do that just to be nice, or does the management request it, or do they, perhaps, recognize that their interests and those of the Detroit Baseball Co. are one, and that the individual most likely to tune in their broadcast is the individual whose love for the pastime leads him to see every possible game?"

"Ty" Tyson is the sports announcer of WWJ, *Detroit News* station.

Aldrich Blake Enjoined From Using Broadcasts Promoting Oil Securities

A WARNING to broadcasters in accepting business involving sale of securities was provided by a decision handed down May 19 by Justice Bailey of the Supreme Court of the District of Columbia in which Aldrich Blake and Aldrich Blake Inc. were permanently enjoined from violating the Securities Act in the sale of agreements entitling the purchaser to oil on a when, as and if produced basis.

Blake was charged by the Securities Exchange Commission with having failed to file five copies of his continuity five days before broadcasting it, as required by Rule 800 (d) of the SEC. Blake's contention was that in selling oil for a cent a barrel on a when, as and if produced basis he was not selling securities. The court ruled otherwise.

Justice Bailey expressed surprise that the FCC had done nothing about the case, since the SEC had filed its action Aug. 20, 1935 and had obtained a preliminary injunction a short time later.

The SEC has advised that stations in doubt about securities sponsorship contact it before permitting broadcasts involving the sale of securities.

Minneapolis Baseball

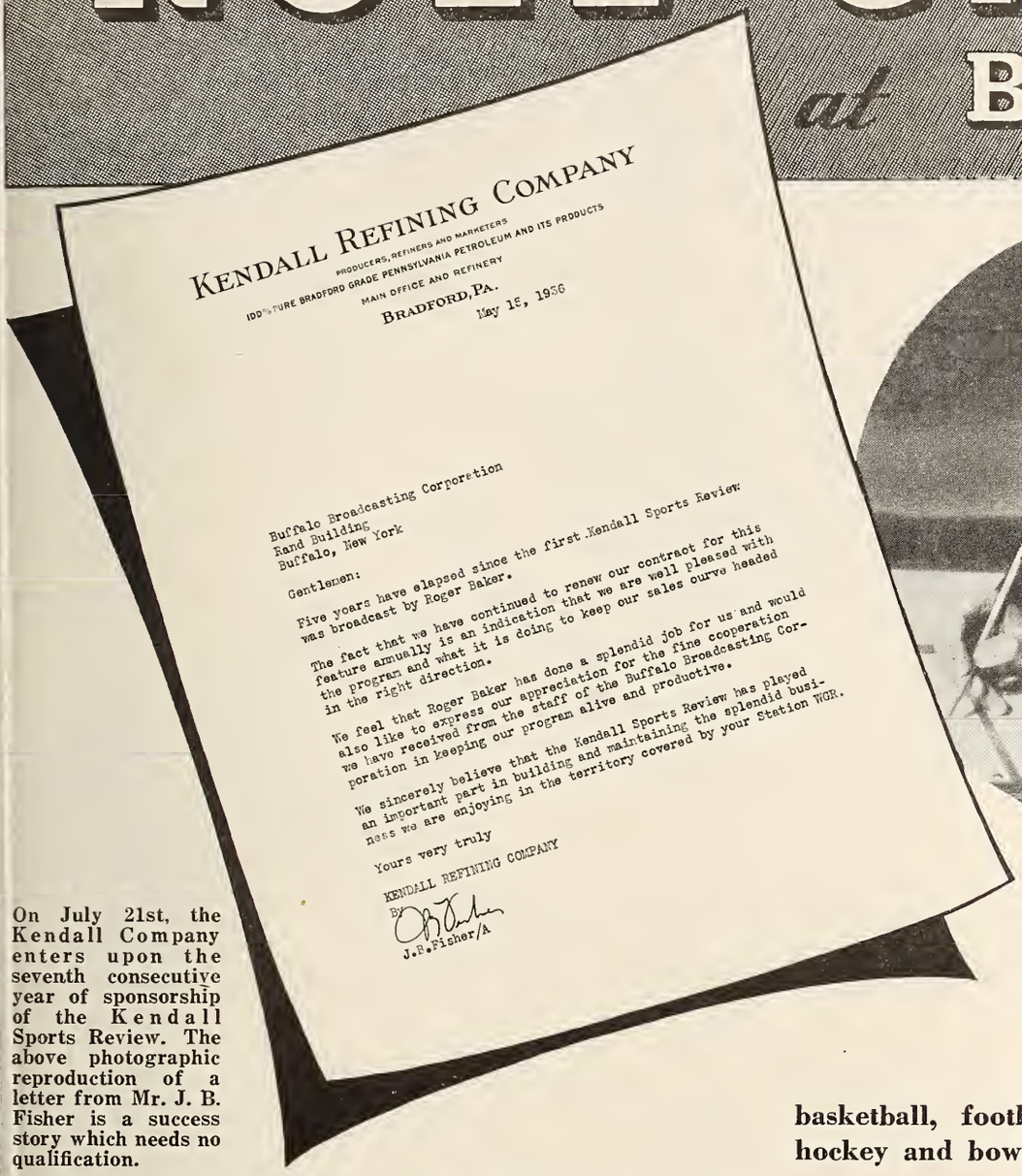
AFTER spirited competition between WCCO and WDGY, Minneapolis, over coverage of local minor league baseball games, General Mills Inc., that city, on May 22 signed a compromise contract for broadcasts sponsoring Wheaties. Byron Saam, announcer, will describe games over WCCO until that station shifts to CBS to take care of network commitments at 5 o'clock. In such case WCCO will announce that the play-by-play account for the balance of the game can be heard on WDGY, which is receiving Saam's accounts by wire from WCCO for the balance of the season. Originally WCCO had exclusive right to broadcast from the park, WDGY, also prevented from broadcasting Chicago games carried by Affiliated Broadcast Co. then installed a microphone in a Moose lodge adjoining the park and carried play-by-play accounts with a restaurant as sponsor.

Bond for Bond

GENERAL BAKING Co., New York (Bond bread) on May 2 took over the sponsorship of the daily baseball resumes by Ford Bond on WEAF, New York, 6:35 6:45 p. m., Mondays through Saturdays. The resumes are devoted largely to the highlights of games played that day by New York teams. When the New York team are not scheduled other events will be described. Batten, Barton Durstine & Osborn Inc., New York placed the account.

H. LESLIE ATLASS, Chicago, CB vice-president, has given the nam "Columbia Artist", to a new hors for his stables. The name was sub mitted by Rex Schepp, radio banjo ist, being chosen from 400 names sub mitted by WBBM artists. Othe horses in his stables carry radi names such as "Radio Rhythm" an "Miss Columbia".

ROLL CALL at B. B. C.



KENDALL REFINING COMPANY
PRODUCERS, REFINERS AND MARKETERS
100% PURE BRADFORD GRADE PENNSYLVANIA PETROLEUM AND ITS PRODUCTS
MAIN OFFICE AND REFINERY
BRADFORD, PA.

May 15, 1936

Buffalo Broadcasting Corporation
Rand Building
Buffalo, New York

Gentlemen:

Five years have elapsed since the first Kendall Sports Review was broadcast by Roger Baker.

The fact that we have continued to renew our contract for this feature annually is an indication that we are well pleased with the program and what it is doing to keep our sales curve headed in the right direction.

We feel that Roger Baker has done a splendid job for us and would also like to express our appreciation for the fine cooperation we have received from the staff of the Buffalo Broadcasting Corporation in keeping our program alive and productive.

We sincerely believe that the Kendall Sports Review has played an important part in building and maintaining the splendid business we are enjoying in the territory covered by your Station WGR.

Yours very truly

KENDALL REFINING COMPANY

By J. B. Fisher/A

J. B. Fisher/A

On July 21st, the Kendall Company enters upon the seventh consecutive year of sponsorship of the Kendall Sports Review. The above photographic reproduction of a letter from Mr. J. B. Fisher is a success story which needs no qualification.



Roger Baker, originator of radio's oldest sports column, the Kendall Sports Review, probably has more local followers than Ted Husing or Graham McNamee.

ROGER BAKER, a BBC personality, is a pioneer in radio. He originated radio's oldest sports column, and broke records when he broadcast the World Series, the Little World Series and the play-offs in the International League, all in the same season.

Unquestionably Western New York's radio sports authority, he includes among his many activities play-by-play descriptions of International League home and road games, amateur boxing, golf, basketball, football, bicycle races, swimming, hockey and bowling.

Nationally, Roger Baker is unique. Locally, he is one of several BBC personalities who have been developed by an organization that consistently gives "network" showmanship to "local" programs.

Landsheft and Bonning, Inc., advertising agency for the gasoline division of the Kendall Refining Company, and long experienced in successful radio advertising, have repeatedly recognized BBC as a "preferred" buy.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Convention Broadcast Setups Are Most Complete in History

Elaborate Plans Are Made by Parties and Networks For Coverage at Cleveland and Philadelphia

RADIO coverage of the political conventions will use systems of microphone coverage which include latest developments in pick-up methods and provide more complete service than has heretofore been possible.

Arrangements for coverage by NBC, CBS and Mutual networks have been completed except for last-minute details. Each network has signed batteries of well-known political analysts to supplement staff announcers at the Republican convention starting June 9 at Cleveland and the Democratic convention, starting June 23 in Philadelphia.

WOR, Newark, will broadcast comment by Gabriel Heatter, news broadcaster, under sponsorship of Modern Industrial Bank of New York. Heatter will speak from the Republican and Democratic convention halls.

Convention committees have allotted special news coverage facilities to broadcasters following refusal of the Standing Committee of the Press Galleries of Congress to allow radio reporters access to press facilities.

To Use 68 Microphones

AT THE Republican convention 68 microphones will be available to networks, with a microphone at each delegation. This will permit faster and better coverage of events on the floor. A wire from each microphone will be connected to the stage control panel and delegations will be signaled by means of lights and push buttons. Both NBC and CBS will use microwave transmitters by which roving announcers can transmit from any point for pickup by Cleveland station facilities. NBC tried out its microwave set at the Socialist convention which started at Cleveland May 22, interviewing Norman Thomas in a hotel room. Networks carried a number of programs from the Cleveland convention.

Alfred H. Morton, manager of the NBC program department, is in charge of that network's convention arrangements. For CBS, Henry Grossman, engineering executive, has directed technical arrangements.

CBS announces that besides the 68 convention microphones it will have 16 of its own located on the speakers stand, commentators platform, master control booth, bandstand and emergency auditorium studio. In addition it will have a parabolic microphone to pick up background noise.

CBS will route all network programs through the Cleveland auditorium to permit interruption at any time for news flashes. Paul White, CBS director of public events and special features, will break into non-convention programs when developments are deemed sufficiently important.

NBC will have a pause interpreter at the conventions to interpret lulls in the proceedings and explain procedure. William Hard, veteran analyst, is to fill this new post.

Among NBC commentators will be Walter Lippman, Dorothy Thompson, Edwin C. Hill, Lowell Thomas, as political analysts, and Graham McNamee, Fred Shawn, Carleton Smith and Charles Lyon, announcers, among others.

Mutual will have Arthur Sears Henning and Arthur M. Evans, of the *Chicago Tribune*, as well as Quinn Ryan, of WGN, Chicago, and Gabriel Heatter, of WOR, Newark.

CBS had not announced its complete convention staff as BROADCASTING staff but Robert Trout will fill the No. 1 post, assisted by H. V. Kaltenborn and Maebelle Jennings, CBS news commentators. Boake Carter will make his Philco news broadcasts from the conventions. Paul Mallon, political analyst, will provide background.

The microphone arrangements at the Democratic convention will differ in some respects. Instead of placing microphones at each delegation, a series of microphones will be suspended from above on swinging arms, being designed to reach any point on the floor. Microphones on the platform will be concealed in a number of cases. Platform arrangements will be somewhat similar at both conventions.

Democratic Arrangements

BROADCASTS from the Democratic party convention are to be concentrated largely between the hours of 2 and 5 p. m., and after 10 p. m., to avoid all possible conflict with regularly scheduled commercials over the networks, it was decided May 14 at a meeting of broadcasting representatives with officials of the Democratic National Committee.

Simultaneously, it was learned, there will be no difficulty about clearance of Warner Bros. music which may be picked up from the convention floor. Herman Starr, Warner vice president, informed William B. Dolph, Democratic radio director, May 15, that he regarded the convention broadcasts as a "public service", and that as a consequence, his organization would not interfere in any way with the broadcasting of Warner compositions over networks or stations not licensed by his company when the numbers originated spontaneously from the convention floor.

It is still the intention of the Committee, however, to avoid so far as possible, performance of Warner music by floor bands. Bands will be required to submit lists in advance, and a copyright "checker" will be on the floor.

Avoiding Conflicts

AT THE May 14 meeting, all final arrangements were made for the convention broadcasts. The decision to attempt to concentrate important broadcasts between 2 and 5 in the afternoons and after 10 o'clock at night, was reached by mutual agreement, since this will minimize chances of breaking into regularly scheduled programs to which many listeners look forward.

A special radio news section will be provided at the convention hall, to accommodate some two dozen radio press association men as well as radio news commentators. This was arranged after the Standing Committee of the Press Galleries of Congress refused to allow radio reporters access to the regular press facilities.

Broadcasting from the floor will be NBC, CBS, Mutual, Inter-City Group and WFIL, Philadelphia. Original plans did not include WFIL, and an extra booth is being installed to allow it to handle what is expected to be a running commentary of the convention.

All of these groups were represented at the May 14 meeting held in Washington. For the committee there were present Charles A. Michelson, director of publicity, Mr. Dolph and Oliver A. Quayle, assistant to W. Forbes Morgan, chairman of the convention arrangements committee. F. M. Russell, Washington vice president, and Alfred H. Morton, manager, program department, were present for NBC; Paul White, director of special events, and Wells Church, assistant manager of WJSV, for CBS; G. W. Johnstone, public relations director for WOR, and J. R. Poppele, WOR chief engineer, for Mutual; Richard E. Fishell, special events director, WMCA, and Jimmy Allen, program director, WIP, for Inter-City, and Samuel R. Rosenbaum, president, and Donald Withycomb, general manager, for WFIL.



From New York Sun

"This is that program for shut-ins I been tellin' you about."

Duke Power Campaign

DUKE POWER Co., Charlotte, N. C., operating in the Carolinas, has started a new schedule on seven stations in that region. It includes: Six quarter-hour transcriptions weekly on WSPA, Spartanburg, S. C., and Greenville, S. C.; three quarter-hour transcriptions on WAIM, Anderson, S. C.; three live talent programs weekly on WBIG, Greensboro, N. C., WSJS, Winston-Salem, N. C., and WBT, Charlotte, N. C.; six weekly five-minute news programs on WSOC, Charlotte; J. Carson Brantley Adv. Agency, Salisbury, N. C., is placing the campaign.

AMOS 'N' ANDY will broadcast from NBC Hollywood studios, starting June 8, having decided to spend the summer there. Bill Hay will be given a vacation.

NEW NBC PROGRAMS PLANNED BY P. & G.

PROCTOR & GAMBLE Co., Cincinnati (Chipso) on May 25 began a new series of programs over 10 NBC - Blue stations, Mondays through Fridays, 10:15-10:30 a. m., with WHAM joining on May 28, and WLS on June 1. The program, *Home Sweet Home*, was heard last winter over an NBC-Red network. The program will be heard as far West as Chicago and is signed for 19 weeks. Another P & G program, *Vic & Sade*, directly precedes the Chipso broadcast, but is heard on only three stations, WJZ, WHAM, WSYR.

Toward the end of June, *Capt. Tim's Adventure Stories* sponsored by P & G (Ivory soap) will sign off a three-station NBC-Blue network (WJZ, WBZ-WBZA) for the summer, to return in the fall. About July 1 P & G is expected to announce three more NBC programs. Whether they will be new or repeat broadcasts of the programs now on NBC-Red network is not known. It is assumed that two of the programs will follow the Chipso program, thereby taking in the 10-11 a. m. hour over the NBC-Blue network.

P & G now has on the NBC networks a total of eight programs of which all but one, *Capt. Tim's Adventure Stories*, are broadcast Mondays through Fridays. Two of the programs promote Chipso, two Crisco, one each for Camay soap, Ivory soap, Ivory flakes and Oxydol.

Three agencies share the P & G radio account with Blackman Adv. Inc., New York, handling Ivory soap, Ivory flakes, Chipso and Crisco. Blackett-Sample-Hummert Inc., Chicago, services the Oxydol account and Pedlar & Ryan Inc., New York, has Camay soap.

Prof. Quiz Series Tested By G. Washington Coffee

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (instant coffee) is testing *Prof. Quiz and His Nite School of the Air* on WJSV, Washington, with possible extension of the program to a network if the tests are successful. Cecil, Warwick & Cecil Inc., New York, is the agency.

The program includes a number of novel features. Eight contestants participate and they are offered the sponsor's coffee for correct answers to quaint questions, and the gong for incorrect answers. The winner receives a $10 cash prize. In addition, three listeners each week are awarded $5 for submitting questions. The program is a half-hour feature using a Saturday night period and is broadcast from the Willard Hotel auditorium. G. Washington for several years sponsored the network *Sherlock Holmes* series.

Roso-Clean to Expand

ROSO-CLEAN Co., Salisbury, N. C. (perfumed cleanser) has been testing on WBT, Charlotte, N. C., with three announcements weekly and expects to add stations in South Carolina and Georgia in the next few weeks. J. Carson Brantley Adv. Agency, Salisbury, N. C., has the account.



Station KIRO, completely revamped both as to equipment and personnel, with increased power on a valuable, uncrowded frequency, now offers national advertisers the most powerful medium in the great Pacific Northwest market. Preliminary results of field strength surveys, nearing completion, give every indication that KIRO has the greatest coverage of the million and a quarter people in this market.

Management of KIRO, under the able leadership of "Tubby" Quilliam, is both aggressive and progressive. Close cooperation is maintained with the Seattle Star, the University of Washington and civic organizations generally. News and sports are heavily featured and well sponsored. For example, General Mills bought Seattle Pacific Coast League baseball—and Associated Oil bought University of Washington track and basketball broadcast exclusively on KIRO.

KIRO, with 1000 watts on 710 kc. can do a real job for you. For further details, call John Blair & Company.

TO BETTER SERVE THE NATIONAL FIELD
STATION KIRO
ANNOUNCES THE APPOINTMENT OF
JOHN BLAIR & CO.
AS EXCLUSIVE
NATIONAL SALES
REPRESENTATIVES

GREATEST COVERAGE OF ANY STATION IN WESTERN WASHINGTON

1,000 WATTS **KIRO** 710 KILOCYCLES

QUEEN CITY BROADCASTING CO., INC.
COBB BLDG., SEATTLE, WASH.

National Representatives: John Blair & Co. • New York • Chicago • Detroit • San Francisco

West Coast, Texas Station Receipts Shown by Census

Employment Data Also Given In Government's Figures

TOTAL receipts of 77 Pacific Coast stations during 1935 amounted to $6,441,623, according to additional data in the U. S. Census of Business, just made public by the Census Bureau. Receipts of the 30 stations in Texas amounted to $2,220,821, the Census Bureau found. (New England census data in May 15 BROADCASTING.)

In both West Coast and Texas stations more than half of the receipts came from local advertisers, the remainder being split almost evenly between national and regional spot and national and regional network.

Employment Data

THE 30 Texas stations employed a total of 554 persons (monthly average) with an annual pay roll in 1935 of $771,395. More than 88% of this pay roll was received by full-time employes. Monthly employment figures indicate relatively little seasonal fluctuation. They range from a low of 524 in January to a high of 580 in October.

The 77 Pacific Coast stations employed a total of 1,988 persons (monthly average) with an annual pay roll in 1935 of $3,202,573. More than 88% of this pay roll was paid to full-time employes.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 2,051 full-time and part-time employes was reported. Of this number 1,537 (or 74.9%) were men and 514 were women. Part-time employes accounted for 28.6% of the number and received 13.1% of the total pay roll.

Detailed data on receipts and employment will be found in adjoining columns.

Call Letters Assigned

CALL letters for nine new broadcast stations have been assigned by the FCC. They are: KANS, Wichita, Kan., operated by Charles C. Theis, 1210 kc. 100 w. unlimited; KBST, Big Spring, Tex., Big Spring Herald Broadcasting Co., 1500 kc. 100 w unlimited; KDNC, Lewiston, Mont., Democrat News Co. Inc., 1200 kc. 100 w unlimited; KPLT, Paris, Tex., North Texas Broadcasting Co., 1500 kc. 100 w daytime; KRBC, Abilene, Tex., Reporter Broadcasting Co., 1420 kc. 100 w. unlimited; WAYX, Waycross, Ga., Waycross Broadcasting Co., 1200 kc. 100 w. unlimited; WFOY, St. Augustine, Fla., Fountain of Youth Properties Inc., 1210 kc. 100 w. unlimited; WJRD, James R. Doss Jr., Tuscaloosa, Ala., 1200 kc. 100 w. daytime; WNLC, New London, Conn., Thames Broadcasting Corp., 1500 kc. 100 w. D.

WASEY PRODUCTS Inc., New York (Zemo, Musterole, Kreml) will add the NBC northwestern group of stations to *Voice of Experience* on NBC-Red network, Sundays, 1-1:30 p. m., if and when available. Erwin, Wasey & Co., New York, is the agency.

REVENUE FROM SALE OF TIME

	Texas	*Calif.*	*Ore.*	*Wash.*
National-Regional Network	$ 449,117	$1,031,931	$167,123	$ 297,431
National Spot (non-network)	505,913	1,008,468	117,791	200,607
Local Advertising	1,265,791	2,605,377	407,522	605,373
Total	$2,220,821	$4,645,776	$692,436	$1,103,411

Analysis of Employment, Pay Rolls—Pacific Coast

(For Representative Week)

	*All Employes** (*One Week*)		*Full-time Employes* Pay Roll			*Part-time Employes* Pay Roll		
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	2051	$62,737	1464	$54,493	$37.22	587	$8,244	$14.04
Executives	64	5,277	61	5,220	85.57	3	57	19.00
Supervisors	111	7,087	107	6,958	44.31	4	129	32.25
Office and Clerical	277	6,643	252	6,335	25.13	25	308	12.32
Station Technicians	314	10,343	299	10,133	33.88	15	210	14.00
Station Talent:								
Artists	839	20,763	377	14,148	37.52	462	6,615	14.31
Announcers	197	5,718	184	5,551	30.16	13	167	12.82
Other †	249	6,906	184	6,148	33.41	65	758	11.66

* Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

† "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

Texas

	*All Employes** (*One Week*)		*Full-time Employes* Pay Roll			*Part-time Employes* Pay Roll		
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	584	$15,756	464	$14,016	$30.20	120	$1,740	$14.50
Executives	23	1,515	20	1,433	71.65	3	82	27.33
Supervisors	35	1,622	33	1,606	48.66	2	16	8.00
Office and Clerical	81	1,646	77	1,594	20.70	4	52	13.00
Station Technicians	119	3,647	118	3,641	30.85	1	6	6.00
Station Talent:								
Artists	162	3,006	62	1,580	25.48	100	1,426	14.26
Announcers	97	2,455	93	2,427	26.09	4	28	7.00
Other †	67	1,865	61	1,735	28.44	6	130	21.66

New York Milk Campaign Suffers Curtailed Funds

THE Hollowell bill which continues the New York State milk advertising campaign for another year was signed May 22 by Governor Lehman. As presented to the Legislature it asked for an appropriation of $400,000, the same as last year, but the Assembly reduced it to $250,000. The excise tax which supports the campaign was reduced ⅝ of a cent a 100 pounds, having been 1 cent per 100 pounds.

As in the past an agency will be selected to handle this account after plans have been submitted to Peter G. Ten Eyck, New York State Commissioner of Agriculture and Markets. Radio has been used since the milk publicity campaigns were conceived two years ago. The first year N. W. Ayer & Son Inc., New York, had the account and used a quarter-hour serial four days a week over a special CBS network. Last season J. M. Mathes Inc., New York, was appointed to service the account and used extensive spot announcements to tie-in with printed media.

Texaco Discs Go North

TEXAS Co., New York (Texaco) is planning to expand its disc campaign, *Unsolved Mysteries*, running in Southern states for a number of weeks, into Northern territory in the near future. The disc campaign was launched as a test and it is understood that it has been successful, leading to its broadened coverage. Hanff-Metzger Inc., New York, has the account.

Washington Post Asks Apex Station

SUPPLEMENTING its application for a new station in Washington to use the facilities of WMAL, NBC-outlet, the *Washington Post* on May 26 filed with the FCC Broadcast Division an application for an ultra-high frequency (apex) broadcasting station. The application, one of the first to be filed pursuant to the new rules adopted by the FCC, asks for a 100-watt outlet on four of the high frequencies.

On May 14 the *Post* filed for use of the WMAL facilities. WMAL, now leased by NBC, is embroiled in litigation over a purchase arrangement whereby Hearst Radio Inc., was to have acquired the station for $285,000 from the estate of M. A. Leese. Hearst sued for specific performance of contract and the case is still pending in the District of Columbia Supreme Court.

WBNX Goes to 1 Kw.

EFFECTIVE Sept. 15, WNBX, New York independent, will begin operations with a four-fold increase in power under an FCC Broadcast Division decision sustaining the recommendation of Examiner John P. Bramhall. The action was taken May 1 but was not announced until a fortnight later. The station, operated by the Standard Cahill Co. Inc., is assigned to the 1350 kc. channel, and has been using 250 watts. The action authorizes it to increase its power to 1,000 watts and to move the transmitter location.

Continental Seeks Outlet in Capital

Scripps-Howard Is Applicant For 1230 or 1310 Channel

TWO ADDITIONAL applications for broadcasting stations in Washington, contingent upon the request of WOL for change from a local to a regional assignment, were filed May 26 by the Continental Radio Co., subsidiary of Scripps-Howard Newspapers. Scripps-Howard publishes the *Washington Daily News*, one of its 24 newspapers.

The Continental applications, signed by James C. Hanrahan, vice president, supplement two pending requests for new stations by the same applicant in Toledo and Columbus. At the hearing on the former application last month Mr. Hanrahan testified Scripps-Howard hopes to acquire radio station affiliations in a number of cities in which it publishes newspapers.

One of the Continental applications requests assignments on 1230 kc., a regional channel, with 1,000 watts day and night. This is the assignment sought by WOL. In the event the WOL assignment is made, Continental also applies for the present WOL facility with 100 watts on the 1310 kc. local channel.

William B. Dolph, manager of WOL, also has requested the present local assignment in case his station is granted the regional facility. Former Senator C. C. Dill likewise has requested assignments on both frequencies in his own name. In addition, the *Washington Post* has filed for the facilities of WMAL, NBC outlet which is now involved in litigation for specific performance of contract with respect to its projected sale to Hearst Radio Inc., for $285,000.

Scripps-Howard already operates WNOX, Knoxville, regional, and WCPO, Cincinnati local. A meeting of Scripps-Howard editors was held in Cincinnati during the week of May 18—a regular quadrenniel session held prior to presidential elections. Newspaper ownership of radio stations and how they fit into newspaper operation, it is understood, was discussed at the meeting with the discussion led by Karl A. Bickel, president of Continental and Mr. Hanrahan.

WSGN Sale Approved

ASSIGNMENT of WSGN, Birmingham, Ala., from the Broyles Furniture Co., to the *Birmingham News* was approved May 14 by the FCC Broadcast Division. The station, operating on 1310 kc., with 100 watts night and 250 day, is not network-affiliated, and has been under several different managements during the last few years. Simultaneously the Division set for hearing the *News* application for a new station on 590 kc., with 500 watts night and 1,000 watts day, unlimited time. The *News* formerly was the licensee of WAPI, have time clear-channel station in Birmingham, but Victor H. Hanson, its president and publisher, "donated" the station to the state, feeling at that time that it could serve no useful purpose as a newspaper adjunct.

A SALES SPUR You Couldn't Buy Till NOW

A Direct Tie-up with the WKY Feature That for Eight Years Has Stood No. 1 with Oklahoma Women!

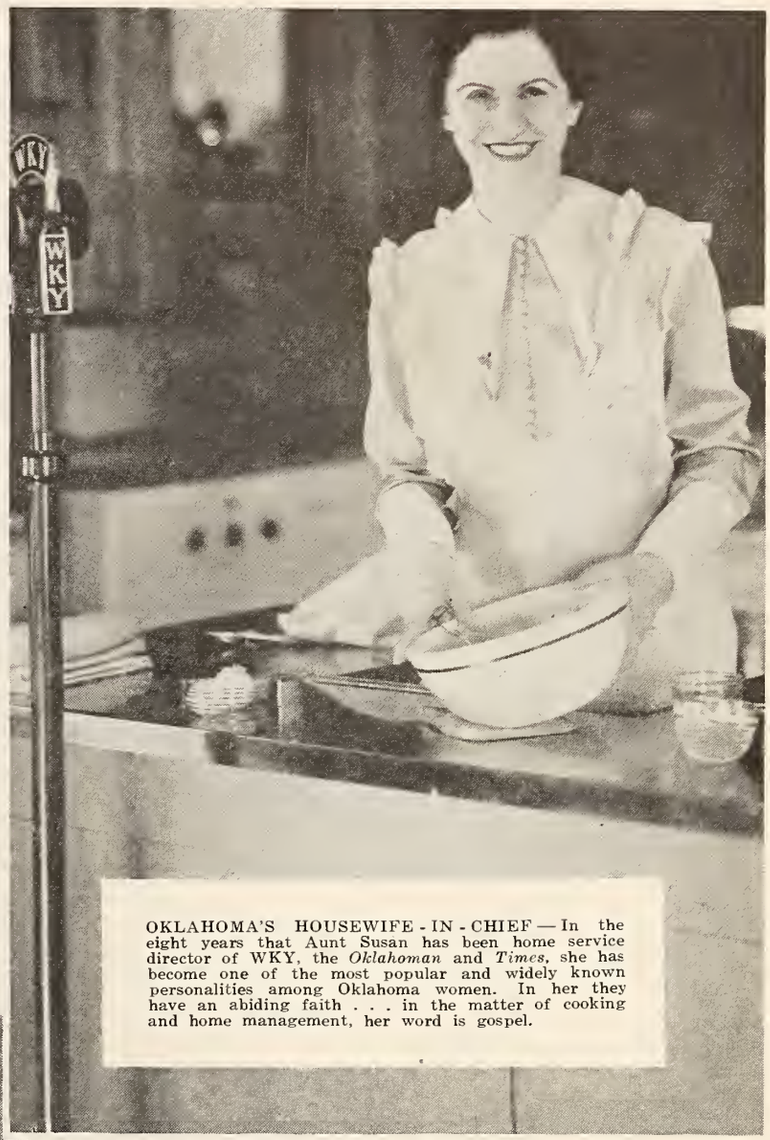
FOR the first time in eight years, WKY is offering advertisers the opportunity of a direct tie-up on the air between their products and Aunt Susan, the station's home service director.

Aunt Susan's morning chats with housewives about cooking and homemaking have been a sustaining feature on WKY six mornings a week for eight years. Her natural ability as a showman, her engaging style at the microphone and her rich background of experience have drawn sustained interest to her programs from the largest group of Oklahoma housewives reached by any program on the air in this state.

Aunt Susan is today one of the most widely known, most written-to, most esteemed personalities among women in Oklahoma.

Participating sponsorship, providing mention of product at beginning and end of program, is available to a very limited number of food products or home appliances at a very nominal monthly rate.

Write or wire for full particulars.



OKLAHOMA'S HOUSEWIFE-IN-CHIEF — In the eight years that Aunt Susan has been home service director of WKY, the *Oklahoman* and *Times*, she has become one of the most popular and widely known personalities among Oklahoma women. In her they have an abiding faith . . . in the matter of cooking and home management, her word is gospel.



Aunt Susan's kitchen-studio, above, from which she broadcasts daily. A hundred studio guests can be accommodated for broadcasts and special demonstrations.

The eyes and ears of Oklahoma women are turned to the ideal kitchen in WKY's new studios.





ABOVE: Close-up of the specially designed cabinets and cupboards.
LEFT: Close-up of electric kitchen, the fulfillment of every woman's ideal and dream.

WKY • OKLAHOMA CITY

Affiliated with The Daily Oklahoman, The Times and The Farmer-Stockman

E. KATZ SPECIAL ADVERTISING AGENCY — REPRESENTATIVE

THE ONLY FULL-TIME STATION IN OKLAHOMA CARRYING NBC PROGRAMS

Progress in Ultra-High Bands Is Keynote of FCC Hearing

Government Not Expected to Demand Bulk of Bands In Higher Frequencies; Many Witnesses Listed

FINAL plans for the extraordinary hearings to begin before the FCC June 15 to chart the future of radio development in the ultra-high frequencies are being whipped into shape, with 200 to 300 persons, including outstanding figures in the broadcasting, communications, and scientific radio fields, expected to attend.

Intense interest in the hearings has been evinced by high administration officials and the agenda has been discussed with President Roosevelt by FCC Chairman Prall and Chief Engineer T. A. M. Craven. The keynote of the hearings, it is reported, will be maximum development of radio in this new sphere, looking toward future services like television, facsimile and ultra-high broadcasting, as well as the communications aspects of high-frequency operation in the non-broadcasting field.

The closing notification date for the hearings is June 1. As BROADCASTING went to press some 30 companies and groups had filed statements of intended appearances, along with various government agencies and radio associations.

Government Demands

AMONG those to testify are David Sarnoff, RCA president and chairman of NBC; William S. Paley, CBS president; Dr. Frank Conrad, Westinghouse engineer who built KDKA and placed it in operation in 1920 as the first regular broadcasting station; James W. Baldwin, NAB managing director, and broadcasters and engineers representing many units of the industry. The broadcasting testimony is expected to culminate in a plea for sufficient facilities in the band between 30,000 and 110,000 kc., and above, to accommodate the reasonable needs of broadcasting. The technical engineering case for the NAB will be presented by Dr. Charles B. Aiken, assistant professor of electrical engineering of Purdue University in charge of communications, who was retained by Mr. Baldwin.

On May 23, the Interdepartmental Committee on Radio, representing all governmental establishments, held a session to map out its program for the conference. The plan is for it to represent all government departments, including Navy, Army, Bureau of Air Commerce, and other services which are expected to ask for frequencies in the ultra-high range for national defense and safety of life services. It is expected that Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, will present the government's case.

At first it had been thought the government would ask the President to allocate the majority of the waves for departmental use, but it is now understood that only a "reasonable portion" will be sought and that no effort will be made to impede future broadcasting developments through demands for the bulk of the available facilities. This is particularly so in visual broadcasting, it is understood.

The theme of the hearings, from the FCC standpoint, is that radio is entering new vistas which seem destined to overshadow even the present development. It is felt that development of new services should be encouraged rather than impeded by the government and that the goal should be one of cooperation rather than government "policing" operations to an extent detrimental to progress. This policy, it is reported, has the full endorsement of administration spokesmen.

Under tentative plans, the hearings will be divided into four phases. At the opening session June 15 Chairman Prall is expected to outline the general purposes of the hearings and Chief Engineer T. A. M. Craven, upon whose recommendation the hearings were called, will describe the issues from the FCC's standpoint and the problems it faces in regulating use of the high frequencies. He will emphasize international aspects, looking toward the Cairo International Telecommunications conference in 1938.

Next the Interdepartmental Committee is to present testimony as to national defense and peacetime public requirements. Thirdly, important industry leaders such as Mr. Sarnoff, who represents broadcasting communications and manufacturing, and Dr. Frank B. Jewett, president of Bell Telephone Laboratories, will be asked to outline their views, covering broad, general and economic future needs and trends. In this group too, there may be the NAB, representing the industry as a whole, and the representatives of the respective networks, along with such figures as S. N. Kintner, vice president of Westinghouse in charge of engineering, and Dr. Conrad.

Finally, the purely technical aspects of the use of ultra-highs will be covered with testimony from individuals and groups on such matters as television, facsimile, ultra-high broadcasting, international broadcasting, transoceanic communications, aviation, police, amateur, marine, and manufacturing. In this latter group, it is expected, will be the Radio Manufacturers Association and its individual members such as RCA and Philco, Bell System manufacturing units, International Telephone & Telegraph, American Radio Relay League, and individual broadcasting stations and experimenters reporting on their expected needs.

Based on results of the hearings, it is tentatively planned to have a visual broadcasting hearing perhaps next fall to cover specific development of television and facsimile. It seems a foregone conclusion that visual broadcasting will hold the greatest interest at the June 15 hearings.

In addition to the NAB and the networks, the so-called clear channel group of stations has indicated it will appear at the June 15 hearing through its counsel, Louis G. Caldwell. These stations seek to preserve the future status of clear channels with super-power. Among the independent stations which have indicated they will appear are WBEN, Buffalo, and WNBH, New Bedford, Mass.

The procedure contemplated is that of permitting witnesses to present statements without being sworn as at formal hearings. FCC counsel and engineers will be permitted to interrogate witnesses but they will not be compelled to answer. If private parties attending the hearings wish to put questions to witnesses, they must submit them in writing to the Chairman.

WHO'S CHAMPEEN?
Kendrick Challenges Maland's Right to Milking Title

DECISION as to the cow milking championship of the NAB is to be definitely settled during the Chicago Convention if the wishes of Joe Maland, manager of WHO, Des Moines, and present claimant of the belt, and his manager, James L. Free, president of Free & Sleininger Inc., are respected, it is revealed in correspondence between champion, his manager, a challenger and the challenger's manager.

D. E. "Plug" Kendrick, of WIRE, Indianapolis, the challenger, and Glenn Snyder, WLS, Chicago, his manager, have engaged in a heated exchange of correspondence with Maland and Free over details of the forthcoming battle, and, while the exact status of the battle isn't as yet determined, Maland is already claiming a victory over Kendrick because of the latter's expressed inability to attend the NAB meeting.



FROM A CONTEST—KUJ, Walla Walla, Wash., staged a 13-week contest and got sales slips and labels representing $300,000 in purchases.

Brooklyn Case Hearing Is Shifted to September

POSTPONEMENT until Sept. 9 of the rehearing of the three-year-old "Brooklyn cases" was ordered by the FCC May 18, the date on which the retrial originally was set. When the FCC convened the hearing, with some 60 parties in interest present, Chairman Prall read a telegram from Preston B. Goodfellow, president of the *Brooklyn Daily Eagle*, one of the applicants stating that W. Burgess Nesbitt, one of the *Eagle* witnesses, had suffered a broken leg in Tuscon, Ariz., and would be unable to attend. As a consequence, it was decided to defer the hearing until after the summer recess. The injury, it was said, occurred about six weeks ago.

The FCC en banc ordered the rehearing after new parties had entered the case. First it had decided to order deletion of three of the four stations which share time on the 1400 kc. channel in Brooklyn. Under this decision WBBC, the fourth station, would have been given half-time, and the *Eagle*, the other half. Subsequently, WLTH and WARD filed applications for assignment of their facilities to Kings Broadcasting Co., controlled by the Jewish language newspaper *The Day*.

FTC Stipulations

THE Federal Trade Commission announces the following actions involving radio advertisers: Stipulations to cease alleged unfair methods signed by Ossola Bros., Pittsburgh (olive oil) to cease using "imported from Italy" in descriptions; Montgomery Ward & Co. to cease use of "turtle oil" in designating Footlight Turtle Oil Cream; Luckey Tiger Mfg. Co., Kansas City, to revise claims for its ointment; M. L. Clein & Co., Atlanta, to revise claims for Mentho-Mulsion. Complaints charging unfair competition filed against Tarzana Mineral Water Co., Hollywood; G. Lindholm Co. Inc., Brooklyn (Evans Dermectro Electric Comb).

Cocomalt on CBS in Fall

COCOMALT Co., Hoboken, N. J. (beverage) will return to the air this fall, tenatively set for Sept. 20, over a CBS network, Sundays, 6-6:30 p. m. The last Cocomalt program was the *Buck Rogers* series. Joe Penner and Bob Crosby's orchestra will be the talent. Ruthrauff & Ryan Inc., New York, has the account.



"GOING TO TOWN"

Cleveland is the metropolitan center of Northern Ohio. The only high power, clear channel station in this populous section is WTAM. Advertisers who use the services of WTAM cover the entire Cleveland Chamber of Commerce Retail Trade area—a rich, responsive market.

WTAM **50,000 WATTS**
NBC Red Network
CLEVELAND

Completely programmed by NBC

First of All, Consid

THE Raymer organization takes pride in the fact that its men have been selected only after the most searching investigation. Experience, of course, was a major consideration, but mere selling experience was not enough. It had to be specific, successful experience in the selling of national advertising. Evidence of this is the unique fact that every Raymer man has had at least ten years of just this background.

But over and above this matter of training, they had to have such qualities as imagination and tact.... For visualizing day by day each station's changing story. For the ability to always present it properly. And to balance the presentation, dependably, with a sound comprehension of the advertiser's requirements.

r the Men . . . . . .

KWK	St. Louis	NBC
WJAS	Pittsburgh	CBS
WSYR	Syracuse	NBC
WHEC	Rochester	CBS
KSTP	Minneapolis-St. Paul	NBC
WRVA	Richmond	NBC
WLAC	Nashville	CBS
WDOD	Chattanooga	CBS
WREC	Memphis	CBS
WBRC	Birmingham	CBS
WTOC	Savannah	CBS
WPRO	Providence	MB-YN
WSBT	South Bend	CBS
WMBR	Jacksonville	CBS

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK
366 Madison Ave.
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

What Is Radio Advertising

BY STATION BREAK

RECENTLY we have been mulling over various publications on the fundamental aspects of radio advertising . . . what high-brows might term its "philosophy".

* * *

WE RECEIVED several ideas from Hettinger's pioneer *Decade of Radio Advertising* . . . that the differing voices of announcers might be employed as are different type faces in printing . . . that the advertiser presenting a program is analogous to an advertiser who furnished both the editorial material and the ad in a publication . . . that popular music is popular and other music lasts longer in favor with listeners because of fundamental psychological considerations.

IT INTERESTED us to note that an increasing number of programs are employing two or more voices on an announcement much as a printer would use italics or other type faces.

* * *

FROM Columbia's *Exact Measurements of the Spoken Word* we learned that psychologists had noticed the superiority of auditory suggestion by means of spoken language to visual suggestion as early as 1902.

* * *

FROM NBC's *Let's Look at Radio Together* we received some new ideas regarding the psychology of listeners respecting the program . . . outstanding among which was the fact that the radio audience is the most responsive and appreciate of all groups exposed to the advertiser's message.

* * *

WE MIGHT add books such as Lumley's *Measurement in Radio*, Pear's *Voice and Personality in Radio Broadcasting*, Cantril and Allport's *Psychology of Radio* and brochures such as CBS's *We Do As We're Told* and *The Added Increment*.

* * *

READING these and conversing with our friends in the industry gave rise to an ambition that would not be downed . . . to present our own ideas of radio as an advertising medium . . . which we have resolved to do during the course of future columns. *Your ideas also will be appreciated.*

* * *

THE BEST starting point for any survey is a bird's-eye view of the field to be covered. Such a view of radio reveals four fundamental characteristics.

1. RADIO programs may be listened to wherever the station signal can be heard satisfactorily.

* * *

2. RADIO is entertainment, news and education . . . *and the fact that the advertiser furnishes both the program material and the commercial announcement enables him to secure the full benefits of the editorial and advertising aspects of radio.*

* * *

3. BROADCASTING exists in *time* . . . a highly inelastic and unavoidable element compared to the advertising aspects of space.

* * *

4. BROADCASTING deals with sound . . . *which gives it the full power of music, the complete force of spoken language and the persuasive power of the human voice.*

* * *

PROBABLY these ideas seem trite to you . . . and so they should. But will the multiplicity of results which emanate from them seem so? . . . We hope not. Let's examine this angle . . . confining our present inspection to the first observation . . . *that radio may be listened to wherever the station signal can be heard satisfactorily.*

* * *

POSSESSION of a receiving set makes available to the listener the programs of all the stations which can be heard in his locality. It does not require the purchase of a second periodical to enable a set owner to avail himself of a desired feature story . . . He merely turns the dial.

* * *

THIS FACT makes every listener within the service range of a station a part of the potential audience for every program broadcast over it . . . for if the program is sufficiently outstanding in its entertainment value and is skilfully enough promoted among the potential audience . . . many . . . if not the greatest majority of sets will be turned to it.

* * *

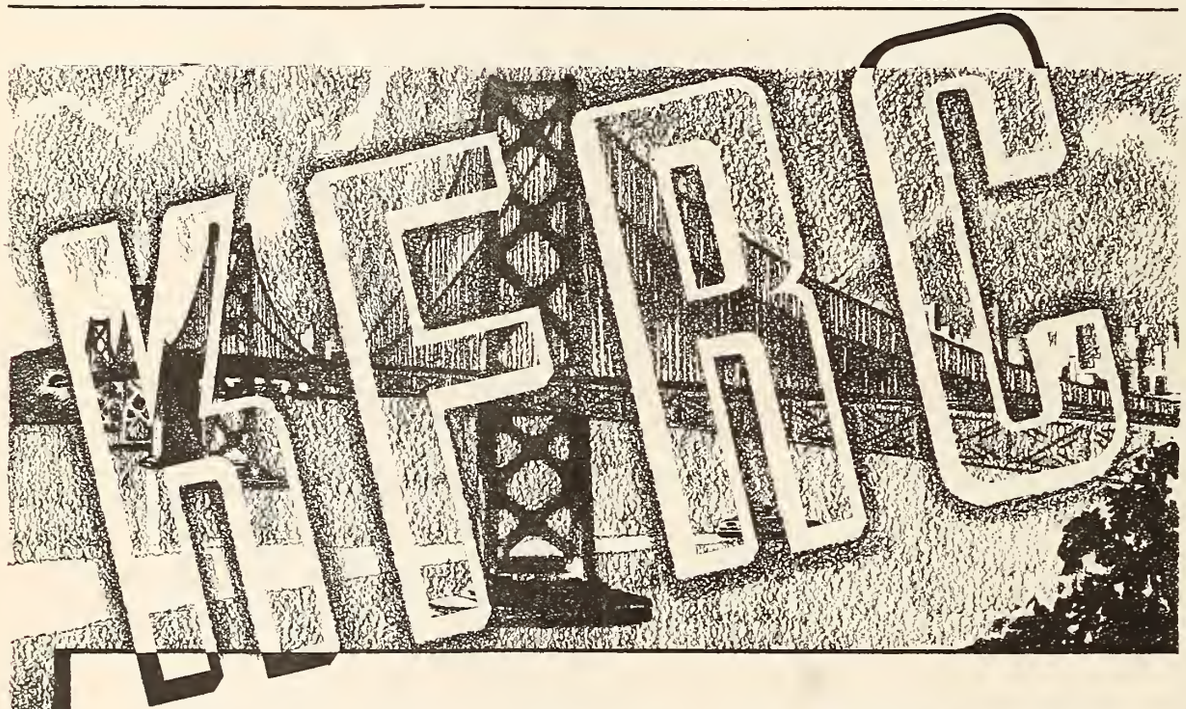
THIS first fundamental of radio broadcasting affords the advertiser unique advantages. It provides him with a potential circulation of unparalleled size . . . a circulation comprising all of the listeners to all of the stations which can be heard within the service area of the transmitter which he employs.

* * *

BECAUSE of the ease with which this circulation can shift from one station to another it provides the advertiser with unexcelled opportunity to make large portions of this total potential audience actual listeners to his program and sales message. As one acquaintance of ours puts it . . . no medium provides the enterprising advertiser with the bonus circulation possible in radio.

* * *

IN NO MEDIUM is knowledge and showmanship rewarded as highly and as directly as in radio broadcasting. (The next time we'll deal with the listeners' reaction to the advertiser's program.)



When You Want To SELL the San Francisco -- Oakland Market

For more than twelve years an ever-growing number of advertisers have used this pioneer station of the West ... KFRC ... to sell their products in San Francisco ... in Oakland ... in adjoining cities..and in 33 counties that comprise the rich northern California market.

That KFRC has kept pace with the steady, substantial growth of the northern half of California is a tribute to KFRC's consistent ability to attract and hold an unusually large and RESPONSIVE listening audience.

Put your next spot campaign in the San Francisco - Oakland market on KFRC and expect BETTER results. Telephone, wire, or write today for the complete story about KFRC.

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street - - - San Francisco Office, 1000 Van Ness Avenue

NEW *Subscription Order*

Please send me BROADCASTING

Broadcast Advertising

☐ Two years for $5

☐ Check is enclosed

☐ One year for $3

☐ Bill me later

YEARBOOK Number Included

NAME_____

ADDRESS_____

_____

FIRM_____ TITLE_____

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Hawaii Hangs a Lei Around Our Neck . . .



a smooth start a smooth show!

ALWAYS *with*

Associated
Recorded Program Service

From Hawaii—synonymous with serene smoothness and a natural love of music —comes unsolicited tribute to the quality of Associated recordings.

The general manager of Station KGMB, Honolulu, writes:

"This station probably uses more transcriptions than any station in the United States, due to a scarcity of good musical talent, to the few programs we get from the network and to our desire to get away from phonograph records.

Whereas most stations use one or possibly two transcription libraries, we use several. Therefore, when we tell you that ARPS material is *particularly outstanding*, you will know that we are in a position to *judge fairly by comparison.*

The quality is unsurpassed, the material is very good, and I particularly want to pass along a *word of praise for the uniformity of cutting grooves at the beginning of the numbers.* If I were you, I would use this in your advertising for the reason that some of the other transcription services can't compare with you in this respect, having cutting grooves lasting from three to five seconds on one disc and from twelve to twenty on other discs, which means a great deal of work by our technicians to do a good smooth job."

Many thanks, Station KGMB of Honolulu!
We have appreciated your endorsement and have used it!

Have you heard samples of the Associated Library?
Write us for full particulars and brochure.

produced by

ASSOCIATED MUSIC PUBLISHERS, Inc.

25 West 45th St. New York, N. Y.

The Speed of a Telephone Call



PLUS AN ACCURATE WRITTEN RECORD

Nearly all networks and more than 200 stations employ Bell System Teletypewriter Service. Because—

(1) It types any communication directly into the office of any other subscriber—300 yards or 3000 miles away.

(2) It brings back an immediate answer, when needed, on the same connection.

(3) Both parties have identical typewritten copies of every word exchanged.

Interpret this flexible, modern service in terms of time saved, errors avoided, costs cut, and the definite placing of responsibility. Could your stations use it too?

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM



Review of KVOS News Ruling Is Granted by Supreme Court

Highest Tribunal to Hear Appeal From Decision of Appellate Court Which Reversed Original Finding

FINAL ADJUDICATION of the right of broadcasting stations to broadcast press association dispatches once they are published in newspapers sold in the normal way will be undertaken by the U. S. Supreme Court. The court announced May 18 granting of the petition of KVOS, Bellingham, Wash., for a review of the decision of the Circuit Court of Appeals in San Francisco, granting an injunction to The Associated Press restraining KVOS from alleged "pirating" of its dispatches.

The petition for a writ of certiorari was filed April 7 on behalf of the Bellingham station by former Senator Clarence C. Dill, Kenneth C. Davis, Seattle attorney and managing director of the Washington State Broadcasters Association, and William H. Pemberton, attorney of Olympia, Wash. On May 5, John W. Davis, counsel for the AP and for newspapers in Washington state, asked the highest tribunal to deny the petition for review.

Since the Supreme Court was near its summer recess it was expected that arguments in the case, regarded as of vast importance in determining property rights of press associations in the news they gather, will be set for the Fall term in October or November. In advance of the arguments, additional briefs will be filed by both sides.

Lower Court Reversed

LAST Dec. 16, the Circuit Court of Appeals, in a sweeping opinion reversed on all scores the sensational ruling of a year earlier by Federal District Judge John C. Bowen, of Seattle, in the KVOS case. The review court held that "pirating" of press association news by broadcasting stations was "unfair competition". Pirating of press association news, the court said, may well affect both "subscriber and advertising income" of member newspapers.

The review court's opinion was written by Judge William Denman and concurred in by Circuit Judges Curtis D. Wilber and Clifton Mathews. The court concluded in that opinion:

"The decree is reversed and the District Court ordered to grant a preliminary injunction restraining KVOS from appropriating and broadcasting any of the news gathered by the Associated Press for the period following its publication in complainant's newspapers during which the broadcasting of the pirated news to KVOS most remote auditors may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising. In this connection consideration should be given to the likelihood of KVOS' auditors awaiting the pirated news because it is free and does not require subscription for a newspaper."

The newspapers joined in the case with the AP are the *Seattle Post-Intelligencer*, the *Seattle Times* and the *Bellingham Herald*. Each is an AP member, and, it is alleged, KVOS picked up and read AP dispatches from these newspapers.

Judge Bowen, in an opinion on Dec. 18, 1934, had held that news may be broadcast over stations, whatever its origin, once it is published in newspapers which are available for sale to the public. He based his decision on the conclusion that stations in broadcasting these news dispatches, do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

The appeal of the case from the District Court to the Circuit Court was partially financed through contributions from stations made through the NAB, amounting to approximately $1,800. When opposition from newspaper members of the NAB to this fund was voiced, no further funds were solicited to finance the appeal through the Supreme Court.

"QUEEN MARY" TRIP COVERED BY RADIO

COMBINED facilities of NBC, CBS, Mutual and British Broadcasting Corp. were to bring American and English listeners a description of the arrival in New York of the palatial British liner *Queen Mary* after her maiden voyage from Southampton.

Starting the program are to be the roars of whistling craft welcoming the *Queen Mary* as Quarantine is reached. Progress of the ship is to be followed until the docking at Pier 90 in the Hudson.

Graham McNamee is to head the NBC contingent, speaking from a Coast Guard cutter nosing under the *Queen Mary's* prow. Parabolic microphones of CBS and NBC will pick up New York street noise. Howard Claney, NBC announcer, is to describe the arrival as seen through field glasses atop Radio City, Charles O'Connor and Nelson Case, NBC announcers, are to be assigned to vantage points. Ford Bond is to describe the docking. The arrival broadcasts are scheduled for 3:15-3:45 p. m. (EDST) June 1.

All networks provided frequent broadcasts from the *Queen Mary* during the voyage from Southampton, starting with the departure May 27. CBS had ten scheduled programs from the liner, with Don Ball working under Cesar Saerchinger, CBS foreign director. Harlan Eugene Read broadcast nightly for Mutual, taking the place of Gabriel Heatter, who was prevented from going because of commercial commitments. G. W. Johnstone, WOR public relations director, accompanied Read and handled arrangements.

A special New York state network, with WNEW feeding, included WINS, WIBX, WBNY, WNBF, WESG.

BROADCASTING

combined with

Broadcast Advertising

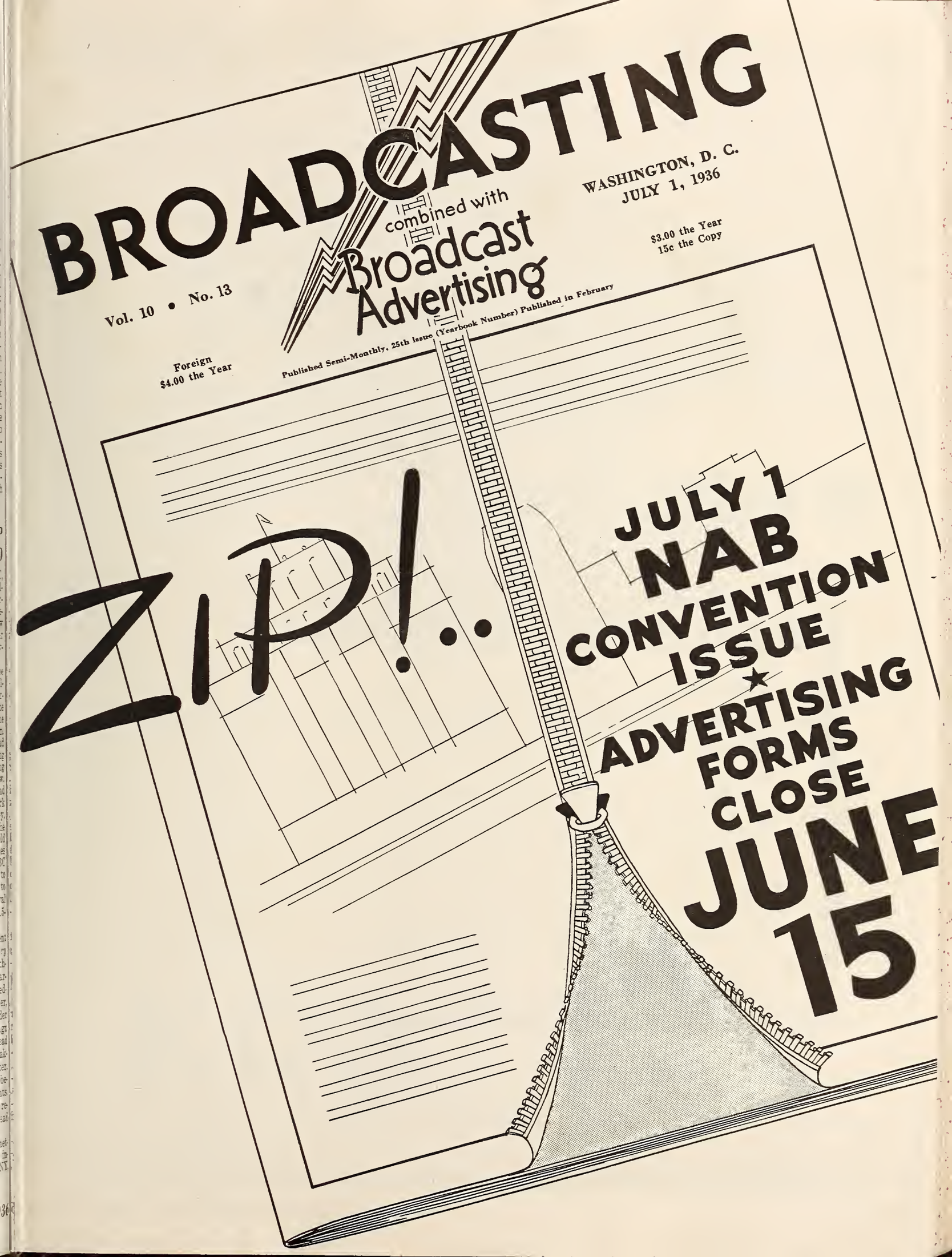
WASHINGTON, D. C.
JULY 1, 1936

$3.00 the Year
15c the Copy

Vol. 10 • No. 13

Foreign
$4.00 the Year

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February



Kaufman Agency Offers 1936 Announcing Award

FOR the second time Henry J. Kaufman Advertising Agency, Washington, will offer a silver cup to the local announcer who is adjudged the best from the standpoint of diction, sincerity and effectiveness. The contest started May 25 and ends June 15. It is based on the belief that the selling end of programs has been submerged by the emphasis placed on the routine and entertainment angles. Featured announcers who entertain as well as sell are disqualified. Last year the cup was awarded to Bill Coyle, NBC Washington announcer.

Judges are Carl Sprinkle, *Washington Daily News*; Jack Stone, *Washington Herald*; John Heiney, *Washington Post*; James Chinn, *Washington Evening Star*; Martin Codel, publisher of BROADCASTING; E. H. Reitzke, president of Capitol Radio Engineering Institute; William D. Boutwell, U. S. Office of Education, and a number of unannounced government officials.

CAMERAS FOR FCC INSPECTORS

Pictoral Evidence to Be Obtained by Field Force In Cases Where Disagreement Occurs

IF in doubt, take a picture! That's the new order to the field force of the FCC, which polices the entire frequency range and inspects every type of radio station equipment to make sure regulations are being complied with.

For its 22 field offices throughout the country and in Honolulu, the FCC on May 19 received delivery from Eastman Kodak Co., of Rochester, N. Y., of a shipment of up-to-date cameras. There was an extra one too, for use in headquarters in Washington. The total investment for 23 cameras and for a supply of film was $1,320.

There have been many cases of conflict over equipment, particularly in broadcasting stations, according to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting. In the past, field inspectors have made pictures of their own, on occasions, and submitted them to headquarters to settle arguments, and for introduction as "photographic evidence".

Mr. Ring explained that inspectors will use their new cameras for all kinds of inspection work, and that broadcasting is only a part of operation. From time to time, he explained, there have been controversies with station engineers over types of apparatus, transmitter locations, and painting and lighting of towers. In such cases, the photographic evidence should prove helpful, he said.

A NEW sound effect for rain, obtained by revolving a cellophane-wrapped umbrella frame with beans in it, has been developed by Horace W. Feyhl, production manager of WCAU, Philadelphia.

WFBC ★ GREENVILLE South Carolina

AUTOS TELL STORY!

GREENVILLE COUNTY AGAIN LEADS ALL SOUTH CAROLINA COUNTIES IN REGISTRATION OF AUTOMOBILES

Car Registrations	March 31, 1936
GREENVILLE	17,683
Second County	13,815
Third County	13,608

Greenville County is the *first* county in South Carolina in *Population*, in *Retail Sales* and *Wholesale Sales*. In every respect it is the No. 1 county of South Carolina.

This great market is served by Radio Station WFBC (NBC full time with 5,000 watts day, 1,000 watts night) and two strong newspapers, THE GREENVILLE NEWS (morning) and THE GREENVILLE PIEDMONT (evening).

PROGRAM SELECTED BY GENERAL MILLS

THE General Mills *Gold Medal Hour* daytime program which will begin over 38 CBS stations June 1, 10-11 a. m. (EDST) with rebroadcast to the Pacific Coast 1-2 p. m. will promote three General Mills products, Wheaties, Bisquick and Gold Medal Kitchen Tested Flour and will be broken up into quarter-hour groups. The broadcasts will be heard Monday through Friday and all shows will originate from Chicago.

Betty and Bob, a serial program formerly on NBC, will be allotted the first 15 minutes and be heard five days a week in the interest of Wheaties. *Modern Cinderella* will follow but promote Bisquick. It is described as a musical drama, an innovation for daytime programs. The third quarter hour will advertise Wheaties but the talent will be changed. Monday, Tuesday and Thursday the program will be known as *News for Women*, a news commentator specializing in topics of interest to women, and the Wednesday and Friday programs will feature the *Worry Clinic*, with Dr. George W. Crane, psychologist, in charge. The *Clinic* has been on MBS and deals with love, romance, marriage, etc.

The last part of the hour-program will be devoted to the interest of Gold Medal flour and will also have a change of talent during the week. The first four days, *Hymns of All Churches*, now on discs sponsored by General Mills, will be heard, and Betty Crocker, General Mills domestic science authority, will have the entire quarter-hour on Fridays. Betty Crocker will also be heard in the *Hymns of All Churches* programs.

The program is said to be the largest daytime radio campaign in the history of network advertising. Blackett - Sample - Hummert Inc., Chicago, has the account.

WICC Gets Full Time

THE UNUSUAL action of a station surrendering its license voluntarily has given to WICC, Bridgeport, Conn., full time operation on the 600 kc. channel, under an application approved May 21 by the FCC Broadcast Division. WCAC, Storrs, Conn., operated by the Connecticut State College, on April 30 surrendered its license for time-sharing on the frequency, having used only a few specified hours a week. As a consequence the FCC granted the WICC operation for full time with 500 watts night and 1,000 watts day, giving to it all of the time heretofore used by the college station. It is understood the college will continue to use time over WICC, without the necessity of maintaining its own station.

Net Shows Sign Off

AFTER the June 6 broadcast the *Ziegfeld Follies of the Air* sponsored by Colgate-Palmolive-Peet on CBS Saturdays, 8-9 p. m. will sign off, due to illness of Fannie Brice. The Swift-Sigmund Romberg program on NBC-Red Mondays, 9:30-10 p. m., will be discontinued for summer concluding with the June 8, program. The Princess Pat *A Tale of Today* program on NBC-Blue, Mondays, 9:30-10 p. m. will close June 15.



"THERE'S GOLD IN THOSE HILLS"

And KOA does a great job of getting advertisers their share of it! You need a powerful station to sell the Rocky Mountain area. KOA is powerful, popular and influential—a *big* station in a *big* market.

KOA 50,000 WATTS DENVER

Completely programmed by NBC

MORE LOCAL COMMERCIALS THAN THREE 50,000 WATTS NETWORK OUTLETS COMBINED

VARIETY

990 15-Min. Locals in Chicago

Chicago, May 12.

Seven key Chicago market stations are now carrying a total of 990 units of 15-minute local commercial periods weekly, representing almost a 100% increase of local business over the past year.

These 990 units of 15-minute local commercials are divided in the accompanying chart to show the amount of commercials between the opening of the station and 1 p.m.; 1 p.m. to 7 p.m. and thirdly, 7 p.m. to closing.

	WGN	WBBM	WLS	WENR	WMAQ	WJJD	WIND
7 a.m.-1 p.m.	50	93	39	0	68	59	56
1 p.m.-7 p.m.	75	118	0	4	7	13	128
7 p.m.-closing	25	13	2	1	1	56	162
Total	150	224	41	5	76	128	346

Explanation is necessary on several of these figures. WIND, the Ralph Atlass station in Gary, snatches off 112 units of 15-minute periods at night with its midnight-to-4 a.m. gallop for Peter Fox beer. WJJD, the other Ralph Atlass station, closes down at 9:30 p.m. on a time arrangement. WLS, the Prairie Farmer station, and WENR, the NBC-owned station, share time. WGN, WBBM and WIND build up heavily in the afternoon due to sponsored baseball.

We believe it is good advertising to use the medium, in a particular market, that is regarded most highly by the local advertisers in that market. Mr. Local Advertiser, you know, checks his advertising response with great care. He knows where he can buy the most for his money. In Chicago—it's WJJD.

Side remark: "If the network outlets are as valuable for spot broadcasting as some people think, why isn't more of their time sold on that basis? They have plenty available."

WJJD

Chicago's Largest Independent Radio Station
201 North Wells Street
CHICAGO, ILL.

20,000 Watts

National Representatives — WEED & CO., 350 Madison, N. Y. C.



The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

CHIP OFF BLOCK

President's Son Ad Libs and Saves NBC Announcers

NBC's recent broadcast of the Adams Cup Regatta on the Charles River brought a new voice to the air, that of the President's son and namesake, Franklin D. Roosevelt Jr., who, at his first appearance before a microphone, came to the rescue of NBC's crack announcers and virtually stole the show.

The Adams Cup races scheduled for 4 p. m. between the boats of Harvard, Tech, Navy and Penn were delayed for two hours by weather conditions. During the long wait NBC announcers finally became reduced to commenting on spring styles. In their darkest extremity, Dick McDonough, WBZ sports commentator, spied a young man in crew attire evidently headed for the shower room at the Union Boat Club.

"Hello, there," hailed McDonough, "weren't you in the Jayvee race today?"

The young man nodded.

"Then perhaps you'd be willing to give us some first-hand slants on the event. Your name?"

"Roosevelt—Franklin, Jr."

It didn't take the announcers long to get the President's son to the microphone, where without apparent embarrassment he gave an ad lib exposition on the comparative rowing systems of the four varsity cup contenders. The announcers claim that F. D. R. Jr., gave a masterly performance.

State Praises WBIG

POLICIES of WBIG, Greensboro, N. C., in restricting advertising which discusses internal bodily functions or is felt otherwise not to be in the public interest are commended by the North Carolina State Department of Health in its official monthly publication, *The Health Bulletin*. Printed in the *Bulletin* is a statement of WBIG's policies. The state's publication says: "We take pleasure in not only commending Mr. Ridge (Maj. Edney Ridge, manager) for his stand, but we wish to pass along to our readers the statement of policies adopted by the Greensboro radio station (WBIG), in which it will be seen that they take a high stand in this important matter."

Radio Graduates

THIRTY-THREE University of Omaha students received credits toward degrees when they finished a course in "Practical Radio" in May. The course offered by the Extension Department of the University was taught in the KOIL-KFAB studios in Omaha. The class met each Wednesday night for two hours under the guidance of Ray Suber, KOIL-KFAB announcer. Class work consisted of lectures and laboratory work. During the year lectures were given on various phases of radio work by Mark Bullock, chief engineer for KOIL, Art Schroeder, KFAB salesman, and Arthur Faust, KOIL dramatic director.

WTAR, Norfolk, Va., has been authorized by the FCC to increase night power from 500 to 1,000 watts on 780 kc., with a directional antenna.

Cinema's Television Fears Are Allayed

Research Council Sees Delays Before It Comes Into Use

THE motion picture industry need have no fear that television will burst on it unexpectedly, the scientific committee of the industry's Academy Research Council reported after a lengthy inquiry into the progress of the visual art.

Technical and commercial troubles will hold up the advent of television, the committee reported to the Council, which is keeping track of television progress. It advised that no further action appears to be called for this year.

The text of the report follows:

The present position of sound motion pictures, confronted by the developing art of television, differs fundamentally from the situation of silent pictures before the advent of sound. Viewed in the perspective of ten years, it is clear that before the remiere of "Don Juan" and the accompanying sound picture program at the Warner Theatre in New York City on Aug. 6, 1926, all the elements favoring the transition from silent to sound pictures were present. Broadcasting had already attained a formidable place in the entertainment world, demonstrating that reproduced sound was acceptable to the public. The electric phonograph had reached a high degree of development. Public address systems had been used in the last Liberty Loan drive during the war, at President Harding's inauguration in 1921, and subsequently in national political campaigns and other events calling for the distribution of sound to large audiences. Electrical interlocks had been applied in industry, and were available for the synchronization of scene and sound. The technological obstacles had been overcome.

Yet all but a few people in the picture business were skeptical. On the technical side, those who remembered the earlier abortive attempts to link sound with pictures, ignored the recent advances in sound reproduction, although the evidences were before them. Once the technical feasibility of sound pictures had been proved, they were sure that the public did not want them. Even after the notable commercial success of early sound picture productions, this belief survived for some years.

Hasty Transition

AS A RESULT of such excessive skepticism within the industry, the transition from silent to sound pictures was hurried, disorderly, and costly. There is no likelihood of a repetition of such a crisis when television becomes a commercial factor. Instead of disbelief, we have, in the case of television, excessive credulity. Both picture people and the public have been waiting for television for five years.

Besides psychological preparedness, the preventive factors keeping television from coming unexpectedly upon our industry are the great technical and commercial complexity of the new medium, and the existence in the picture business of technically-trained personnel capable of following the progress of television and giving notice of impending developments.

Television has reached a point in its laboratory development where a small picture (about 6 by 8 inches) with moderate entertainment value, can be transmitted, but with far more complicated equipment than motion picture recording and sound broadcasting require. The cost of development up to this point may be measured in millions of dollars. Before there is any possibility of nation-wide exploitation, hundreds of millions of dollars must be expended for numerous transmitting stations of limited range, connecting cables of new de-

sign, and receivers. None of these things can be obtained overnight. There is a possibility of such a development starting in 1937, or more probably in 1938. It should be noted that its scope, as far as we can prevision it, is limited to home entertainment purposes in urban areas.

Barring revolutionary inventions, there is as yet no promise of the enlargement of the field of television to theatre screen size nor of an extension of the possible service area to rural districts in this country.

In the United States a start is being made in reducing television to practice in the field. A new transmitting station is being installed in the tower of the Empire State Building for an experimental service in the City of New York, to begin this fall. About 150 receivers will be furnished to selected observers. These receivers are being manufactured at a cost of probably several thousand dollars apiece, and even upon a quantity production basis it is difficult to see how the cost of the present design could be reduced below $300.

A new type of cable, suitable for the transmission of television images, is being installed for tests and possible subsequent commercial use between Philadelphia and New York City. Similar developments are in progress in England, Germany, France and other countries. In 1937, therefore, considerable data should be available on points which are now obscure.

This Committee has been making a study of the technical progress of television during the past year, and possesses a general knowledge of the principal systems under development A bibliography of the available literature has been compiled and is being kept up-to-date.

We will endeavor to keep in touch with the pioneering attempts to make television a commercial reality and as progress occurs, reports will be made from time to time. Other than this no action by the Research Council of the Academy appears to be called for during the balance of 1936.

There appears to be no danger that television will burst unexpectedly on an unprepared motion picture industry.

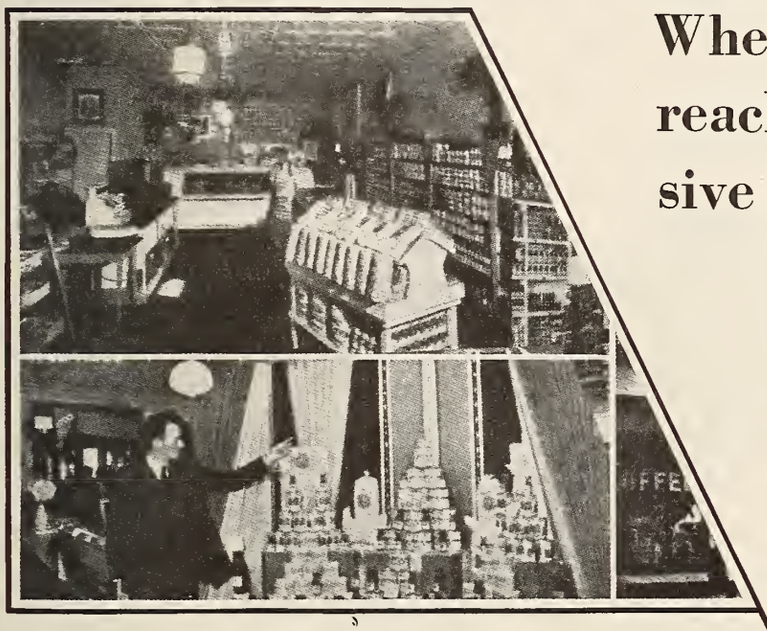
Members of the Scientific Committee are: Carl Dreher, chairman; Gordon Chambers, L. E. Clark, J. G. Frayne, N. M. LaPorte, Wesley C. Miller, Hollis Moyse, William Mueller.

INTERNATIONAL SHOE Co., St. Louis (Conformal Footwear) is recording a series of five-minute transcriptions to be placed through D'Arcy Adv. Co., St. Louis.

Drums on 12 Stations

TO ADVERTISE Drums, a powder which dissolves in water to make a non-inflammable, odorless cleaning fluid, Drums Inc., Detroit, is using dramatized announcement transcriptions and participating time over 12 stations, from two to five times weekly. Participating time is being used on WJR, Detroit, CKLW, Windsor, WJAY, Cleveland, WGAR, Cleveland, WOWO, Fort Wayne, WIRE, Indianapolis, WCAE, Pittsburgh, WBEN, Buffalo, and WFLA, Tampa. Recordings are being used over WJR as well as WHK, Cleveland, WAIU, Columbus, and WKZO, Kalamazoo. Present contracts are for 26-week periods. C. C. Winningham, Detroit, is the agency.

Our Job Has Just Begun . . . .



When you select our facilities to reach the wealthy, highly responsive market which we serve.

First, our production staff assists in the selection of talent and program. Then, our research staff conducts an intensive and comprehensive merchandising campaign, built around your product, which will, in many cases, give you a guaranteed sixty per cent distribution for your merchandise in A B C territory.

Write us for full information concerning this highly developed sales service which costs you nothing over the regular station rates. Complete coverage data and rates available at your request.

38,443 Grocers . . . .

If yours is a food product, you'll be interested to learn that we reach 27,408 grocers with the intensive coverage of our primary zone, and 11,035 others are in our secondary coverage. Our promotion and merchandising staff is acquainted with this large group of progressive merchants and will present your story to them. These grocers are interested in having your advertising message reach their customers over the facilities of the A B C network. That is but one example of A B C service—an advertising medium that SELLS.



THE AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago
Lincoln Building, New York — New Center Building, Detroit

Sound



Back of the age-old culture of Egypt rear the mighty Pyramids—undying symbols of great and sound engineering... just as today back of radio's great accomplishments stands RCA —symbol of success in sound engineering.

RADIO CORPORATION OF A

Engineering

The Three Pyramids of Radio...

COMMUNICATIONS...BROADCASTING...RECEPTION

all engineered by RCA

LIKE links in a mighty chain, RCA joins the entire world in a series of International, Domestic and Marine *Communications* systems . . . sending and receiving messages via Radiomarine from ship-to-ship and ship-to-shore—messages "Via RCA" Communications to 47 foreign countries and all leading cities in the United States!

Broadcasting is another phase of radio in which RCA is active, serving the public and advertisers with varied programs on 88 powerful stations . . . associated with the National Broadcasting Company.

In *Reception,* RCA leads the way, manufacturing radio receiving sets for city, farm and automobile use, as well as transmitters, tubes and specialized equipment for all purposes—all made in plants of the RCA Manufacturing Company. Not only does the Radio Corporation of America serve the world with these varied activities, but through RCA RESEARCH LABORATORIES it *has* given a long list of radio "firsts" that are harbingers of all that is still to come. Some day, RCA will engineer *sight!*

The nation's buying public is conscious of the fact that RCA knows radio. Hence it has *confidence* in anything bearing the RCA trademark. Confidence make sales. That's why RCA dealers do a better business—enjoy greater profits. They are allied with RCA—the only organization engaged in every phase of radio—and Radio's Leader!

Listen to "The Magic Key of RCA" on WJZ and associated NBC stations every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

ERICA · *Radio City* · NEW YORK

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone — MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Selling Locals Nationally

AFTER a year of experimental operation, National Independent Broadcasters Inc. has failed in its mission of procuring national business for local independent stations. That is the frank admission of Edward A. Allen, its president and founder. It is unfortunate that NIB failed utterly in this respect. Mr. Allen candidly states the failure is due to the lack of coordinated policy and operation by the independents and their disinclination to stick to rates.

Locals of late individually have been coming more into their own than ever before in a national way. Our own view is that NIB, as a business venture, was predestined for failure for one outstanding reason. It is impossible to wrap up a bundle of 100-odd stations of all pedigrees and shapes and deliver them to a national account. Advertisers buy markets. They don't want the Podunks thrown in with the metropolises. They don't want circulation in places where they may not have distribution.

We think that perhaps two dozen or even three or four dozen selected independents in reasonably good markets can be sold cooperatively. But it will take an educational campaign to do it. There are many good locals who abide by ethical standards and have good equipment and high standing in their communities. Offer such a combination and our guess is it will attract attention if properly managed, just as some of the locals are already doing individually.

New Frontiers

NEW frontiers in radio are being opened. Frequencies heretofore regarded as worthless from the practical standpoint are yielding to the genius of radio science.

The regulations just promulgated by the FCC Broadcast Division reassigning and governing all broadcast operations other than those in the conventional band now in use commercially, constitute recognition of these advances. The regulations provide definite allocations for such future services as television, facsimile and ultra-high frequency broadcasting. They more firmly entrench other services like relay, international, and rebroadcast.

Close scrutiny of the new rules reveals many interesting points. Doubtless, experience will show the desirability of modifying some of these rules. They are rather rigorous in several respects and constitute new departures from present practice. All things considered, however, they appear to be based on sound reasoning and look toward the day when new broadcast services will be commercially practicable.

There are restrictions on television and facsimile. They are held experimental, and time may not be sold for those experimentations. Yet the way is opened for "identity" or "trademark" tie-ins with visual broadcasts. And commercial credits are to be allowed in the ultra-high or "apex" station broadcasts and in the international broadcasts. In each instance this time may not be sold but simply given gratis to the advertiser who uses the regular broadcast station facility operated in conjunction with the present experimental services.

Thus, the FCC places itself in the position of being able to allow commercial pursuits on any or all of these services, once it feels the "public interest" justifies it. And this can be done figuratively by the sweep of a pen for it simply has to change the language governing such experimental operation.

The regulations are written in plain English. They have been shorn of the usual legalistic phraseology. They are of vast import to future radio in all its aspects.

The new rules come at a time when the FCC is preparing for technical hearings to appraise the needs of all kinds of services aside from broadcasting for ultra-high frequencies, to start June 15. The recent action, allocating specific channels to specific broadcast services, narrows somewhat the scope of the forthcoming hearings. These hearings, however, are important to broadcasting if the industry is to be given the "elbow room" it inevitably will require for future expansion.

Rights in News

THE SUPREME Court has granted the petition of KVOS, Bellingham, Wash., for a review of the so-called "news piracy" case involving alleged broadcasting of Associated Press dispatches over the station after they had been published in member newspapers and the newspapers sold in the usual way.

The nation's highest tribunal will have before it two lower court opinions diametrically opposite in conclusions. Federal Judge Bowen of Seattle, in a courageous ruling shattering all precedent, held that news, whatever its origin, may be broadcast once it is published in the normal manner. The Circuit Court of Appeals in San Francisco last December, reversed Judge Bowen's conclusions and held broadcasting stations were in strict competition with newspapers both as to subscribers and advertising, and that KVOS' alleged use of AP dispatches picked up from AP member newspapers was "unfair competition" and constituted "news piracy".

Whatever the finding of the nation's highest tribunal, we feel it is in the best interests of both radio and journalism to have a final adjudication of this issue. It is too important to the future of both industries to be left undecided. Competent counsel have been retained by both sides and the Supreme Court ruling, probably to come this fall, should settle this issue once and for all time.

A Good Selection

WE COMMEND the Joint Committee on Radio Research for its selection of Paul F. Peter, well-known broadcast research expert, as its secretary. He is ideally equipped for the task of pioneering this new research field, which aspires to provide a radio research bureau which will serve advertiser, agency and medium with unbiased circulation data on broadcast advertising. In our last issue we urged selection of a man entirely familiar with the complex field of broadcast advertising. This the committee has done. The start is good, in our opinion.

The RADIO BOOK SHELF

BOOKS on advertising are plentiful, so C. H. Sandage, associate professor of business at Miami University and chief of the Transportation and Communications Division of the U. S. Census Bureau, took a different approach in writing *Advertising, Theory and Practice,* Business Publications Inc., Chicago ($4.50). Mr. Sandage believes business management and the advertising profession should place more emphasis upon development of a coordinated program and has written his book as much for the business executive as for the advertising technician. The author is in charge of the current U. S. census of broadcast stations. His book contains considerable discussion of radio as a medium.

A REVISED edition of *Broadcast English, Recommendations to Announcers Regarding the Pronunciation of Some English Place-Names,* issued by British Broadcast Corporation, London, has just been published. It is one of a series of five booklets containing recommendations on pronunciation collected and written by Prof. A. Lloyd James, honorary secretary of the BBC advisory council on spoken English and professor of phonetics at London University. The booklets contain a key to the phonetic alphabet which is used.

A STUDY of trade-marks, patents, copyrights, labels and kindred properties, titled *How to Protect Business Ideas,* by William H. Leahy, general counsel of Dennison Mfg. Co., and Washington attorney, has been published by Harper & Bros., New York ($2.50). It is described as a "helpful manual to aid individuals and corporations in the protection of their rights to distinguishing designs and ideas" and contains a foreword by Isaac W. Digges, general counsel, ANA.

We Pay Our Respects To —



EDGAR THOMPSON BELL

TAKE ABOUT 135 pounds of human energy, sprinkle generously with pleasing personality, and mix with a driving sort of business acumen and a flair for showmanship plus a deep Southern twang and you have Edgar Thompson Bell, secretary-treasurer of the Oklahoma Publishing Co., and general manager of its newspapers and of Station WKY.

A few weeks ago WKY dedicated its new studios in Oklahoma City—the last word in efficiency and decoration. The event culminated eight years of radio effort on the part of Edgar Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. E. K. Gaylord, president of the company, paid glowing tribute to his associate on that occasion, giving him full credit for entry of the publishing company into broadcasting and for the development of WKY.

Perhaps Edgar Bell's natal day has something to do with that dynamic personality and energy. He was born July 4 near Birmingham, Ala., and when Independence Day next arrives he will observe his 44th birthday. Twenty-one of those years he has been associated with Mr. Gaylord and the Oklahoma Publishing Co., after a career in newspaper work in the South. During those two decades he has figured prominently in the affairs of Oklahoma and the Southwest which has enjoyed its greatest development in that span.

The Oklahoma Publishing Co. publishes the *Daily Oklahoman*, the *Oklahoma City Times* and the *Oklahoma Farmer-Stockman*, and they are in the forefront of Southwestern publishing enterprises. Edgar Bell already had become secretary-treasurer and business manager of these enterprises when he began to evince a keen interest in radio. He talked radio to his chief, Mr. Gaylord, in 1926 and 1927, when few newspapers were in the field. He saw in it a logical tieup for the newspapers. Together with Mr. Gaylord he made trips to Chicago, Kansas City, Dallas, and other points to talk with newspapers publishers then operating stations. By and large, radio was regarded by them as an expensive luxury, for in those days few stations were making money and the pictures painted by the publishers were far from rosy.

Came 1928, and Mr. Gaylord left for a vacation in Europe. In September, the first oil well was drilled in the Oklahoma City field.

Pouncing upon this as the opportunity to blast forth in radio, Ed Bell procured an option on WKY from its owner, Earl C. Hull, who is still the station's chief engineer. Meanwhile, he cabled Mr. Gaylord suggesting the purchase. The "go ahead" was immediately forthcoming. The Oklahoma Publishing Co. was in the broadcasting business, and Ed Bell had his long cherished opportunity to try his hand at the newest of the public service and advertising arts.

By the time Mr. Gaylord returned a few weeks later he found his company had purchased a station, located new studios, purchased ground for a new transmitter and otherwise was prepared to go full steam ahead. On Nov. 11, WKY went on the air with the latest equipment and since then has continued its progressive strides. The first year the station lost about $60,000, but the losses that year and the next were taken deliberately because of Mr. Bell's feeling that to establish a station and make it a commercially profitable institution, it had to build an audience. Everything was put into programs. Gayle V. Grubb, of KFAB, Lincoln, Neb., became manager in 1928 and worked directly under Mr. Bell. The station finally made an affiliation with NBC and became Oklahoma City's first network outlet.

The success of WKY after those rather inauspicious beginnings financially was reflected in the acquisition by the Oklahoma Publishing Co., last August, of KLZ, Denver, a CBS outlet. Also under Ed Bell's general management, but with J. I. Meyerson, former advertising manager of the Oklahoma City newspapers, as manager, KLZ is installing modern new equipment, and is undergoing the same renovation that WKY received upon its purchase.

It was in September, 1915, that Edgar Thompson Bell joined the Oklahoma *Farmer-Stockman*, then a struggling infant in a highly competitive farm paper field, as advertising manager. Today as secretary-treasurer of the Oklahoma Publishing Co. he is the business head of an institution with resources and investments amounting to millions. His flair for the spectacular and for doing the right thing at the right time won him immediate prominence in Oklahoma affairs.

While attending public school near Birmingham, Ed Bell's father passed away. Ed was forced to leave school after finishing the sixth grade. For two years he worked in a machine shop, before he found out he didn't care for it. Then he got a job as time keeper in a Birmingham foundry. The smell of printers' ink got him afterward when he went to work in a job printing plant, and he hasn't left the print shop since. At the age of 20, young Bell procured his first position with a publication, joining the staff of the *Progressive Farmer* in Birmingham. Seeing greener fields ahead, he went to New Orleans in 1914 as advertising manager of *Modern Farming*, after having worked as the Cincinnati manager of *Progressive Farmer*. He got the latter position by wiring the publisher of the paper to send him enough money for a round-trip railroad ticket. When this publication was about to change hands, young Bell heard about an opening on Mr. Gaylord's *Farmer-Stockman*. Telegrams were exchanged and the agreement finally made whereby Bell became advertising manager of the publication.

The success with which he handled that position, against the competition of two other strong farm papers in Oklahoma, is reflected in the fact that Ed Bell is now the business manager of the Oklahoma Publishing Co. activities and that all three of its publications and its radio station are in the forefront of their respective fields in the state.

In 1913 Mr. Bell married the charming Alice Williams of Florence, S. C. They have a 20-year-old daughter, now in her third year at the University of Wisconsin. For recreation, aside from the fun he gets out of work, Ed Bell putters about a golf course, and likes motor-boating. He is a 32d degree Mason, a Shriner and a member of Rotary, Oklahoma, and the Oklahoma City Golf and Country Clubs. and the Chamber of Commerce. He attends Saint Luke's M. E. South church.

As for radio and its future, Ed Bell says: "No one could view its future more optimistically than I. I feel that there is a great future for this medium and, not being able to pierce the future far enough to know what effect it may eventually have on the printed medium, I am one newspaper man who will insist upon our organization having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."

PERSONAL NOTES

HARRY T. SMITH, Tacoma, has been named sales representative of KOMO-KJR, Seattle, in the Southwestern part of Washington. R. O. Bullwinkel, formerly in the transportation business, will handle this type of business for KOMO-KJR and serve as sales representative in Northwestern Washington and Canada.

CAPT. ARTHUR PRITCHARD, manager of WWL, New Orleans, is in a hospital recovering from a major operation.

A. B. HERBERT, formerly of the *Memphis Commercial Appeal*, has joined the commercial department of WHBQ, Memphis.

B. HOWARD BEDFORD, formerly of the Canadian Radio Commission, has joined CKNX, Wingham, Ontario, as commercial director.

WALLACE J. STENHOUSE, former advertising director for Calumet Baking Powder and for four years on the editorial staff of the *American Weekly*, has joined the sales department of Affiliated Broadcasting Co., Chicago.

CLAIR HEYER, recently sales manager of KGBZ, York, Neb., and formerly of WMT, Waterloo, has joined W9XBY, Kansas City, as sales and promotion manager.

R. CAMPBELL EMBRY, of the sales staff of WBAL, Baltimore, is to be married in Gunnison, Miss., to Miss Frances Cockerham of that city.

GENE O'FALLON, sales manager of KFEL-KVOD, Denver, is the father of a nine-pound boy born May 12, his fifth child.

HAROLD C. JOHNSON, formerly of KFVS, Cape Girardeau, Mo., has joined the sales staff of KFRO, Longview, Tex.

A. D. WILLARD, sales manager of WJSV, Washington, delivered a lecture on radio advertising to the Advertising Club of Washington at its lecture series May 22. Following the lecture, there was a question period, participated in by James W. Hardey, advertising manager of Woodward & Lothrop, department store; James Rotto, sales promotion manager of Lansburgh's department store; Norman C. Kal, head of the Kal Agency; Walter D. Barkdull, advertising manager, *Washington Times;* W. N. Freeman, manager *Shopping News;* Vincent F. Callahan, commercial manager WRC and WMAL, Washington, and Henry Seay, WOL, Washington.

EDWIN REYNOLDS succeeds W. P. Phillips, resigned, as CBS merchandising specialist and client counsel. Mr. Reynolds recently joined the CBS sales promotion department, coming from the sales promotion department of WOR, Newark.

JAMES L. HUGHES, general manager of WHBF, Rock Island, Ill., is now taking treatment at the Rock Island Sanitorium for a severe respiratory ailment which he suffered several months ago.

JACK RICE, Miami, president of International Radio Club, has gone to Yarmouth, Nova Scotia, where he will handle publicity for an anniversary observance during the summer.

ED COOK, former sales manager of the *Jackson Tribune*, has joined the commercial department of WIBM, Jackson, Mich.

HOPE BARROLL Jr., executive vice president of WFBR, Baltimore, on May 21 underwent a tonsil removal operation. He is recuperating at his home.

BURRIDGE D. BUTLER, president of WLS and of the *Prairie Farmer*, Chicago, conferred with President Roosevelt May 22. He also visited with several members of the cabinet on the same day.

BEHIND THE MICROPHONE

HAROLD SAFFORD, program director of WLS, Chicago, left May 18 on a scouting trip to cover several states. Hal O'Halloran has returned to WLS from WOR, Newark, to handle the *Chuck Wagon* program.

DON HEYWORTH, formerly of New York and Boston stations and former actor, has joined the announcing staff of KYW, Philadelphia.

ROY WILSON, assistant director of the CBS Artists' Bureau, resigned as of May 22 to start his own talent office.

TAYLOR GRANT, announcer of WCAU, Philadelphia, is the father of a girl born May 9.

JACK WILSON, Cleveland continuity man, has joined the continuity and publicity staff of WJBK, Detroit.

MACK MILLAR, publicity director of WNEW, Newark, has resigned, his place being taken by his assistant, Sid Schwartz.

BILL BIVENS, announcer of WJSV, Washington, has resigned to return to WFBC, Greenville, S. C.

JIM CROCKER, announcer and salesman of WOAI, San Antonio, has left for Dallas where he will be one of five announcers for the Centennial. Lew Valentine, who returned recently from WLW, Cincinnati, is announcing on WOAI again.

MARION T. WOODLING, for the past year producer and announcer at KQW, San Jose, Cal., has been transferred to KJBS, San Francisco, as traffic manager for the two stations.

FORREST BARNES, continuity writer of KFI-KECA, Los Angeles, was to be married May 31 in that city to Miss Evelyn Bolster.

ROY SHIELDS, music director of NBC, Chicago, will return early in June after three weeks in Hollywood doing the musical score for a Laurel and Hardy picture on the Hal Roach lot at Culver City.

LELIA JONES, of Macon, Ga., is the first woman member of the WMAZ announcing staff, handling a half-hour morning cooperative.

HAROLD BOCK, publicity manager for NBC Hollywood studios, has announced his engagement to Sybil Chism, Los Angeles organist.

JOHN J. TOBOLA has joined KELD, El Dorado, Ark., as announcer and press operator.

HAYLE C. CAVANOR, production manager of WCCO, Minneapolis, has been made an honorary member of the University of Minnesota chapter of Zeta Phi Eta, professional speech and dramatic sorority.

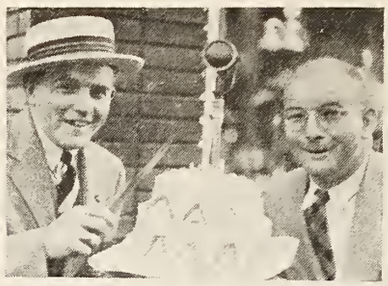
OLLIE COOK, formerly of KGNC, Amarillo, Tex., has been named production manager of KFYO, Lubbock, Tex. Harold Sparks, of Hollywood, has joined the announcing staff of Plains Radio Broadcasting Co., which operates both KGNC and KFYO.

JAMES P. WILLIAMSON, formerly of KARK, Little Rock, has joined the program department of WHBQ, Memphis.

REED POLLOCK, production manager of KDON, Del Monte, Cal., was married May 10 to Miss Louise Parker, of Pacific Grove, Cal.

CHARLES VANDA, CBS program representative in Los Angeles, on May 20 announced his engagement to Miss Sue Ross Crooks, radio singer known professionally as Sue Ross.

FERN McNEIL, for several years assistant to Henry Maas, NBC sales traffic manager in San Francisco, has resigned effective June 1. She is the wife of Russell McNeil, NBC librarian in that city.



CAKE FOR CROWD — When WFBC, Greenville, S. C., observed its third anniversary May 20, Manager B. T. Whitmire (right) and Bill Bivens, announcer, passed out slices of the birthday cake to all persons interviewed in a quarter-hour sidewalk program. Interviewees were asked what WFBC program they liked most.

ROBERT J. McANDREWS, NBC junior announcer in San Francisco, has been made a regular member of the announcing staff. Melvin Vickland, formerly on the announcing staff of KFRC, San Francisco, has been named his successor.

DICK WYNN, formerly announcer-producer at W6XAI, Bakersfield, Cal., has joined the announcing staff of KYA, San Francisco, succeeding William Fuller.

ROYAL WISEMAN, formerly on the announcing staff of KRE, Berkeley, Cal., has joined KROW, Oakland, in a similar capacity, succeeding Don Ralph.

MAURINE WHIPPLE, formerly continuity writer of KSL, Salt Lake City, is in San Francisco free lancing.

RICHARD HOLMAN, former program director of KYA, San Francisco, and now writing and acting in the *Cub Reporter* serial for MacGregor & Sollie Inc. Hollywood transcription producers, recently announced his engagement to Miss Ruth Fisher in San Francisco. The wedding is scheduled for late in June.

GEORGE TOLIN, special features announcer at KGGC, San Francisco, will marry Miss Dorothy Edna Thomas of that city, on June 6.

CHARLES GODWIN and Bryson Rash, formerly of WLW, Cincinnati, have joined WJSV, Washington.

LAYMAN CAMERSON, formerly of the production department of the Central States Broadcasting Co., in Lincoln, Neb., has been transferred to the Omaha studios of KOIL, where he will announce. Fran Steele, formerly of the production department of WLS, Chicago, has joined KOIL, Omaha.

MARTHA DEANE, conductor of a woman's program on WOR, Newark, on May 26 was awarded a medal by the Women's National Exposition of Arts and Industries for "greatest contribution to radio in 1935". The basis of the award, the committee stated, was the fact that she has "humanized radio". The award was presented on the second anniversary on the air of Martha Deane (Mary Margaret McBride).

CHARLES WISE, for the last four years sales promotion and publicity director of WKRC, Cincinnati, resigned May 16. He has not announced future plans.

Oscar H. Fernbach

LIEUT.-COL. OSCAR H. FERNBACH, 62, for more than three years radio editor of the *San Francisco Examiner* died in St. Luke's Hospital, that city, on May 13, after an illness of three months. For 40 years a newspaperman, Colonel Fernbach had been city editor of the old Morning Call, San Francisco; editor of the Oakland Tribune, marine and financial editor of the *San Francisco Examiner* before becoming radio editor. In 1913 he was foreign representative in South America for the Panama-Pacific International Exposition held in San Francisco in 1915. During the world war he served as an interpreter on the staff of General Pershing.

David W. Lewis

DAVID WILLIAM LEWIS, for the last eight years transmitter and field engineer of WRC, Washington, died May 22 from a heart ailment from which he had been suffering since March. A native of Virginia, he was 35 years old. Prior to joining NBC in Washington, he served in the Navy, having received his radio training at the Naval Radio School. Afterward he was an operator with Tropical Radio and Texas Oil Co. He is survived by his widow, mother and two sisters, who reside in Clarendon, Va.

Patent Ruling Stands

THE U. S. Supreme Court on May 25 denied the petition of Shepard Broadcasting Service Inc., Boston, for a review of the decision of the U. S. Court of Appeals, First Circuit, which had denied the Shepard claim that its patent covering organ broadcasts had been infringed by the Aeolian-Skinner Organ Co. Inc. The patent involves a method and apparatus to improve the quality of reception of organ broadcasts by isolating the organist from all sounds of the organ pipes but the radio reproduction. The Shepard patent had been sustained by the U. S. District Court for Massachusetts.

Atlas Beer in Chicago

ATLAS BREWING Co., Chicago, through Sellers Service Inc., Chicago, on May 18 started a new 15-minute program, thrice weekly on WBBM, Chicago only, featuring Adele Starr, songster, one of Major Bowes' early proteges, with Witmer & Blue, a pianist team.

"BEYOND A SHADOW OF DOUBT"

. . . . goes to press today!

Insist on getting your copy of this guide to media buying, a study of radio advertising and listening in Pittsburgh.

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

THE Quality Market of The Southeast Now Entering Its Summer Season of Doubled Population And Doubled Sales!

Radio Raises Level Of School Methods

Television to Aid Pedagogy, Declares Don E. Gilman



Mr. Gilman

SCHOOL teachers of the future will have to be showmen as well as pedagogues if radio continues to grow as an educational medium, Don E. Gilman, NBC western division vice-president told the San Francisco State Teachers College recently.

"It is reported that 300,000 schools in the United States are now equipped with radio sets, and that one great musical educational program frequently has 6,000,000 school children listening," Gilman said. "From this it seems to me we may well predict that the man or woman of the future not only will know what is good in music but will expect only the best. As a result of education, mediocrity in music, in drama, in all forms of art, will have a short life and an unprofitable one.

"The educator will have to learn that the pedagogy of the classroom, with control of the student under the eye of the teacher, is not the pedagogy which will serve educational purposes by radio. There must be, in the future, a better technique for educational programs than we have so far found; the educator himself must become entertainment-minded.

Interesting Education

"IF HE DOES become so, possibly this will affect the classroom of tomorrow as well as the radio audience. There has been much discussion of the need for making education more interesting, of teaching the fundamentals with less machinery, and possibly broadcasting will contribute to this field. The radio audience cannot be controlled, and while there would still be a large audience for any educational program, one which would be interesting and entertaining and attention - compelling would command a vaster audience.

"In a few months NBC will begin experimental broadcasts of television from New York, preliminary to its general development through the United States, when we shall see as well as hear public events, speakers and entertainment. I can foresee the extension of this great service to the classroom, when the dramatization of education will enlarge its scope. I cannot see the displacement of the teacher in this; it has been learned that broadcasting as an aid to education requires the intensive, intelligent and interested participation of the teaching staff. Television will do the same."

Radio contributes to international peace and understanding when freedom of speech is permitted by broadcasting systems, Gilman pointed out, adding "it is not unreasonable to expect that the increasing distribution of radio sets in itself will eventually force a broader attitude toward freedom of expression and freedom of speech.

"It was only recently," he said, "there came news from Germany that five of its citizens had been arrested and sentenced to imprisonment for listening to programs from Moscow. The American people would never submit to such restraint of the right to think. Complete freedom of speech is necessary to progressive radio as it is to a progressive people. It is my opinion that radio listeners everywhere will demand this same right of freedom."

QUICK THINKING
Announcer Stifles Shouts at Pageant Accident

HERE'S an example of quick thinking and prompt action by an announcer. John Sheehan, WGY announcer, was detailed to assist John B. Kennedy, NBC news commentator, in describing the National Safety Pageant staged by the City of Albany. Members of the police and fire departments, with 10,000 school children participated in the program before 15,000 spectators, including Gov. Lehman and other members of the official family.

The pageant was depicting the "Death of Carelessness" when a section of temporary stands collapsed and 700 children tumbled in a heap. Sheehan was at the microphone. He saw what happened and at the same instant saw that one of the members of Mayor Thacher's party was about to shout a warning. Sensing that if any word of an accident went out on the air the mothers of those 10,000 children would be panic stricken, he politely placed his hand over the man's mouth before he could say a word. As a result nothing went out on the air about the accident. None of the children were hurt beyond slight bruises and cuts.

WMBD's New Plant

WMBD, Peoria, Ill., is installing an entirely new transmitting plant entailing an investment of approximately $27,000 and hopes to be on the air with its modern installation by July 1, according to an announcement May 19 by Edgar Bill, president and general manager. A Western Electric 1,000 watt transmitter has been contracted for along with a 260-foot Blaw-Knox vertical radiator. The new building is to be erected on an 11-acre site, and a portion of it will be of glass brick.

WAAT, Jersey City, recently received a request asking the management to air the plea of a young couple wanting to adopt a baby girl two or three years of age.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

WE HAVE TROUBLE HOLDING OUR CLIENTS!

A TRUE STORY OF WHAT HAPPENED MAY 9, 1936



THE PROGRAM: Five minutes of painting and decorating hints by Mr. Fixit, the Nu-Enamel man.

THE OFFER: One room painted free for purchasers of Nu-Enamel.

THE RESULT: More business than the sponsor was prepared to handle.

THE MORAL: It pays to advertise over the friendly radio stations of The Des Moines Register and Tribune.

KRNT — CBS Basic, Des Moines

WMT — NBC Basic Blue, Cedar Rapids-Waterloo

KSO — NBC Basic Blue, Des Moines

IOWA NETWORK

National Representatives: John Blair & Co.

Merchandising Notes

Autos and Soap—More About Summer—Radio Fashions—Drifting Hearts—Tour for Sponsors

PROCTOR & GAMBLE Co., Cincinnati, through the medium of *The O'Neills* program on an NBC-Red network and printed media on May 18 began a series of weekly prize contests. Each week the contest culminates in the award of five Pontiac cars, plus 1,000 gallons of gasoline. Winners of the cars receive a credit slip good for gasoline at any dealer.

Prizes are awarded on the basis of the best letters submitted on the subject "I Like Ivory Flakes Because . . ." Ninety-nine other cash awards range from $100 to $5. All entries must supply a box top from a box of Ivory flakes. The contest is scheduled for six weeks.

* * *

A DAILY prize is given to the listener of KFEL-KVOD, Denver, who submits the best name for the new song which Jay Burnette writes for each program under sponsorship of Solitaire coffee. Suggested names must be written on Solitaire labels.

500,000 lbs. of copper every day now produced from mines in

BUTTE

Home of

KGIR

BESIDES offering a terse, illustrated brochure on automobile radio sets, CBS has released a striking study titled *A Summary of Summer—1936 Radio Facts.* It is spiral bound with printed cellophane cover in which a typewritten phrase is patterned like a tree and lays over the paper self-cover. The only illustration is on the back cellophane cover, the CBS symbol. Five specific reasons why the 1936 summer season will be a good one are offered in big type, averaging only two or three sentences to a page (right-hand). The left-hand pages are blank.

* * *

AT 6:50 each evening titles of movies at three local theatres are read by WMAZ, Macon, Ga., along with starting times of features and complete shows. Two names selected at random from the telephone directory are announced and offered complimentary tickets to any program if they call at the sponsor's place of business. Theatres run trailers on the feature.

* * *

LOBEL'S Children's Store, sponsors of the *Miniature Minstrels* on WFBL, Syracuse, has placed a one-sheet display in the entrance of the store. The display board carries pictures of all artists in the *Minstrel* and the time and day of the radio program.



Drug Store Merchandising Booms Sales

FOR A WEEK Sommers' Rexall Drug Stores in San Antonio featured in windows, on counters and in newspaper advertising products advertised on WOAI and sold by Sommers' stores. Large signs announced the "Sommers' - WOAI-Radio Week" and several items were put on sale. Here is a show window.

Ray Davis, advertising manager of Sommers' stores, described results like this:

"The WOAI windows attracted more attention than any windows we have had thus far this year. Store managers reported that several passers-by were continually looking at the windows, and most of them examined carefully each individual display, from product to price to poster tie-up announcing the radio program and stars. But as for results—nearly every item featured easily tripled its average sale during the week of the tie-up. And there were 25 items. Newspaper ads with similar layout to window displays helped the tie-up. We were very much satisfied with the WOAI merchandising tie-up. We think the cooperation of both sponsors, our own display men and WOAI helped to put across in a big way, the "Sommers - WOAI-Radio Week."

SO SUCCESSFUL were the first 15-minute programs direct from Maceys Inc., St. Paul women's apparel store, that it has signed a year's contract for a 15-minute program each week on KSTP. The program is not straight commercial, because, in addition to the news on buying and fashion events, a guest musical artist is included on each week's broadcast. Last week Macey's got a double play for their money by putting one of their telephone operators before the mike. They had discovered that she had had roles in the St. Paul Civic Opera.

Broadcast serves a dual purpose. The listening audience hears all about the store and a special broadcasting booth draws crowds, and loudspeakers in the store also carry the program.

* * *

MRS. ETHEL STRONG, conducting the *Home Folks* program on WOAI, San Antonio, stages demonstrations on Peter Pan salmon in grocery stores. Alaska Pacific Salmon Co. is sponsoring announcements on the *Home Folks* series In addition she has been giving talks at parent-teacher meetings, where she distributes mimeographed letters telling of the *Home Folks Journal,* soon to be published. The *Journal* mailing list has been growing at the rate of several hundred a day.

* * *

A THEME song, "Hearts Adrift", composed by Carleton Bates, Boston, used by Edgar P. Lewis & Sons Co. Inc., Malden, Mass., on its programs for Viva candy, is given away on the sponsor's programs on WCOP, Boston, to all who request it.

EACH of the four local salesmen of WREC, Memphis, arranges a Sunday tour for a local client to the modernistic transmitter house, located four miles outside the city. Four engineers are on duty at the transmitter to give technical explanations for sponsors and their friends, who make the Sunday visits by appointment. According to Hoyt B. Wooten, WREC owner and manager, the sponsor parties are proving effective in strengthening relations with accounts and developing new business. WREC plans to encourage trips to the transmitter by civic and school groups.

* * *

LISTENERS of KLZ, Denver, are being offered a copy of each week's program schedule, which are printed and mailed each Friday. Quantities of the schedules are made available at downtown locations for the transient public. More detailed descriptions are supplied through display advertising in a local newspaper. The new program schedules include names of sponsors, guest stars and general information of interest to fans.

The local advertiser knows what's what • • the fact that during the past year, Baltimore advertisers have bought more time on WFBR than any other major network station is a tip-off to shrewd national advertisers.

Representatives: Edward Petry & Co.

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

IN THE CONTROL ROOM

M. W. SMITH, in charge of design in the generator division, has been named by Westinghouse Electric & Mfg. Co. as manager of engineering with headquarters in East Pittsburgh.

THE Morris Liebmann Memorial Prize for 1936 was awarded by the Institute of Radio Engineers to B. J. Thompson, in charge of the electrical research section of the RCA tube laboratory, Harrison, N. J., for "contribution to the vacuum tube art in the field of very high frequencies."

ROY KESSLER, formerly of WJIM, Lansing, has joined the technical staff of WKBZ, Muskegon, Mich.

JOHN G. PRESTON, engineer of WMAZ, Macon, Ga., will be married June 3 to Miss Elizabeth Walker, of Macon.

FRED BOWEN, sound engineer for Associated Cinema Studios, Hollywood sound organization, is on tour of 26 California cities to install a public address system at each point where auditions will be held for *California's Hour*. Winners at each place travel to Los Angeles for the weekly broadcast sponsored by the California Chain Stores Association, through Lord & Thomas' Los Angeles office, from KHJ to stations of the Don Lee-CBS network in California.

MURRAY BOLEN, studio engineer of KFRC, San Francisco, has taken a three-month leave of absence and leaves June 1 for Schenectady, to make a further study of the technical end of radio at the General Electric laboratories.

CLIFF CORBETT, assistant chief engineer of WNEW, Newark, has returned to his duties after an operation.

Exposition Bee

A SIX-STATE spelling bee which will draw thousands of high school students to more than a dozen radio stations is being arranged by Cleveland's Great Lakes Exposition. Spelldowns will be held for two half-hour periods a week. Two winners from each station will come to the Exposition on July 24 and 25 for the finals. Definitely scheduled are WJW, Akron; WKBN, Youngstown; WHBC, Canton; WAIU, Columbus; WEAI, Cincinnati; WSPD, Toledo, and WLEU, Erie. Other stations are expected to enter.

To End Site Delays

QUICKER handling of antenna site locations for broadcasting stations is the objective of conversations started May 18 by the Airways Division of the Bureau of Air Commerce with the FCC Engineering Department. Undue delays in clearing applications for installation of radiating systems prompted the conversations, and it is expected that a new form of procedure will be adopted. The Airways Division, under the law, examines all antenna site locations to determine whether the masts will constitute an interference with air navigation.

IN TWO weeks WBIG, Greensboro, N. C., broadcast 27 political speeches during the gubernatorial campaign.

EQUIPMENT

KMBC, Kansas City, is setting a record in reconstruction of its largest studio, according to Arthur B. Church, manager. A contract has been let for the latest type of Johns-Manville job, with the understanding that haste and much night work, after the big local productions and network originations, are the essence of the agreement. Men must sit by during certain programs using the great two-console studio pipe organ, and during the recording of important auditions. Unique in its design by entirely touting superior "dead-end" claims of recent years, the new studio will be literally floated within the old one and will meet high fidelity pick-up requirements from any location in the large room. Not only its big studio, but the entire KMBC layout of 30 rooms on the top floor of the Pickwick Hotel are being air conditioned and redecorated, in Church's modernization campaign. Entire new recording equipment has been installed.

WROK, Rockford, Ill., is making extensive equipment changes, having broken ground May 18 for a 239-foot vertical radiator located five miles north of the city. It is to be completed June 15. New input equipment is being installed at the studios and studios and offices are being remodeled by June 15, when the station will go to full time. A full week celebratiou is planned.

WIS, Columbia, S. C., has erected a 260-foot reflector to suppress the signal toward Miami where WQAM also occupies the 560 kc. channel. WIS recently was granted 5 kw.

WITH early expansion in view, WJBK, Detroit, has assured itself of a desirable site by buying three-and-a-half acres of land at almost the exact geographical center of its trading area, according to James F. Hopkins, general manager.

AFA Speakers Listed

PROGRESS of television will be explained to the 32d annual convention of the Advertising Federation of America, convening June 28-July 2 in Boston, by David Sarnoff, RCA president. Bruce Barton, chairman of the board of Batten, Barton, Durstine & Osborn Inc., New York, will discuss "The Master Key in Business; Sensing What the People Want". Among other speakers will be Chester H. Lang, AFA president; Allyn B. McIntyre, president of the Advertising Club of Boston, and Mrs. Grace Morrison Poole.

WOR, Newark, has exclusive rights to broadcast the summer symphony concerts at Lewisohn stadium, New York, and feed the programs to Mutual.

Supreme Court
OKAYS
TVA
ADVERTISERS
KNOW
WNOX
KNOXVILLE, TENN.
Only medium covering this area.

Read the Announcements of New "Spot" Campaigns

The Folger System—A Coffee Formula

Using Radio Extensively, Midwest Concern Dominates

Its Te... Despite Its Relatively High Price

Washing Machines Promoted by Discs

Association Again on Air After Successful Drive in 1935

AMERIC... WASHING MA... SSN., Chicago, ...ne five-... CHINE ... is spons... minute ... broadc... morni... series of 15-minute transcription... Feb. 1... programs over 12 stations in the... coun... East and South on Jan. 13. The... by ... disc... by ... fea... pla... sn... cas... ex... wh... Th... sup... E... tio... W... WF... KV... Ne... WSB... WC...

Wasey Products Spots

WASEY PRODUCTS Inc., New York (Zemo, Musterole) began a series of 15-minute transcription programs over 12 stations in the East and South on Jan. 13. The...

U. S. Rubber Spots

UNITED STATES RUBBER Co., New York (U. S. Royal Master tires), will launch a spot announcement campaign over 35 stations from coast-to-coast beginning the week of April 5. Thirteen one-minute live announcements will be used to introduce a newly-designed tire. Stations are: WPTF, WSYR, KOMO, KHQ, ...3R, WQAM, ...C, WBEN, ...KLZ, WJR, ...BC, KHJ, ...E, KWK...

CONTINENTAL OIL SHIFTS TO DISCS

CONTINENTAL ... (petroleum produc... will inaugurate ... hour transcription... The discs, made ... bash Inc., will fe... to be broadcast ... late morning ho... Carveth Wells ... and lecturer, w... talks supported ...

Swift Using Spot...

SWIFT & Co., Chicago (All-Su... margarine), is sponsoring a seri... of 50-word announcements to be... broadcast three evenings a week... over WFAA, WJDX, WALA, ... WWL, WCOA, WOAI, KWKH, ... and KTRH. The campaign, which ... is placed through the Chicago of... fice of J. Walter Thompson Co., is ... scheduled to run 17 weeks.

Sterling on 28 Stations

STERLING PRODUCTS Inc., N. Y. (Phillips Milk of Magnesia Face Cream) will soon begin a large ... tion ... ut... a ... Be...

PLYMOUTH MOTORS STARTS CAMPAIGN

PLYMOUTH DIVISION of Chrysler Corp., Detroit (autos), went on the air late in January with the first of a series of radio shows de...

RCA Spots Continued

RCA RADIOTRON Inc., Camde... (RCA radio tubes) has renew... the announcement series runnin... over numerous stations since las... fall. The new series has been en... larged to 26 stations from Coast ... The announcements are ... length from 30 ...

General Electric Discs

GENERAL ELECTRIC Co., Schenectady (refrigerators) on March 19 will begin a WBS transcription series, Tuesdays and T... days, during morning hours ... about 50 stations. Contracts ... for 13 weeks. Eddy & Ralph ... talent on the 15-minute ... A partial list of ...

Ferry-Morse Spots

FERRY-MORSE SEED Co., Philadelphia, will begin sometime this month a series of thrice-weekly garden talks on WFAA, Dallas, later in the month starting a similar series on WSB, Atlanta. N. W. Ayer & Son Inc., New York, is the ...

Book Mart Tests Radio

AMERICAN BOOK MART, Chicago, is trying out radio as a ... means of bringing to light first ... editions and other valuable old ... books which have been packed away in cellars and attics for ... years. This company is sponsoring ... first campaigns of 13 quarter-hou... programs over WFAA, Dalla... GM Nashville, and WIBW, T... talent of th... Brow...

...bster-Eisenlohr Expand...

...BSTER-EISENLOHR Inc., Ne... (Tom Moore, Girard cigar... the week of March 9 begi... *...'s Tale*, disc series, on s... ...est stations. On WHO, WTA... and WFAA the series co... ...of a 15-minute program twi... ...y; on KOA and WOAI it ... ...a week for a half-hour. A... ...ams are broadcast durin... ...hours. WTAM promot... ...oore cigars, all other at... the Girard. The campai... ...ed for 13 weeks. Th... ...ons...

Electrolux Discs

ELECTROLUX Co., New Yo... (refrigerators) during the we... of April 5 began a new series ... transcriptions over 16 stations ... weekly daytime schedu... paign is to run for ... d features Carson Rob... llis Buccaroos on W... our discs. Stations ... GY, WBT, WJAX, W... WL, WLW, WLS, WC... NDAF, WFAA, W... L, KNX. Batten, Ba... & Osborn Inc., New ... account.

and Renewals

in

BROADCASTING
Broadcast Advertising

and you'll find that for reaching the rich Southwestern trading area, leading National Advertisers and Agencies almost unanimously select

50,000 WATTS

WFAA - WBAP

DALLAS FORT WORTH

The First Choice of Local Advertisers, too!

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

Notices of WFAA-WBAP campaigns clipped from recent issues of "BROADCASTING"

Dr. Woodruff Is Named Head of Amateur Group

DR. EUGENE C. WOODRUFF, head of the electrical and radio engineering department of Pennsylvania State College, has been selected as successor to the late Hiram Percy Maxim as president of the American Radio Relay League by the board of directors at their annual meeting. George W. Bailey, of Weston, Mass., was chosen as vice president.

Dr. Woodruff was the senior member of the board, having served for ten years as the director of the Atlantic Division. He is well known in engineering and educational circles as an inventor and as an instructor in electrical engineering and radio. Mr. Bailey, newly-elected vice president, has been a director of the New England Division for the last four years. He is secretary of the Stedman Rubber Flooring Company of Weston, Mass., and operates amateur station W1KH. President Woodruff and Vice President Bailey automatically assume similar positions in the International Amateur Radio Union, a federation of 26 national amateur societies.

Business doubled over last year
Reason — Results
"ASK GEORGE ROESLER"
WLBC - Muncie

Birth of a Colt

WAAB, Boston, and Yankee Network, broadcast an announcement of the birth of Weston Adam's colt on the *Racing Matineer* program recently. Stacks of mail have piled in with names for the young horse, a pair of season passes for Suffolk Downs having been offered to the listener who submitted the most suitable name for the colt.

MBS Meeting Deferred

MUTUAL Broadcasting System postponed indefinitely its meeting scheduled for May 19 because of the enforced absence of several board members. It is likely a meeting will be called in June to consider expansion of the network, among other things, and in any event a session will be held coincident with the NAB convention in Chicago July 5-8.

McCarthy-Hill for Fight

BUICK MOTOR Co., sponsoring the Joe Louis-Max Schmeling fight June 18 on combined NBC Red and Blue networks, has signed Clem McCarthy and Edwin C. Hill to announce the event. McCarthy will handle the fight itself and Hill will provide prefight and between-round color. Radio rights to the fight are understood to have been acquired for $25,000. Arthur Kudner Inc., New York, placed the account.



New Ultra-Modern WREC Transmitter Layout



Mr. Wooten

THE new high-fidelity transmitter of WREC, Memphis, operating on 600 kc. with 1 kilowatt at night and 2½ daytime, is completely shielded. So perfect is the shielding, according to Hoyt B. Wooten, owner and manager, that it is practically impossible to receive any other local station on a radio set inside the transmitter house. The shielding was accomplished by use of reinforced concrete walls, roof and floor as well as bronze screening over windows. The shielding prevents radio frequency feedback.

When the new composite transmitter took the air April 26 WREC also introduced its new directional radiating system, consisting of two 420-foot Truscon towers fed independently by concentric cables. Shown in the pictures are the transmitter house exterior and the modernistic interior with the old Western Electric auxiliary at the right and the new composite at the left.

Heat from the tubes is blown through the transmitter house to provide warmth in winter. The fans are reversed to blow out warm air in summer. Designing of the WREC layout was arranged last autumn by T. A. M. Craven, then a consulting engineer; S. D. Wooten Jr., chief engineer of WREC, and Wilson Raney, assistant. WREC is asking 5 kw. daytime.

4 times as big!!

VARIETY

WBNX Power Boost

WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS

STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC

PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

WRITE FOR FULL INFORMATION AND RATES

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Dominion Advertising Interests Asking More Broadcasting Facilities

By JAMES MONTAGNES

FINAL hearing of the Parliamentary Committee investigating Canadian radio included a resolution by advertising agencies and broadcasters to allow prices to be stated in advertising announcements; for more stations in Northern Ontario, Quebec and Nova Scotia; for the banning of all private broadcasting stations and advertising by the All-Canadian Congress of Labor; a statement by Harry Sedgewick (CFRB) Toronto, that nationwide surveys had proved commercially sponsored programs most popular and that radio advertising engendered newspaper advertising.

Of interest to American broadcasters in connection with the forthcoming election was the brief presented for the Canadian Radio Commission by Hector Charlesworth, its chairman, that Parliament should place a definite number of hours to be allotted to political broadcasting by each party during a federal election, and endorsing the Allswater report to the British Parliament that political broadcasting cease three days before poling and that there should be no political broadcasting on election day until the polls closed.

While no definite decisions will be made known for some time as to the fate of broadcasting in the Dominion, it is understood in authoritative circles that the plan of Marine Minister C. D. Howe, given the committee before the public hearings opened, will be adopted in Parliament. This plan is understood to have been put on paper a year ago by permanent officials of the radio branch of the department of marine, and calls for a government corporation with general manager and seven regional directors to control all broadcasting through the Minister (BROADCASTING April 15). There is little likelihood of the government withdrawing from the broadcasting field.

* * *

CFRC, one of three stations operated by Canadian universities, the station of Queen's University, Kingston, Ontario, joined the Canadian Radio Commission network May 31. As the station is a non-commercial it has not yet been announced whether it will carry advertising or will merely carry sustaining Commission programs. The addition of CFRC, a 100 watter on 1510 kilocycles, makes a total of 55 stations on the broadcast band with 3 on shortwave bands on the CRC coast-to-coast chain, 26 of which are basic stations, the remainder carrying commission programs optionally. CFRC carries optional programs only.

Dowling Named

EDDIE DOWLING, actor and radio artist, has been named chairman of the stage and screen division of the Democratic National Committee. James E. Sauter, New York, was named vice chairman. Mr. Dowling, who acted in the same capacity in 1932, was a candidate for appointment to the old Radio Commission as well as the FCC.

KNX to Rescue

WHEN Mrs. Joseph W. Stingle, of Sixtymile, Alaska, went to Dawson, 60 miles away, for a major operation, since communication with her husband was impossible and knowing that the midnight *Transpacific News* period of KNX, Hollywood, is tuned in by thousands of Alaskans, a wire was sent from Dawson to KNX and the success of the operation was read on KNX as "news of interest to citizens of Sixtymile, Yukon."

WDAY, Fargo, Observes Its 14th Year on the Air

WDAY, Fargo, N. D., oldest station in the Northwest, observed its 14th anniversary May 22. Earl C. Reineke, who founded the station as a 50-watt outlet, is its president and general manager. The station, an NBC outlet, operates on 940 kc., with 5,000 watts day and 1,000 night.

During the day of special broadcasts commemorating the anniversary, it was recalled that when the station received its first license in 1922 it had a staff of two members, as against a score today exclusive of entertainers; that the transmitter and studio were in the same room of 10 by 18 feet, whereas the studios now occupy 6,000 square feet in one of the city's largest buildings with ultra-modern equipment, and the transmitter building is four miles from Fargo, occupying 2,000 feet.

Golden Gate Club Elects

NATHAN (Dan) DANZIGER, general sales promotion and advertising manager of Golden State Co. Ltd. (dairy products) was elected president of the San Francisco Advertising Club at its annual meeting in the Palace Hotel, that city, May 13. He succeeds Harold R. Deal, advertising and sales promotion manager of Associated Oil Co. Wilmot P. Rogers, advertising director of California Packing Corp., was elected vice president; Miss Jean Scott Frickelton, head of the Frickelton Adv. Agency, secretary, and Lou E. Townsend, advertising manager, Bank of America, treasurer. Directors include Walter A. Burke, radio research manager, McCann-Erickson Inc.; Walter J. Held, advertising executive, Standard Oil Co., and Mr. Deal.

Landon Campaign Scripts

THE Landon-For-President headquarters at Topeka, Kan., has contracted with KOIL of Omaha, to write radio skits for presentation on stations all over the country during the presidential campaign. First of the series were sent to more than 100 stations.

Beautiful Western Montana is Bristling with Summer Vacationists. All Dude Ranches are Equipped with Radios tuned in to

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

KFWB LOS ANGELES — WHERE PEOPLE BUY



FLOWING GOLD

Forests of oil derricks greet you everywhere in Southern California . . . spouting millions of barrels of flowing gold . . . new wealth to increase the earning and spending power of its 3½ million people.

Thousands of Southern Californians depend on KFWB for their daily radio entertainment. They can afford to buy what you have to sell. Tell them about it effectively, economically over KFWB—Los Angeles' favorite local station.

KFWB
LOS ANGELES

Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

FREE & SLEININGER
Exclusive Representatives

How to Reply to Youth's Questions

Some Pointers a Station Manager Can Give to Those Who Plan to Adopt Broadcasting as Their Career

By STANLEY E. HUBBARD
Vice President and General Manager
KSTP, St. Paul-Minneapolis



Mr. Hubbard

HERE it is, almost graduation time, and all employers know what that means — dozens of youths, diploma in hand, asking for jobs. Not long ago a good share of these ambitious young folk, eager to find a place in the economic scheme, crowded into newspaper offices. They wanted to be reporters. But now they want to break into radio. Here Stanley Hubbard offers some pertinent points for the consideration of those who want to enter the broadcasting business.

RADIO, still dynamic, destined for added changes in the future, has, nevertheless "come of age." No longer is it the sole concern of tinkering experimenters or the convenient auxiliary of art and enterprise. It has become a vast and varied field in itself, and youth is turning increasingly to the possibilities of radio as a career.

Some of those youths visit radio stations, seeking openings in the varied fields which a young and growing profession affords. Parents come, or write letters, asking: "What chance has my son or daughter of entering radio as a business career?" Answering those questions isn't always easy, but they have become more and more the concern of station executives.

The backgrounds of those holding key positions in radio today provide no standard of measurement for questful youth. Pioneers have grown up with the industry in not much more than a decade. The essentials in pioneering performance have been achieved. Obviously, today's and tomorrow's recruits to radio find that door virtually closed; a different and a more definite preparation must be considered.

Classroom Training

COLLEGE administrators are recognizing the demand; some are laying the groundwork for courses designed to prepare young people for radio careers. Yet these same eager questions confront those who manage radio stations, and recruit their staffs.

Desirable classroom and laboratory backgrounds for the radio technician are easily outlined. The prospective engineer, obviously, must take every course in the department of radio engineering of his chosen university. Basic cultural courses should by no means be ignored if the new engineer is to have any advantage over his predecessor, trained in the effective but somewhat narrow school of experience. With the advent of television, engineers may even find an increasing need for such courses as those in play production, and the like. The aspirant to leadership in radio engineering can scarcely go too far in the field of scholarly preparation. A degree in physics, graduate study with intensive research in electrical engineering, ought to give advantages that would make later progress far more certain.

The sales field holds some of radio's greatest possibilities. As to preparation, the college business course may not be an essential, but certainly it should provide valuable backgrounds. Classroom work and research in salesmanship, merchandising, retail credit, marketing, personnel management and psychology are helpful. Yet the successful "space" salesman for a newspaper does not automatically become an effective "time" salesman for radio.

A flair for showmanship is an absolute requirement with the radio salesman. He must be prepared to sell more than time on the air. The propriety of programs as to products advertised, an appreciation of fundamentals in the theatrical field, a keen understanding of mass psychology — those problems must occupy the constant study and involve primary concerns for any who seek success in radio salesmanship.

Production Problems

THE PRODUCTION phase of radio is a broad one, in which announcing and continuity writing are only parts. No amount of preparation can give the announcer that one fundamental—a pleasing voice. But, given the voice, there are other requirements. College training can be tremendously helpful, with its courses in the fundamentals of speech, interpretive reading, the theory of acting, applied psychology, comparative literature, music appreciation, phonetics, and voice production.

Continuity writing is often a part of announcers' work. It requires a specialized "journalistic" aptitude. Continuity, through its use in broadcast programs, substitutes "ear appeal" for "eye appeal." In the writing of that material, it must be remembered that the voice is to be its vehicle, and not the printed page. Radio, reaching its listeners, is analagous to the personal visit rather than the written letter. With those facts uppermost, the man or the woman devoting time more exclusively to the writing of continuity can profit by much of the training fundamental to journalistic work. Courses—and that's what the inquiring collegian always asks about—should include, preferably, English composition and rhetoric, play writing and production, theory of reading and acting, speech, applied psychology, music, literature, the arts, psychology. Specialized courses in schools of journalism would be decidedly helpful.

That field broadly designated as "production" requires, more than any other in radio, the breadth of background and the thorough grasp which only experience can give. Yet, in any of these suggested answers to youth's more insistent queries, experience remains the essential to finished performance. College preparation for the

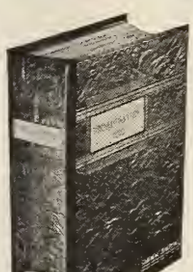
Four-Leaf Clover
That Works Charms



When you Buy
1060 kcs. WBAL 10,000 Watts
BALTIMORE
You Sell Maryland
National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

man or the woman who ultimately enters the production side of radio should not overlook courses in music appreciation, play production, the fundamentals of speech, psychology, English composition and rhetoric, and the psychology of advertising.

For the college graduate who has some of these valuable classroom backgrounds, the question still persists: "How can I get into radio?" The answer there, as in other fields, lies in humbler beginnings. A start with a smaller station, and proved success there, paves the way for work in larger fields. Entrance into one branch with a larger station may lead to the type of work for which the greatest aptitude is demonstrated.

Thorough groundwork in theories is, of course, helpful only in their application. In radio, there is no substitute for experience. It may be gained through a start at a small station, with perhaps a wider variety of duties to be performed, or it can be obtained through the apprenticeship of humbler beginnings with a larger station.

Radio holds its greatest future for young people with a creative bent. The person who has ideas, who recognizes daily schedules as a succession of programs, each of which must have elements of distinction and difference, can contribute something to radio. The unimaginative individual, mentally in a rut, would remain so in the swiftly developing competitive field of the air-waves. Courage, tempered judgment, a keen appreciation of mass reactions, and a tireless devotion to the often fickle interests which those reactions display—those are just a few of the essentials to success in radio.

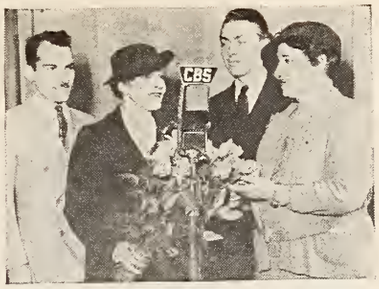
College training, designed to meet more adequately the specialized needs of radio, is still in its formative stages. Executives in the industry are lending their help, where it can be effective. Yet there are elements which neither educators nor radio employers can subject to the confining rigors of a prepared formula. Youth itself must provide those elements. They have a familiar sound, but none the less enduring validity—hard work, intelligent, practicable ideas, and the ability to execute them.

WOWO Transfer Set

TRANSFER of WOWO, Fort Wayne, Ind., half-time clear channel station from the Main Auto Supply Co., to Westinghouse, was ordered set for hearing by the FCC Broadcast Division at a meeting May 21. The hearing probably will be in the fall, jointly with that of transfer of WGL, Fort Wayne, from the same owners to Westinghouse. The latter is a 100-watt station.

KEN McCLURE, newscaster of WOAI, San Antonio, spoke some 2,300,000 words into the microphone during the program's first year on the air.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.



5,000th PROGRAM — Prudence Penny (Leona Malek), at right, being presented with a bouquet by Paul Dowty, Halloween Martin and Parker Wheatley, announcers of the Musical Clock of WBBM, Chicago. Miss Malek has been broadcasting her "Prudence Penny" program since 1923, over WQJ, KYW and since 1934 on WBBM.

HARRY F. ANDERSON, NBC western division sales manager in San Francisco, has started a series of monthly luncheon meetings for his department and each time invites the personnel of a San Francisco agency.

GETTING RADIO JOB
Opportunities to Find Work Shown in Booklet

WANT to break into radio? Conrad E. Kennison, manager of WRDO, Augusta, Me., realizing that a good many thousand folk would like to get lined up with a station, has written a booklet titled *Breaking Into Broadcasting*. It provides an outine of the broadcasting business, opportunities offered, and how to get into the field.

Mr. Kennison takes the various types of employment in the radio field and describes the opportunities each offers and the requirements each exacts from those who choose to enter it. One of the best ways of breaking into radio, he says, is to gain experience at a small station. Part-time opportunities in the industry are pointed out.

WOR and Mutual network have secured exclusive rights to broadcast horse races from the five New York Racing Associations.

Hotel Tests Discs

VICTORIA HOTEL, New York (hotel accommodations) has started a series of quarter-hour transcriptions titled *Pickering Pictorial Paragraphs* as a test campaign over WCKY, Cincinnati May 24, Sundays 10:30-10:45 a. m. for six weeks. The discs were made by Universal Recording Co., New York. If the test proves successful the campaign will be enlarged to include the New England states and New York City says the agency, Alfred Rooney Co., New York.

RADIO GUIDE, fan publication, plans a sponsored network program over the NBC-Blue beginning in the fall. Neither agency nor show has been selected.

W J B Y
Adequately Financed
Capably Managed
Well Equipped
Locally Popular
Doing a good job in—
Gadsden. Ala.

Summer Audiences

They never change. That is, if your audience is made up of farm women. Their summer days aren't spent at bridge club Ladies Aid, and daily outings. -- As in the winter, the farm housewife spends her days in the house cleaning, canning and preparing three meals a day for a gang of hungry farm hands. Her summer days - like winter days - are spent listening to the radio while she works. The farm women buy with less "selling" in the summer. - The WNAX audience is comprised largely of "farm women".

WNAX
YANKTON, SO. DAKOTA

Best Daytime Station in the Land

Text of New FCC Rules Covering Extra-Broadcast Band Services

(*Continued from page 7*)

in compliance with the requirements for obtaining a license on the experimental frequencies shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of a station assigned a frequency or frequencies on an experimental basis is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs, provided, however, licensees of experimental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefore.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for a broadcast station which requests any frequency above 30,000 kilocycles, confirming the applicant's understanding:

1. That all operation upon these frequencies is on an experimental basis.
2. That these frequencies may not be the best suited to the particular service assigned.
3. That they may not be allocated eventually for such service.

984. (a) The licensee of each class of broadcast station listed in Rule 980 shall maintain adequate records of the operation, including:

1. Hours of operation.
2. Program transmitted.
3. Frequency check.
4. Pertinent remarks concerning transmission.
5. Research and experimentation conducted.
6. And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) The above information shall be made available upon request by authorized Commission representatives.

985. The licensee of each class of broadcast station listed in Rule 980 may make any changes in the equipment that are deemed desirable or necessary, provided:

1. That the operating frequency is not permitted to deviate more than the allowed tolerance.
2. That the fidelity of transmission is not impaired.
3. And that the power output complies with the regulations governing the same.

986. All classes of broadcast licenses authorize A3, A4 and/or special emission. In case A1 or A2 emission, or both, is necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs should be made to, and authority therefor received from, the Commission.

987. In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

Relay Broadcast Stations

1000. The term "relay broadcast stations" means a station licensed to transmit over short distances where wire facilities are not available, programs or orders concerning such programs for broadcast by one or more regular broadcast stations in the band 550 to 1600 kilocycles.

1001. (a) A license for a relay broadcast station will be issued only to the licensee of a regular broadcast station; provided however, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a regular broadcast station to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to other persons to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under Section 319(b) of the Communications Act of 1934 without a construction permit.

(b) The licensee of a relay broadcast station is authorized to transmit commercial or sustaining programs and orders concerning such programs to its regular broadcast station and other broadcast stations transmitting the same program simultaneously, but is not authorized to transmit programs to be broadcast solely by other regular broadcast stations.

(c) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a regular broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the regular broadcast station proposing the broadcast.

(d) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in Rule 1003; provided, however, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to establish stations; and, provided further, that in no case will the Commission authorize the use of the international broadcast frequencies for this purpose.

(e) An application for special temporary authority to operate on frequencies not allocated by Rule 1003 or to operate another class of station as a relay broadcast station must be received by the Commission not less than ten days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, the license of the station to be used, and the information specified in Rule 1002 (b), (1) (2) (3) (4). In case of emergencies, which shall be fully explained in the application, the Commission may waive the ten-day requirement specified herein.

1002. (a) The license of a relay broadcast station does not authorize operation except as provided in subsections (b), (c) and (d) of this Rule.

(b) An application which may be submitted either by letter or telegram, for authority to operate temporarily a relay broadcast station for each event or series of associated events to be broadcast, must be received at least two days before the first proposed operation, and shall include:

1. A statement as to the period of use desired.
2. Identification and succinct description of the event proposed to be broadcast.
3. A statement concerning the availability of wire facilities.
4. Location of the program transmitter and receiver.

(c) Relay broadcast stations licensed on the experimental frequencies allocated in Rule 1003 (c) may be operated at any time for experimental purposes without notice to the Commission if no interference results to established stations and the program transmitted is not rebroadcast.

(d) In case of events occurring about which the licensee had no means of obtaining information two days in advance, such as earthquakes, aeroplane accidents, fires, etc., the application to and authority from the Commission as required in subsection (b) of this rule will be waived, provided, the Commission is advised by telegram sent before the broadcast as to the details of the events and the expected duration of the broadcast.

1003. (a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A	*Group B*	*Group C*
1622 kc	1606 kc	1646 kc
2053	2022	2090
2150	2102	2190
2790	2758	2830

(b) One group including four frequencies will be assigned each station. The first application from any metropolitan area shall specify group A; the second group B, and the third group C, the fourth group A again, etc. Outstanding assignments not following this order will not be changed unless a need therefore develops. Additional applications shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) The following groups of frequencies are allocated for relay broadcast stations on an experimental basis and may be changed without prior notice or hearing (experimental frequencies):

Group D	*Group E*
31,100 kc	Any four frequencies
34,600	above 86,000 kc except
37,600	in band 400,000 to
40,600	401,000 kc

(d) All four frequencies in Group D will be assigned each station. Applicants may request any four specific frequencies under Group E which appear most suitable for the experimental work to be conducted. The licensee of a station on Group D or E shall carry on research and experimentation for the advancement of relay broadcast art and development of these very high frequencies for relay broadcast services.

(e) Applications for authority to construct a station for operation on the experimental frequencies shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(f) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each will specify the same group of frequencies.

1004. In case two or more stations are licensed for the same group of frequencies in the same area and have been authorized to operate under Rule 1002 (b), the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect cannot be reached, the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

1005. A relay broadcast station shall be operated with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers, and in no event greater than the licensed power.

1006. The licensee of a relay broadcast station assigned the experimental frequencies under Rule 1003 (c) shall submit a supplemental report with and made a part of each application for renewal of license as follows:

1. Number of hours operated for experimental purposes.
2. Developments in the relay broadcast service.
3. Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
4. All developments of major changes in equipment.
5. Any other pertinent developments.

International Broadcast Stations

1010. The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,600 kilocycles) for broadcasting by Article 7, General Radio Regulations, annexed to the International Telecommunication Convention, Madrid, 1932.

1011. A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the international broadcast service.
2. That the station will render an international broadcast service.
3. That the program production and experimentation will be conducted by qualified persons.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

1012. (a) Licensees of international broadcast stations shall not broadcast programs for which they receive directly or indirectly any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying both stations are given on their respective assigned frequencies only and the statement is made over the international broadcast station that the regular program of a broadcast station (identify by call letters) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the international broadcast station and commercial accounts shall not be solicited by licensees of broadcast stations or by others upon representation that the program will also be transmitted by the international broadcast station.

(c) Programs of regular broadcast stations shall be transmitted only when they are of special international service or when programs for international service are not available.

(d) Station identification and program announcements shall be made with international significance suited for the foreign nation or nations for which the service is intended or in which the reception is believed to be best on account of the frequency, season and hour of operation.

1013. (a) The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

Group A	*Group B*	*Group C*	*Group D*
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100		11,810	15,210
6140		11,830	15,230
		11,850	
		11,870	
		11,890	

Group E	*Group F*	*Group G*	*Group H*
15,250 kc	17,760 kc	21,460 kc	25,625 kc
15,270	17,780	21,480	25,650
15,290	17,800	21,520	25,675
15,310		21,540	25,725
15,330			25,750
			25,800
			25,825
			25,850
			25,875

(h) A separate license and call letters will be issued for each frequency except where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required will be authorized by one license and call letters. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any such group in subsection (a) of this rule will be assigned to a licensee unless it is satisfactorily shown that different foreign countries will be served by means of directional antennas.

(d) An applicant shall select the frequency which it is believed is best suited to the experiments to be conducted, for reception in the foreign country for which the service is intended, and for a minimum of interference to other international broadcast stations.

(e) Applicants shall file a separate application for each frequency or frequencies requested in different groups as provided in subsection (b) of this rule.

1014. (a) No international broadcast station will be licensed for a power output rating less than 5 kilowatts.

(b) While conducting apparatus experiments and in case adequate signal is delivered in the foreign country being served, the operating power output may be less than 5 kilowatts.

1015. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop international broadcast and the frequencies assigned.
5. All developments or major changes in equipment.
6. Any other pertinent developments.

Visual Broadcast Stations

TELEVISION AND FACSIMILE

1030. The term "visual broadcast station" means a station carrying on the broadcasting of images for general public reception. There are two classes of visual broadcast stations, namely: television broadcast stations and facsimile broadcast stations.

1031. The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

1032. The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

1033. Licenses for visual broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the visual broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

1034. (a) Licensees of visual broadcast stations shall not transmit programs either aural, visual or record, for which they receive directly or indirectly, any form of compensation.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade mark, symbol, slogan or product of the sponsor; provided however, when the program transmission is incidental to the experiments being conducted and not featured and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No additional charge, direct or indirect, shall be made by the licensee of a regular broadcast station for simultaneous transmission by a television broadcast station and commercial accounts shall not be solicited by licensees of regular broadcast stations or by others upon the representation that the program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the synchronized sound program of a television broadcast station (identify by call letters).

2. That the call letters when identifying the television broadcast station and the broadcast station shall be given on their respective assigned frequencies only.

1035. (a) The following groups of frequencies are allocated by bands for television broadcast stations on an experimental basis and may be changed without prior notice or hearing:

Group A—42,000 to 56,000 kc.

Group B—60,000 to 86,000 kc.

Group C—Any two adjacent frequencies above 110,000 kc except in the band 400,000 to 401,000 kc.

(b) A license for a television broadcast station will authorize the use of two adjacent frequencies in any one group. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(c) A licensee will be granted only one station in each frequency group for operation in the same service area.

(d) An application may be made for two adjacent frequencies (one for the visual and the other for the aural carrier) in any frequency group. However, if it is desired to operate in more than one frequency group, it will be necessary to make separate applications, one for each.

(e) Applicants shall specify the band width required for the proposed transmission.

(f) Carrier frequencies shall be so selected that no emission from any cause will result outside the bands specified in subsection (a) of this rule.

(g) An applicant shall select the frequency which is believed suited for the experiments to be conducted and will cause the least or no interferences to established station.

1036. (a) No frequencies are specifically allocated for facsimile broadcast stations but an applicant may request any frequency specified in Rule 1073 which will cause the least or no interference to established stations.

(b) Each application shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(c) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980 provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(d) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1030 to 1039, inclusive, excluding Rule 1035.

1037. The power output rating of a visual broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

1038. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of visual programs.

2. Comprehensive report of research and experimentation conducted.

3. Conclusions and program for further developments of the visual broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

High-Frequency Broadcast Stations

1050. The term "high frequency broadcast station" means a station licensed on the very high frequencies for transmission of aural programs for general public reception. The frequencies for these stations are above 25,000 kilocycles and are allocated for this service on an experimental basis subject to change without notice or hearing.

1051. A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of very high frequency broadcasting.

2. That data will be taken on the ground wave propagation characteristics of these frequencies; on the shadows cast by buildings, hills, large bridges, etc.; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

1052. (a) Licensees of high frequency broadcast stations shall not broadcast programs for which they receive directly or indirectly any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and the statement is made on the high frequency broadcast station that the program of a regular broadcast station (identify by call letters) is being broadcast. (In case of the rebroadcast of the program of a broadcast station, see Rule 177).

(b) No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the high frequency broadcast station nor shall commercial accounts be solicited by licensees of regular broadcast stations or others upon representation that the program will also be transmitted by a high frequency broadcast station.

1053. (a) The following groups of frequencies are allocated for high frequency broadcast stations on an experimental basis and may be changed without prior notice or hearing:

Group A	*Group B*	*Group C*	*Group D*
25,950 kc	26,400 kc	31,600 kc	40,300 kc
26,050	26,450	35,600	41,200
26,100	26,500	38,600	41,600
26,150	26,550	41,000	41,800

Group E—Any four frequencies above 86,000 kc except in the band 400,000 to 401,000 kc.

(b) Frequencies in groups A and B will be assigned exclusively for amplitude modulation with a band width for high fidelity transmission (30 kilocycles maximum). Frequencies in group C and E will be assigned for either amplitude modulation with the above band width or frequency modulation with a total band width not greater than 200 kilocycles. Frequencies in group D will be assigned exclusively for frequency modulation with a band width of not greater than 200 kilocycles.

(c) In groups A, B and D only one frequency from each group will be assigned a licensee for operation in the same service area. A separate license and call letters will be assigned for each frequency. In group C all four frequencies and in group D any four frequencies will be authorized by each license. A license authorizes operation on only one of the four assigned frequencies at any one time.

(d) An applicant shall file separate application for each frequency requested in groups A, B or D. Each application therefor shall specify all four frequencies in group C and any four frequencies in Group E.

(e) An applicant shall select the frequency which it is believed is best suited for the experiments to be conducted and which will cause the least or no interference to established stations.

(f) A licensee operating on a frequency in groups A or B shall request reports concerning any reception outside the North American Continent during operation from 10 A. M. to 2 P. M. local standard time. The request for reports shall be made at the time of station identification and at least every thirty minutes.

1054. (a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

1055. Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

1056. A supplemental report shall be filed with each and made a part of application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.

2. Data taken in compliance with Rule 1051 (2).

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.

5. All developments or major changes in equipment.

6. Any other pertinent developments.

7. Comprehensive summary of all reports received. See Rule 1053 (f).

Experimental Broadcast Stations

1070. The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules.

1071. (a) Licenses for experimental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(b) A separate experimental broadcast station license will be issued for each development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make a satisfactory showing and obtain a license for each.

1072. (a) A licensee of experimental broadcast stations shall broadcast programs only when they are necessaary to

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

•

WSOC Charlotte, N. C.



Reciprocity is Our Middle Name

We are glad to recommend to our select clientele the many excellent clubs which speak well of The Cavalier. We have four clubs of our own, by the way: The Cavalier Country Club, The Cavalier Hunt Club, The Cavalier Beach Club, The Princess Anne Golf and Country Club. Come and see us soon, and give us the benefit of your good ideas in club management! There's a special warm welcome awaiting you here.



The Cavalier
Hotel and Beach Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of experimental broadcast stations shall not broadcast programs for which it receives, directly or indirectly, any form of compensation but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and a statement is made on the experimental broadcast station that the program of a regular broadcast station (identify by call letters) is being broadcast in connection with the experimental work. (In case of the rebroadcast of the program of a broadcast station see Rule 177.)

1073. (a) The following frequencies are allocated for assignment to general experimental stations in services other than broadcast and for experimental broadcast stations.

	1,614				
2,396 to 2,400	2,398	4,795 to 4,800	4,797.5	8,650 to 8,660	8,655
3,490 to 3,495	3,492.5	6,420 to 6,430	6,425	12,855 to 12,870	12,862.5
17,300 to 17,320	17,310				
23,100	30,100	33,100	37,100	40,100	
25,700	31,000	34,600	37,600	40,600	
26.000	31,600	35,600	38,600	41,000	
27,100					
86,000 to 400,000					
401,000 and above					

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in subsection (a) of this Rule, the Commission may authorize experimental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

1074. (a) The operating frequency of an experimental broadcast station shall be maintained in accordance with the frequency tolerance as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(b) The power output rating of an experimental broadcast station will not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

1075. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

1076. An experimental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to experimental broadcast stations and are not in conflict with Rules 980 to 986 inclusive, and Rules 1070 to 1075 inclusive.

Special Broadcast Stations

970 (a) The following frequencies are allocated for assignment to special broadcast stations on an experimental basis: 1530, 1550 and 1570 kilocycles. Two or more stations may be licensed for simultaneous operation on each frequency.

(b) Licenses for special broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development and practical application of high fidelity broadcasting, and will be in addition to and advancement of the work done by regular broadcast stations.
2. That the program of research and experimentation includes a thorough study of advanced antenna design, field intensity surveys and plans for a comprehensive analysis of the response of listeners.
3. That the transmitter and all studios will be equipped so as to be capable of high fidelity transmission.
4. That the operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.
5. That the programs transmitted, either sponsored or sustaining, will not interfere with the proper prosecution of the program of research and experimentation.
6. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program of research and experimentation.
7. That the program of research and experimentation will be reasonably independent of the income derived from sponsored programs.
8. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(c) The Commission may require from time to time a licensee of a special broadcast station to conduct experiments that are deemed desirable and reasonable for the development of the service.

(d) The program of research and experimentation as offered in compliance with the requirements of obtaining a license for a special broadcast station, shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The authorized power of a special broadcast station will not exceed 1 kilowatt. However, the licensee may operate at less than the authorized power where such operation facilitates experimentation.

(f) The licensee of a special broadcast station is not required to adhere to a regular schedule, but shall actively conduct a program of research and experimentation or transmission of programs.

(g) A supplemental report shall be filed with and made a part of each application for a renewal of license of a special broadcast station and shall include statements of the following in the order designated:

1. Comprehensive summary of all research and experimentation conducted.
2. Conclusions and outline of proposed program for further research and development.
3. Number of hours operated, including percentage of sponsored programs.
4. Fidelity characteristics of the equipment, including the transmitter, studio equipment and the telephone lines over which the program are regularly carried from the studio to the transmitter and the methods used to determine such characteristics.

(h) All rules applying to regular broadcast stations shall apply equally to special broadcast stations, except where in conflict with any term of this rule.

Rebroadcast Rules

177. (a) The licensee of a regular broadcast station may, without authority of the Commission, rebroadcast a program of another United States regular broadcast station upon notice to the Commission and upon the express authority of the licensee of the station originating the program.

(b) No licensee of any other class of broadcast station (international visual, high frequency, experimental or special) shall rebroadcast the program of any United States radio station without written authority first having been obtained from the Commission.

(c) No licensee of a regular broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission.

(d) No licensee of any class of broadcast station shall rebroadcast the program of any foreign radio station without written authority having first been obtained from the Commission. In case a program is transmitted entirely by telephone facilities in which a section of such transmission is by radio, the broadcast of this program is not considered a rebroadcast.

(e) An application for authority to rebroadcast the program of any radio station shall be accompanied by the written consent of the station originating the program.

(f) In case of a rebroadcast where the program is transmitted by several broadcast stations, such as a chain program, the person legally responsible for distributing the program or the chain facility may obtain the authorization for the entire rebroadcast.

(g) Authority will not be granted to rebroadcast in the United States the programs of an international broadcast station located within the limits of the North American Continent, except upon a satisfactory showing that no wire or other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

(h) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission, provided, however, that the station rebroadcasting the programs cannot be received consistently in the United States.

1771. No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

Full Hour for Court

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has increased from a half-hour to an hour the *Good Will Court* to be heard over the entire Inter-City Group beginning June 7, Sundays, 10-11 p. m. Mutual will also carry the program but will only broadcast the last half hour as previously announced. The program will originate at WMCA, New York. Ruthrauff & Ryan Inc., New York, has the account.

NBC has given Vivian Della Chiesa, soprano, who won an unknown singer contest in Chicago last year, her own program, four times weekly on the Blue network.



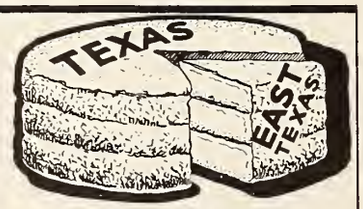
They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water... in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR
"CLEVELAND'S FRIENDLY STATION"
Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*



Cut yourself a Slice of America's Richest Empire

Texas is a wealthy empire and East Texas is a delicious hunk of that cake. You can enjoy a part of its wealth by telling your story to this commonwealth through KFRO. Send for our "Story". It's interesting!

KFRO
VOICE OF LONGVIEW, TEX.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

NAEB Plans Meeting

THE ANNUAL fall meeting of the National Association of Educational Broadcasters will be held during the first week in September at Madison, Wis., it was announced May 19 by Harold A. Engel, executive secretary of the organization. Headquarters will be at Radio Hall, on the campus of the University of Wisconsin, which operates WHA. At the spring meeting of the organization, held in Columbus May 5, discussion centered largely around methods of improving services of educational broadcasters and a program idea exchange plan was discussed. It was proposed that records be made of successful features and experimental programs which would be sent to member stations for audition and criticism. President H. B. McCarty, of WHA, presided.

Golf Ball Tests

GOLF BALL Inc., Milwaukee, Wis., went on the air for the first time on May 26 over WGN, Chicago, with a vox pop program in which individuals are reviewed on various subjects, principally golf. The program, known as *The Golf Forum of the Air*, is a Tuesday and Thursday program to run 13 weeks.

DON WILSON, Jack Benny's stooge, will headline the *Jell-O Summer Show* over an NBC-Blue network while Benny makes movies.



FRESH FINGERPRINTS

¶ That's the title of a new folder that WPTF (the Raleigh station that covers the greater part of North Carolina) has ready to mail you.

¶ It tells why WPTF, which serves over 150,000 homes, does a swell job in one of the South's best markets.

¶ The folder is FREE but the information it gives may be worth a lot to you!

¶ Write Free, Johns & Field, Inc., or us for a copy NOW!

— W P T F
Raleigh, N. C.

THE BIGGEST RETAIL SPONSOR

Morris B. Sachs, Chicago, Spends $150,000 a Year For Broadcasts on Local Stations



Mr. Sachs

WITH Morris B. Sachs, (credit clothing) whose record contract ($150,000) for broadcasting in 1936 was duly announced in these pages, radio supplies just the needed facilities for the desired extension of his personalized service.

The Sachs contract for the year is the largest amount ever to be paid for radio advertising, in Chicago at least, by an individual in a single year, and covers the cost of a year of weekly amateur hours over WENR, Chicago (7 to 8 p. m. EST, Sundays), which is his latest venture, besides seven combinations of spot announcements over WSBC and WHFC, Chicago, 40 spot announcements a week over WAAF and WCFL, Chicago, which later carried amateur performances half an hour a week for three months, and which still later became an hour each until the beginning of the present WENR contract.

Mr. Sachs still buys an hour a week over WCFL for performance of winners of his other amateur contests and continues with nightly announcements over WMAQ and WBBM, Chicago. He also continues to buy 15 minutes on WBBM every Sunday evening, following the Eddie Cantor program and the period from 7:30 to 9 a. m. Sundays, over WAAF. Schwimmer & Scott Inc., Chicago, is the Sachs agency.

Mr. Sachs, who has been in the same line of business for the last 26 years, boasts of still serving, in his store, many of the same customers who made their selections from the pack he used to carry on his back through the streets when he was getting his start.

From Foot to Horse

AFTER ten years of his house-to-house solicitation on foot he changed to a horse and wagon, then to an automobile, before establishing his first store, only a few doors from his present one on the far south side, nine miles from Chicago's loop or principal business center.

He opened his first store in 1920 and it was nine years later that he made his beginning at his present address, although it was then a single store space. Not until 1934 did he open and dedicate his present double store with Mayor Edward J. Kelley, of Chicago, as the chief functionary at the dedication ceremony.

Since he went into radio in a big way, at the time of dedicating the present store, he has rented several other stores in the neighborhood, one almost directly across the street, which he uses as a stock room, one five or six doors north, where his accounts are kept and the credits are all taken care of. His buying offices are in New York and he maintains additional stock rooms in a narrow space along the south wall of the main salesrooms. Space for the accommodation of some 2000 to 3000 garments for both men and women's apparel are included in his stock in trade.

With his radio progress, Mr. Sachs has become the employer, regularly, of 60 salesgirls and women, 20 salesmen in his men's wear, 25 stock girls and 60 men and women who work in the tailor shop he maintains for alterations. There are ten boys who do nothing but wrap and deliver garments as customers select them.

But the Sachs programs, says Mr. Sachs himself, have always been given in Chicago and restricted to Chicago and he is authority for the statement that they will always be restricted to Chicago. He says, emphatically, he has no plans to expand outside of Chicago, with them, even if their popularity grows enough to warrant it. He would rather put on more programs of the same sort right in the city, he asserts.

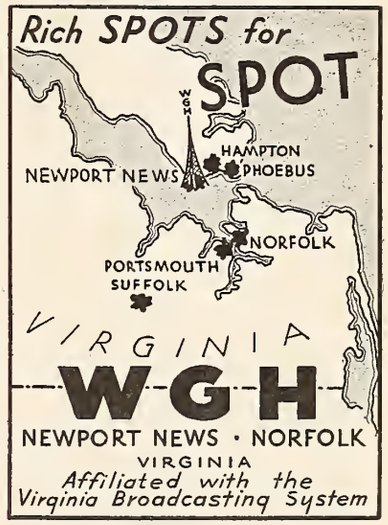
Applications for booking on any Sachs program are received at the Sachs store only, and all tickets to the broadcasts, for they have large visible audiences, are distributed at the Sachs store.

His studios, by the way, were for a long time in his store window, half an hour in duration at first, then an hour long. This was in an interim between the use of WCFL and the use of WENR. He decided to go back into a radio station with them after the audiences had gotten so large that they blocked traffic for hours at a time.

For a short time after their discontinuance in the show window of the store, they were presented in a southside auditorium, seating 1000 persons, which Mr. Sachs rented for the purpose, but "back to a radio station" became the final solution of the problem.

The first announcer of any Sachs radio program was the famous Jerry Sullivan, who was one of the few of the announcers of early days who remain and whose claim to fame was helped a lot by his peculiar pronouncing of "Chicaw-go" on WQJ and by the fact that he used to sing his station announcements.

On this new series, the master of ceremonies is Gene Arnold.





PUBLIC INTEREST = ADVERTISING RESULTS*

* * * **John Q. Public has a new habit in the WOW trade territory—he leaves his radio dial at 590! Ask him the call letters of the FIRST station in the territory. They're on the tip of every tongue—WOW!**

*John Q. Public at WOW 'Man-On-The-Street' Microphone

John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

WOW
OMAHA
590 Kilo 5000 Watts
"Covers the Nation's Breadbasket."

ON THE N. B. C. RED NETWORK

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Los Angeles

Union Pacific Stages, Omaha (transport), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.
Pacific Steamship Lines, Seattle (transport), 2 *sa*, thru H. J. Ryan & Associates Inc., Seattle.
Graham Paige Motor Corp., Detroit (autos), 6 weekly *sa*, thru U. S. Adv. Corp., Toledo.
Servel Inc., New York (Electrolux refrigerators), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Irouized Yeast Co., Atlanta (proprietary), 2 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Packer Mfg. Co. Inc., New York (Scalptone), 2 weekly *ta*, thru Blackman Adv. Inc., N. Y.
Chr. Hansen's Laboratories Inc., Little Falls, N. Y. (Junket Mix), 5 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
McCloskey Varnish Co., Los Angeles (Quick-On), 5 weekly *sa*, thru Bert Butterworth Agency, Los Angeles.
Almond Products Co., Glendale, Cal. (almond dessert), 6 weekly *sa*, thru Mayers Co., Glendale.

WGY, Schenectady

Old Picard Farms, Concord, Mass. (poultry), *sa*, thru W. L. Wright Co., Rochester.
M. J. Breitenbach Co., New York (Gudes Pepto-Mangan), 11 *ta*, thru Brooke, Smith & French Inc., N. Y.
McKesson & Robbins Co., Bridgeport, Conn. (Pursang), 12 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chicago Mail Order Co., Chicago, daily *sa*, thru Matteson - Fogarty-Jordan Co., Chicago.
McAleer Mfg. Co., Detroit (auto polish), 39 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Ball Bros. Co., Muncie, Ind. (fruit jars), *sa* for 26 weeks, thru Applegate Adv. Agency, Muncie.

WBZ-WBZA, Boston-Springfield

Procter & Gamble Co., Cincinnati (soap), weekly *sp*, 26 *sa*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Kellogg Co., Battle Creek (cereal), 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
G. W. Van Slyke & Horton, Albany (Peter Schuyler cigars), 6 weekly *sp*, thru Moser & Cotins Inc., Utica, N. Y.
Acme White Lead & Color Works, Detroit (paint), 3 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Julep Tobacco Co., Boston (cigarettes), 2 weekly *sa*, thru O'Dea, Sheldon & Co. Inc., N. Y.

WMAZ, Macon, Ga.

Wesson Oil & Snowdrift Co., New Orleans (salad oil), 39 *sa*, thru Fitzgerald Adv. Agency Inc., New Orleans.
Dr. Pepper Bottling Co., Dallas, 6 daily *sa* (baseball), direct.
B. C. Remedy Co., Durham, N. C. (proprietary), daily *sp*, thru Harvey-Massengale Co., Atlanta.
Georgia Military College, Milledgeville, Ga., 4 *sp*, 13 *sa*, direct.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

WAIU, Columbus

Felber Biscuit Co., Columbus, 12 weekly *sa*, thru Harry M. Miller Inc., Columbus.
Household Finance Corp., Chicago (personal loans), 12 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Montgomery Ward & Co., Chicago (retail), 6 *sp*, 18 weekly *sa*, direct.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry remedies), 4 weekly *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Picture Ring Co., Cincinnati (portraits), 6 weekly *t*, 48 weekly *sa*, thru Frederic W. Ziv, Cincinnati.
Compagnie Parisienne Inc., San Antonio (cosmetics), 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia., 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.

WHAM, Rochester

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Marylaud Pharmaceutical Co., Baltimore (proprietary), daily *sa*, thru Joseph Katz Co., Baltimore.
McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.
Packard Motor Car Co., Detroit, 12 *sa*, thru Young & Rubicam Inc., N. Y.
Packer Mfg. Co., New York (Scalptone), 26 *ta*, thru Blackman Adv. Inc., N. Y.
Gardner Nursery Co., Osage, Ia., 5 *t*, thru Northwest Radio Adv. Co., Seattle.

KSFO, San Francisco

Bulova Watch Co., New York (watches), 18 weekly *sa*, thru Biow Co. Inc., N. Y.
Powerseal Co., San Francisco (cylinder remedy), 6 weekly *sa*, thru Kelso Norman Org., San Francisco.
Townsend Plan, Los Angeles (political), 2 weekly *sp*, direct.

KJBS, San Francisco

GallenKamp Stores Co., San Francisco (shoes), 6 weekly *sa*, thru Long Adv. Service, San Francisco.

WFAA, Dallas

Kellogg Co., Battle Creek (cereal), 119 *t*, thru N. W. Ayer & Son Inc., N. Y.
Gruen Watch Co., Cincinnati, 56 *sa*, thru DeGarmo Corp., N. Y.
Illinois Central Railroad, Chicago, 10 *sa*, direct.
American Tobacco Co., New York (Roi Tan cigars), 120 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Magnolia Petroleum Co., Dallas (oil, gas), 13 *sa*, thru Johnston Adv. Co., Dallas.
Hemphill Diesel School, Chicago, 4 *t*, thru R. H. Alber Co., Los Angeles.
Zenith Radio Corp., Chicago, 36 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reliance Mfg. Co., Chicago (Big Yank shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.

WGAR, Cleveland

Armin Varady Inc., Cleveland (cosmetics), 26 *sp*, thru Sellers Service Inc., Chicago.
Lehn & Fink Products Corp., New York (Lysol), 130 *sp*, thru Lennen & Mitchell Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati, 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Wyeth Chemical Co., Philadelphia (Jad salts), 130 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
National Life Underwriters, New York (insurance), 5 weekly *t*, direct.
Bristol-Myers Co., New York (Minit-Rub), 312 *sp*, thru Young & Rubicam Inc., N. Y.

WFBL, Syracuse

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (harvesters), 13 *t*, thru Bert S. Gittins, Milwaukee.

KQW, San Jose, Cal.

E. I. Du Pont de Nemours & Co., Wilmington, Del. (paint products), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.



From New York Post

"Here we are, captain! Our radio busted so we hired a cab."

KGO, San Francisco

Ball Brothers Co., Muncie, Ind. (fruit jars), weekly *sp*, thru Applegate Adv. Agency, Muncie, Ind.
Otoe Food Products Co., Nebraska City, Neb. (date pudding), weekly *sp*, thru Buchanan - Thomas Adv., Omaha, Neb.
Graef - Cowen Corp., Allentown, Pa. (fly ribbon), weekly *ta*, thru John L. Butler Co., Philadelphia.
Hudson Motor Car Co., Detroit (automobiles), 14 weekly *sa*, thru Brooke, Smith & French Inc., Detroit.

WOR, Newark

Fischer Baking Co., Newark, 3 weekly *sp*, thru Neff-Rogow Inc., N. Y.
Modern Industrial Bank, New York, *political convention highlights*, thru Marschalk & Pratt Inc., N. Y.
Skol Products Co., Inc., New York (cosmetics), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WMFF, Plattsburg, N. Y.

Richfield Oil Corp. of New York, New York, 39 *t*, thru Fletcher & Ellis Inc., N. Y.
M. J. Breitenbach Co., New York (Gudes Pepto Mangan), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, direct.

WOAI, San Antonio

General Mills Inc., Minneapolis (cereal, flour), 10 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Packer Mfg. Co., New York (Scalptone), 2 weekly *t*, thru Blackman Adv. Inc., N. Y.
McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.

KFYR, Bismarck, N. D.

Chicago Mail Order Co., Chicago, 12 *sp*, thru Mattesou-Fogarty-Jordan Co., Chicago.
Laud O'Lakes Creamers Inc., Minneapolis, 2 weekly *t*, daily *sa*, direct.
Continental Oil Co., Ponca City, Okla., 16 *t*, thru Tracy-Locke-Dawson Inc., N. Y.

KFRC, San Francisco

Otoe Food Products Co., Nebraska City, Neb. (date pudding), 2 weekly *sp*, thru Buchanan-Thomas Adv., Omaha.
Boston Food Products Co., Bostou, Mass. (canned foods), 2 weekly *sp*, thru Ferry-Hanly Co., New York.

WSPD, Toledo

E. B. Muller & Co., Port Huron, Mich. (chicory), 100 *sa*, thru Charles A. Mason Adv. Agency, Detroit.
Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sous Adv. Co. Inc., Chicago.

WMCA, New York

Canadian Fur Trappers Corp., New York, weekly *sp*, thru Bess & Schillin Inc., N. Y.
Wipe-On Corp., New York (paint), weekly *sp*, thru E. M. Freystad Associates, N. Y.

WEEI, Boston

Whittemore Bros., Cambridge (shoe polish), 39 *sa*, thru N. W. Ayer & Son Iuc., N. Y.
Pro-Ker Laboratories, New York (Hair Milk), 10 *sp*, thru Biow Co Inc., N. Y.

WENR, Chicago

American Express Co., Chicago, weekly *sa*, thru Caples Co., N. Y.
Morris B. Sachs Compauy, Chicago (clothes), 52 *sp*, thru Schwimmer & Scott, Chicago.

WMAQ, Chicago

College Inn Food Products Co., Chicago (canned foods), 2 weekly *sa* thru Blackett - Sample - Hummert Iuc., Chicago.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

Renewal Accounts

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint Aspergum) on May 16 renewed *National Amateur Night* on 10 Mutual stations, Sundays, 6-6:30 p. m. for 52 weeks. Agency: Williams Esty Co., N. Y.

ARMIN-VARADY Inc., Chicago (cosmetics) on Oct. 11, renews *Ted Weem's* orchestra for 26 weeks on 6 Mutual stations, Sundays, 1:30-2 p. m. Agency: Sellers Service Inc., Chicago.

G. KRUEGER BREWING Co., Newark (beer) on June 2 renews *Krueger Musical Toast* on 17 CBS stations, Tuesdays, 7-7:30 p. m. Agency: Biow Co. Inc., N. Y.

AMERICAN RADIATOR Co., New York, on June 14 renews *Fireside Recitals* on 21 NBC-Red stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on June 10 renews *Your Hit Parade* for 13 weeks on 60 NBC-Red stations. Wednesdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

JOSEPH MAGNIN Co. Inc., San Francisco (women's apparel), on June 23 renews for 52 weeks in *Hollywood Reporter*, with Don Allen, commentator, on NBC-KPO, Tuesdays, 9-9:15 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

SSS TONIC Inc., Atlanta, on May 27 renewed *The Music Box* for 52 weeks on 3 Mutual stations (WLW, WOR, CKLW), Wednesdays, 8:30-9 p. m. Placed direct.

Network Changes

STANDARD BRANDS Inc., New York on June 6 shifts Frank Fay from NBC-Red to Blue network, on Fridays, 8:30-9 p. m. Program will be heard over the basic Blue network, KDYL, and the Pacific Coast Red network.

ATLANTIC REFINING Co., Philadelphia (petroleum products) adds WESG, Elmira, to its CBS *Atlantic Family* June 4.

RCA Dividend

INITIAL dividend on outstanding shares of Radio Corporation of America's new $3.50 cumulative convertible first preferred stock of 87½ cents a share was declared May 22 by the board. David Sarnoff, RCA president, announced more than 95% of the B preferred had been deposited for exchange under the recapitalization plan. The exchange period was extended to June 30.

830,869

830,869 letters were received at WLS during the first four months of 1936.
To know what happened at WLS in May read our page advertisement in the June 15th issue of *Broadcasting*.

WLS Chicago



FOR VISITORS—This is the front cover of the four-page promotion piece given those who attend Plymouth-Ed Wynn NBC broadcasts.

Rieser Co. on WEAF

RIESER Co., New York (Venida wave set) will present a series of dramatizations of stories in *True Romances*, a Macfadden publication, in a half-hour radio program to begin over WEAF, June 16, Tuesdays, 7:30-8 p. m. The program is signed for 52 weeks. Franklin Bruck Adv. Corp., New York, placed the account.

THE hundred or so song pluggers in Tin Pan Alley are given a chance to sell their wares on WNEW, Newark, which has started a weekly quarter-hour titled *Song Pluggers on Parade*.

WJBK NEVER STOPS

Hours After Midnight Found to Draw Big Audience

EXPERIMENTATION with 24-hour schedules for some seven months has justified this policy so thoroughly that WJBK, Detroit, plans to continue indefinitely on the 24-hour-a-day basis, James F. Hopkins, general manager, has announced. The station has built up a considerable listener audience during the hours between 1 and 6 a. m., Mr. Hopkins added. He said some of the sponsors using night hours have renewed their contracts again and again.

"We have called for telephone messages now and then, from our night listeners, as a means of checking the interest in a venture of this kind," he said. "During the early weeks of the experiment, the response was comparatively light. Now that it is generally known that the station is on the air, we can get 1,000 or more responses any night we request them."

College Inn May Extend

COLLEGE INN FOOD PRODUCTS Co., Chicago, through Blackett-Sample-Hummert Inc., Chicago, has contracted for participation programs, six times a week, on WMAQ, Chicago and WOR, Newark. According to the agency, additional stations may be included at a later date.

A MINIATURE Radio City will be erected in Sydney, Australia, by 2GB. It will be called Broadcasting House.

A Sponge That Wants To Be Squeezed!!

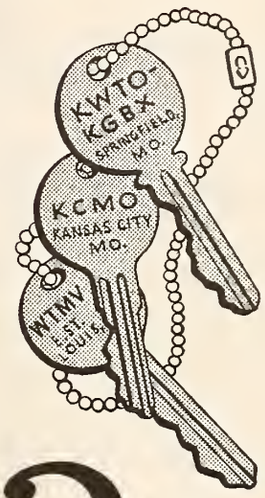
Our representatives in Chicago, Detroit and New York are so saturated with information about the valuable trading areas in which are located radio stations with sales records that we are like a giant sponge just oozing . . . ready to be squeezed by buyers of radio advertising.

In our select list are not the stations which boast of the highest rates in America, but the stations which will do the most per dollar spent . . . call on us to give you more information.

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Building, Chicago
New Center Building, Detroit
Lincoln Building, New York



3 KEYS TO 3 MARKETS AT ONE LOW RATE

This combination interests most advertisers because it covers three rich, responsive audiences at ONE LOW COST.

There are a few choice spots available . . .

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.



CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.



CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.



CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

RADIO ADVERTISERS

GEORGE W. HILL Jr., son of George W. Hill, president of the American Tobacco Co., New York, has been appointed advertising manager, succeeding W. E. Witzleben who recently announced his resignation.

ROBERT J. FLOOD, formerly sales promotion manager of National Biscuit Co., and before that advertising manager of Gulf Refining Co., has been named sales promotion manager of Seagram Distillers Corp., with David M. Davies continuing as Seagram's advertising manager. Alfred W. Kasten succeeds Mr. Flood at National Biscuit.

LIFE SAVERS Inc., Port Chester, N. Y. (candy) has appointed Young & Rubicam Inc., New York, to handle its advertising. Topping & Lloyd Inc., New York, recently announced their resignation from the account.

MELVIN BLOCK, vice-president and advertising manager of the Omega Chemical Co., Brooklyn (Omega oil) has returned from a two weeks trip through the East and Midwest where he "talked time" with stations, although no contracts were signed on the trip. The firm intends to use radio this fall. Some programs will be one minute announcements while others will be quarter-hour. The radio campaign will be national in scope with a more intensive campaign in the territory above the Mason-Dixon line. Last fall the sponsor used an extensive spot campaign, handled by Husband & Thomas Inc., New York.

ARTHUR E. TONGUE has been appointed director of advertising and sales promotion of Chrysler Sales Division of Chrysler Corp., succeeding Burch E. Greene, recently appointed director of sales for the Pacific coast. Mr. Tongue comes to Chrysler from the advertising managership of Underwood-Elliot-Fisher Co., and was formerly assistant advertising manager of the industrial division of General Motors Corp.

MARINE TRADING Co., Oakland, Cal. (fish), has appointed the Sidney Garfinkel Adv. Agency, San Francisco, to handle its Pacific Coast advertising and will use radio along with other media.

MINNESOTA LINSEED OIL PAINT Co., Minneapolis, radio user, makes up lists in June. Agency: Mitchell Adv. Agency Inc., Minneapolis.

GLESSNER Co., Findlay, O., has named Merrill Adv. Co., Cincinnati, as agency for Sofskin Creme.

Advertising Dramatized

DRAMATIC events in the growth of the Truth-in-Advertising movement, which the Advertising Federation of America is celebrating in connection with its 25th anniversary, were reenacted on an NBC-Red network May 24. Greetings from the AFA were extended by Edgar Kobak, AFA chairman of the board, and Chester H. Lang, president. Allyn B. McIntire, president of the Advertising Club of Boston, extended the club's greetings to the 32d annual AFA convention to be held in Boston June 28-July 2, when the Silver Jubilee Anniversary will be observed.

I. LEWIS CIGAR MFG. Co., Newark, has named Edwin M. Phillips & Co., New York, to handle advertising of Flor de Melba cigars.

PURITY CHEESE Co., Mayville, Wis., has named Critchfield & Co., Chicago, as agency and contemplates using radio with other media.

IVIS Co. Inc., Buffalo (dental powder) is advertising through Warman & Hall Inc., Buffalo, using radio and other media.

BENNETT CHAPPLE, vice president and director of publicity of the American Rolling Mill Co., Middletown, O., has announced the appointment of Harry V. Mercer as advertising manager of the company, a newly created office.

GENERAL HOUSEHOLD UTILITIES, Chicago (Grunow products) has named Ruthrauff & Ryan Inc., New York, as its agency.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream, razors, etc.) announces appointment, effective June 1, of J. Walter Thompson Co., New York, as it advertising agent.

PENNSYLVANIA SALT MFG. Co., Philadelphia, has named Fletcher & Ellis Inc., Chicago, to handle its advertising.

U. S. RADIATOR Corp. and subsidiaries have appointed Brooke, Smith & French Inc., Detroit and New York, as advertising and merchandising counsel.

S. C. JOHNSON & SON Inc., Racine, Wis. (polish, wax) makes up lists in June, including radio. Agency: Needham, Louis & Brorby Inc., Chicago.

STANLEY A. KNISELY has been named advertising director of Republic Steel Corp., Clevleand, and its subsidiary, Truscon Steel Corp.

Station Group in Texas Opposes Use of 500 kw.

TEXAS State Broadcasters Association, an affiliate of NAB, was organized in Fort Worth May 23, with T. F. Smith, manager of KXYZ, Houston, elected president. Other officers are Ralph Bishop, KFJZ, Fort Worth, vice president, and James R. Curtis, KFRO, Longview, secretary - treasurer. The board of directors comprises M. S. (Dick) Niles, KRGV, Weslaco; Hugh A. L. Halff, WOAI, San Antonio; O. L. Taylor, KGNC, Amarillo, and KFYO, Lubbock, and Earle Yates, KGKL, San Angelo. Some 40 stations were represented. James W. Baldwin, NAB managing director, addressed the meeting.

A strongly worded resolution, opposing 500,000-watt stations, was adopted by the Association, and copies ordered sent to the FCC and other state groups. The fundamental reason, it was contended, is that stations of moderate power, performing local and regional coverage assignments, would be greatly impeded economically through licensing of super-power outlets.

Shinola Using Discs

GOLD DUST Corp., New York (Shinola white shoe polish) on June 1 starts a series of five-weekly WBS transcription announcements for 12 weeks. Stations are KNX, WMAQ, KDKA, WGY, WCCO, WFBR, WNAC, WJR, WCAU, KSD. In addition WGR, WWL and WSB will have three one-minute announcements a week for ten weeks and WLW and WOR will carry five-minute programs thrice weekly for ten weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Vick Signs Eddy

VICK CHEMICAL Co., Greensboro, N. C. (cough remedies) has signed Nelson Eddy as the star of their radio fall network series, replacing Grace Moore. No starting date or network has been selected. Josef Pasternack's orchestra will furnish musical support. Cecil, Warwick & Cecil Inc., New York, has this part of the Vick account.



ARE YOU GETTING YOUR SHARE of Western Business?

ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEW MEXICO
NEVADA
OREGON
UTAH
WASHINGTON
WYOMING

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES 568 C. of C. Bldg.
SAN FRANCISCO 1358 Russ Bldg.
SEATTLE 1038 Exchange Bldg.

AGENCIES AND REPRESENTATIVES

EDWARD BYRON, formerly radio director of William Esty & Co., New York, has joined the New York radio program firm of Cleveland B. Chase Co., New York, and will serve as vice president in charge of radio. Frank Owens, president of the latter firm, has resigned and no successor will be appointed.

FRANK PRESBREY Co., New York, is opening a Chicago office in Merchandise Mart, with Leroy A. Kling serving as Midwest vice president. Mr. Kling recently was vice president of H. W. Kastor & Sons Adv. Co. Inc.

WDSU, New Orleans, has appointed Sleininger Inc., Chicago and New York, as its representative.

ASSOCIATED ADV. AGENCY, Inc., has been organized in Los Angeles at 1151 South Broadway by P. O. Narveson, formerly with the coast office of Ruthrauff & Ryan, Inc. The new firm will deal largely with radio accounts.

ARTHUR KUDNER, president of Arthur Kudner Inc., New York, is the father of a boy born May 16 at Sloan Hospital for Women, New York. It is their second son.

SIMON & GWYNN Inc., new agency, has been formed in Memphis with offices in the Commerce Title Bldg.

DAVE STRECH, for more than three years arranger of orchestrations at KFRC, San Francisco, has resigned to join Blackett-Sample-Hummert Inc., Chicago.

STERLING ADV. AGENCY, New York, has moved to 70 W. 40th St., New York.

DIENER & DORSKIND Inc., New York agency, has moved to 147 W. 42d St.

INTERSTATE ADV. AGENCY Inc., is the new name of the former Interstate Broadcasting Co., Cleveland, with offices in Marshall Bldg. No change in personnel is planned.

WALTER BIDDICK Co., station representatives with offices in Los Angeles, San Francisco and Seattle, has been appointed Pacific Coast representative for WSPD, Toledo.

BADWELL SWANSON, of the radio production staff of J. Walter Thompson Co., New York, left for Hollywood May 18 to assume his new post as radio talent buyer in the latter office. Mr. Swanson will assist Danny Danker. Herbert Polesie, who formerly held Mr. Swanson's position, will devote his entire time to the production of the agency's radio programs emanating from Hollywood.

J. STERLING GETCHELL Inc., New York, has opened a branch office at 59 East Van Buren St., Chicago. L. O. Holmberg, formerly head of his own agency and prior to that connected with Chicago office of Campbell-Ewald Co., is manager of the new branch.

JOHN F. PRICE and Howard E. Powers, of the Chicago office of L. W. Ramsey Co., have joined the Chicago office of Fletcher & Ellis Inc.

LESTER M. MALITZ, director of media for Ruthrauff & Ryan, Inc., New York, has resigned to accept a similar position with Cecil, Warwick & Cecil Inc., New York. Walter G. Smith, newspaper space buyer for the agency, succeeds Mr. Malitz.

Engle to Erwin, Wasey

HOLLAND E. ENGLE, former program director for the Western Division of CBS, has joined Erwin, Wasey & Co., Chicago, as radio director. He will be identified with the planning and production of the agency's radio accounts, notable among them being the Carnation *Contented Hour*. In his CBS connection, Mr. Engle had complete charge of broadcasting features and public events of the Century of Progress, 1933 and 1934. For the past year, as a free lance operator, he has had 42 programs on the air each week, in which he participated as script writer, producer, announcer, or actor. Mr. Engle has been an actor in, or producer of, scores of well known scripts, including *Myrt & Marge*; *Phillips 66 Club*; *Grandstand Thrills*; *Mars Milky Way Winners* and *Pet Cocoa Circus*.

Ayer's New Radio Chief

FRED PLUGFELDER, of the radio department of N. W. Ayer & Son Inc., New York, has been named radio director, succeeding Douglas Coulter, who recently joined CBS in an executive program capacity, it was learned May 28. Mr. Coulter for 11 years had been Ayer radio head, with title of vice president.

JOHN M. DOLPH, formerly of the radio department of N. W. Ayer & Son Inc., New York, has resigned to go to the West Coast. At one time Mr. Dolph operated his own agency in Portland and Los Angeles. He directed the Ford, Kellogg Sheffield Farms and other big programs while with Ayer.

JANES-MORTON Inc., is the new title of the former Hughes-Morton Advertising Councillors. Los Angeles. Officers are Earl DeRoy Morton, president; A. Orlo Janes, vice president and treasurer; Carl Wagley Culpepper, secretary, and Paul Hadley Jones and Warren Currier Jr., account executives.

JOSEPH J. WEED, radio station representative, has added two more stations to his list — WFEA, Manchester, N. H., and WLBZ, Bangor, Me.

CHARLES R. STUART, head of Charles R. Stuart Inc., San Francisco agency, is on a six-weeks pleasure trip to South American countries before proceeding to New York for a series of conferences.

HERBERT D. CAYFORD, San Francisco manager of Beaumont & Hohman Inc., who supervises the Pacific Greyhound Lines Inc., account for his organization, is in Alaska combining business and pleasure.

DARWIN TEILHET, Pacific Coast copy chief for N. W. Ayer & Son Inc., has returned to his desk in San Francisco after three weeks in Philadelphia and New York, where he conferred with officials of his organization on national accounts.

ROGERS PORTER has joined the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco, succeeding Ray Sines who has gone over to the *San Francisco Call-Bulletin*.

WHIO, Dayton, announces the appointment as of June 1 of John Blair & Co. as exclusive national representatives.

Radio Rep Firm Started By Geo. P. Hollingbery



Mr. Hollingbery

GEORGE P. HOLLINGBERY, for 11 years with the advertising department of the *Chicago Herald & Examiner*, where he was local and national advertising manager, has started a radio station representation firm at 307 N. Michigan Ave., Chicago, under his own name. He has already signed WREN, Kansas City, for Chicago representation.

A graduate of University of Kansas in 1924, Hollingbery stepped right into newspaper advertising, rising from classified to national display. For three years he had been local advertising manager of the Chicago paper. During the paper's affiliation with KYW, then in Chicago, Mr. Hollingbery paid close attention to the station's affairs.

Kelvinator Ready

KELVINATOR Corp., Detroit (refrigerators) has completed a short series of test programs over WJR, Detroit, and expects to embark soon on a broad campaign. Definite announcement of details of the new program will be made about the middle of June. Up to this time the bulk of Kelvinator's radio advertising has been in the form of spot announcements furnished dealers to use on a co-operative basis.

PROGRAM BUILDERS
AIR CHECKS
AUDITIONS

• Complete Direct Recording service with many special features obtainable at exceptionally reasonable prices.

• NO NEEDLE SCRATCH because our cutting apparatus is NEWLY designed to eliminate this handicap to perfect recording.

• All Direct Recordings made on black Acetate, producing a quality comparable to WAX. Drop us an inquiry.

★

U. S. RECORDING CO.
633-635 Earle Building
NAtional 2975
Washington, D. C.

WXYZ
AND THE MICHIGAN RADIO NETWORK
The **POWER**
Behind Many A Sales Success in Michigan » »

PUT THIS GREAT POWER TO WORK FOR YOU

WXYZ, Detroit's N. B. C. Blue Network station, heads a chain of 8 stations in Michigan's 8 largest cities. Thus WXYZ and the Michigan Radio Network probe the very heart of Michigan's great market centers which are today bristling with activity. Combine this coverage, strength and program appeal with the WXYZ merchandising service and you have SALES PRODUCING POWER *at low cost per sale.* Write or wire for full particulars of this great *plus* service which secures dealer distribution for new products or revives and increases distribution for established products.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT
WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

SELL ALL SOUTH CAROLINA
5000 WATTS 560 KILOCYCLES
G. RICHARD SHAFTO, MANAGER
WIS COLUMBIA
FREE, JOHNS & FIELD, INC. NAT'L REPRESENTATIVES

"PAUSE for Station Announcement"

THE FAVORITE STATION IN A FAVORED REGION

BECAUSE

PROGRAM STANDARDS

ARE HIGHER!

Your Station is WBIG in Greensboro, N.C.

PROGRAM NOTES

A LITTLE local atmosphere was handed out to Chicago taxpayers to give them a first-hand idea of how their $200,000,000 is being spent in the construction of the city's new sanitary tunnels. On May 22 a 15-minute broadcast with a background of construction noises from within the tunnel was put on the air. One announcer, riding a miniature locomotive gave his impressions while moving along; another announcer described the technique of drilling, loading of debris and cement spraying at the present point of actual construction. The tunnel from which the broadcast emanated is one of a series of units in the largest sanitary engineering project in the world. It is larger than any railroad tunnel or subway and is being built to drain an area of 68 square miles of Chicago's south side. WBBM, Chicago, made the broadcast in cooperation with the Sanitary District of Chicago.

IN THE first two-way hookup between Washington and Shanghai, Chiua, NBC broadcast a program in observance of Foreign Trade Week over the 6000-mile distance via RCA facilities.

WFBC, Greenville, S. C., broadcast a five-hour program on the opening of the campaign for state and county offices, with the Greenville Democratic Executive Committee as sponsor.

A SERIES of home economics programs has been started by WFAA, Dallas, under the direction of Ruetta Day Blinks, well-known teacher on these subjects, author of a household book and numerous magazine articles, and heard for years on network broadcasts. The series consists of four quarter-hour programs weekly, using morning hours.



ON YOUR MARK—Poised for a leap, this California frog is the center of national interest as Clinton Twiss (left), NBC announcer in San Francisco, describes the Calaveras County frog-jumping contest.

COMEDY patter and jokes accounted for 4.6% of the total NBC network program hours in March, sending the novelty classification to its highest March figure in five years. International program hours increased 122% over March of last year. The 38 pickups during March, '36, came from 12 countries, consumed 9 hours, 11 minutes. Government officials made 56 mike appearances in March, consuming 12 hours, 55 minutes . . . an increase of 20% over March of last year. This is the result of the increased use of NBC facilities by Republican Senators and Representatives.

S. W. ASCHE, whose job it is to promote the City of Pittsfield, Mass., and the Berkshire hills in general, will start his summer program series over WGY, Schenectady, on June 16 this year. For several years Mr. Asche has been using WGY for monthly dramatizations of the romance and beauty of the Berkshire hills, using mainly dialog, featuring his daughter, Jean. He was formerly in the personnel department of the Pittsfield, Mass., works of General Electric Co.

GEORGE SISLER, former big league player, aids Ray Schmidt, commentator of KWK, St. Louis, between innings in describing local baseball games. In addition Sisler has a quarter-hour program Saturday mornings. It is titled *Big League Experience*. Both programs are sponsored by General Mills Inc., Minneapolis, and placed through Knox Reeves Adv. Inc., Minneapolis.

A DOLLAR is paid to each holder of an odd job who answers questions on his business for the *Jack of All Trades* program on WNEW, Newark. Among strange occupations uncovered are dog walking, fender bending, egg painting, blood donating, tattooing, blush experting and imitation bearded lady.

WBT, Charlotte, N. C., is teaching dancing over the air, in keeping with the modern craze for more and better dancing of all kinds. The program is being handled by Helen Poole, Charlotte dancing school operator, Wednesday afternoons. Miss Poole takes a short cut, on the business of going to dance school for a formal lesson, by giving instruction in the home that is designed to teach persons from the beginners stage and improve the steps of those already dancing, as well as give them new steps.

THE NBC Sunday morning children's program was 12 years old May 24. The program was started May, 1924, at WJZ before the birth of network broadcasting. Milton Cross was master of ceremonies, then as now. Madge Tucker, who writes and directs the broadcast, entered the picture shortly after the initial broadcast.

LOS ANGELES' third annual music festival in the city schools was observed May 23 with thousands of school children singing from the Hollywood Bowl to the NBC-Blue network for an hour. Besides the vocal numbers, a boys' band, a 2,000-piece harmonica band, the junior college A capella choir and a band of 100 banjo and guitar players took part.

DR. COWAN, Los Angeles chain of dental establishments, using KFWB, Hollywood, week days with the *Beverly Hillbillies*, late in May launched a radio debate with $1,000 cash prizes. The topic is "The Townsend Plan", with five minutes on each program for a professional debator and the same amount of time for an amateur speaker. It will run for six weeks with finals held in a hall or auditorium. The program goes over the Southern California network.

DURING Foreign Trade Week, May 17-24, WCCO, Minneapolis, presented a series of three programs devoted to that event, aided by the U. S. Department of Commerce and the Minneapolis Civic and Commerce Assn. Donald D. Davis, president of General Mills Inc., was the speaker May 23.

THE *Social Secretary Program* of WHAM, Rochester, provides news of social happens and anecdotes about prominent persons. Guest speakers are invited. Mrs. Helen Oviatt Griffen, society editor of the *Rochester Journal*, left that post to take over the program. The program has been on the air only four weeks but a number of local civic groups are sending in material and seeking time for representatives.

WWVA, Wheeling, on May 30 was to celebrate the fifth anniversary of its affiliation with CBS and had invited radio and advertising executives to attend the festivities. A one-hour anniversary broadcast was arrauged along with other events. In covering the Ohio and West Virginia primary elections May 12 WWVA was on the air without a break for more than a day and a half. Direct lines had been installed to a number of counties to facilitate gathering of returns.

THE program *Dan Harding's Wife* still without sponsorship, has vastly increased its radio audience by going to the NBC-Red network. It has thus far been heard only in the Mid west and is on the air every morning except Saturday and Sunday, 9:15 9:30 a. m. The story, written by Ken Robinson, Chicago newspaper reporter, is a serial drama of a mother who must bring twins through the age of adolescence while their father is away on a mining contract.

WSPD
TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

Owing to the exclusive position of WSPD in this great million-and-a half market, National advertisers know that WSPD must be used to get blanket coverage.

WSPD TOLEDO OHIO
STUDIOS COMMODORE PERRY HOTEL TOLEDO, OHIO
TRANSMITTER PERRYSBURG, OHIO

WTMV
in the
ST. LOUIS AREA



Responsive . . .
Over 370 Advertisers Used WTMV to SELL Their Products During The Last 12 Months.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

B. F. Goodrich Co., Akron (tires)
Sand Springs Corp., Williamstown, Mass. (ginger ale)
Wildroot Co. Inc., Buffalo (hair tonic)
Lyko Medicine Co., Kansas City (Lykolene dental cream)
Foster-Milburn Co., Buffalo (Doan's pills)
Wyeth Chemical Co., New York (Jad salts)
National Dairy Products Co., New York
Mayflower Doughnut Corp., New York
Olson Rug Co., Chicago
Wofford Oil Co. of Ga., Atlanta (gasoline & motor oil)
General Paint Corp., San Francisco
McCloskey Varnish Co., Los Angeles (Kwik-On varnish)
Bob Jones College, Cleveland
Illinois Central Railway System, Chicago
Union Pacific Railway, Omaha, Neb.
Duquesne Brewing Co., Pittsburgh (beer)
Peter Fox Brewing Co., Chicago (beer)
International Sugar Feed Co., Minneapolis (chick mash)

STANDARD RADIO Inc. announces sale of its program library to KERN, KMJ, KFBK, KGW, KOH, WLVA, CKPC, KTRH and WSYB. Twenty-four more stations, Yankee Network and International Broadcasting Co., London, have bought the new sound effects library. Twenty-one stations have purchased the last 50 transcribed *Sons of the Pioneers* discs, an addition to the previous library of 200 numbers in the series. Shortly after a recording of "Take Me Out to the Ball Game", with sound effects, was announced, orders were received from more than 60 stations for use with baseball broadcasts.

HARRY ECKLES joined the sales staff of Associated Cinema Studios, Hollywood transcription firm, late in May.

PREMIER RADIO ENTERPRISES Inc., St. Louis, formerly Dalzell Sound Recording Studio, has completed a 26-episode series for Central Shoe Co., St. Louis, titled the *Old Scoutmaster* and is recording a second series as well as a series of spot announcements for Central. For Haskin Bros. Co., Des Moines, Premier is recording one-minute announcements on Trilby soap. A series of five-minute discs is being cut for International Shoe Co., St. Louis (Conformal Footwear) and a series of spot announcements for Countess Marina cosmetics.

L. CY WHITAKER, for several years sales manager and also in charge of the syndicate department of MacGregor & Sollie Inc., Hollywood transcription producers, prior to the organization moving to southern California from San Francisco, has resigned and will take an extended vacation. Whitaker was placed in charge of the San Francisco office of the organization when the transcription plant was moved from that city in April. No successor to Whitaker in San Francisco has been announced.

KROW, Oakland, has subscribed to the complete MacGregor & Sollie service.

STANDARD RADIO Inc., Chicago and Hollywood, has issued a catalogue describing in detail its new sound effects library and the various sound effects included in the list. Index cards are supplied with the library.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in June will issue the summer edition of its catalog of recording machines, equipment and accessories.

MAURICE J. GUNSKY, music supervisor for MacGregor & Sollie, Los Angeles and San Francisco transcription firm, transferred to the southern office late in May where production has started in the new plant. C. P. MacGregor, president of MacGregor & Sollie, Los Angeles transcription firm will leave for the Northwest late in June on business and in connection with his post as radio chairman for the annual convention of the Pacific Advertising Clubs Association.

MERTENS & PRICE Inc., Los Angeles transcription firm, in May started production on "The Folks Next Door", 52 quarter hours. Cy Kendall, once "Host Wilson" on the CBS Hollywood Hotel program, heads the cast.

WFBL, Syracuse, using its new Presto recording equipment, is recording its own series of 150 one-minute dramatic announcements for Hy Kassel Clothing Store.

Girard Cigar Tieup

WEBSTER - EISENLOHR Inc., New York (Girard cigars) awarded cash prizes for listeners who picked winners at Belmont Park races. Girard cigar bands were required from listeners to its *Today's Races* program, daily on WMCA, New York. The first day, May 18, brought in 1,360 entries, a third of which were from women.

Three Programs Closing

TWO Sterling Product programs on the NBC-Blue network will sign off after the June 26 broadcast — *The Backstage Wife* (Dr. Lyon's toothpowder), Mondays through Fridays, 4:15-4:30 p. m. and the *How to Be Charming* (Phillip's facial cream), Mondays, Wednesdays and Fridays, 4:30-4:45 p. m. American Home Products (Kolynos toothpaste), discontinues *Hammerstein's Music Hall* on the NBC-Red network, Mondays, 8-8:30 p. m., after the June 22 broadcast.

Gulf Uses Local Tie-ins To Promote Its Dealers

GULF REFINING Co., Pittsburgh, on the May 31 *Phil Baker* broadcast on CBS began to cut in toward the end of the program on 23 of the 61 stations with special local dealer announcements of a brief nature. The announcements, scheduled for four broadcasts, do not close the program, the whole network being signed off from New York, the origination point. There is no time charge for these cut-ins as it is already Gulf time but the stations concerned are making a service charge. Stations on the announcement schedule are: WNAC, WFEA, WLBZ, WORC, WMAS, WEAN, WABC, WICC, WDRC, WOKO, WGR, WHEC, WNBF, WFBL, WIBX, WCAU, WCAO, WJSV, WHP, WMBG, WDBJ, WJAS, WWVA. Young & Rubicam Inc., New York, has the account.

AN HOUR series on WFBL, Syracuse has been booked by Roy Furniture Co. urging veterans to use bonus money to buy furniture.

WTAR
NORFOLK, VIRGINIA
NBC-National Representatives—Edward Petry & Co.

KANSAS BONUS SHOWER

CATCH *your* SHARE *with* WIBW's BLANKET

. . . In a few weeks, over 60,000 Kansas ex-service men will receive about $750.00 each in CASH!

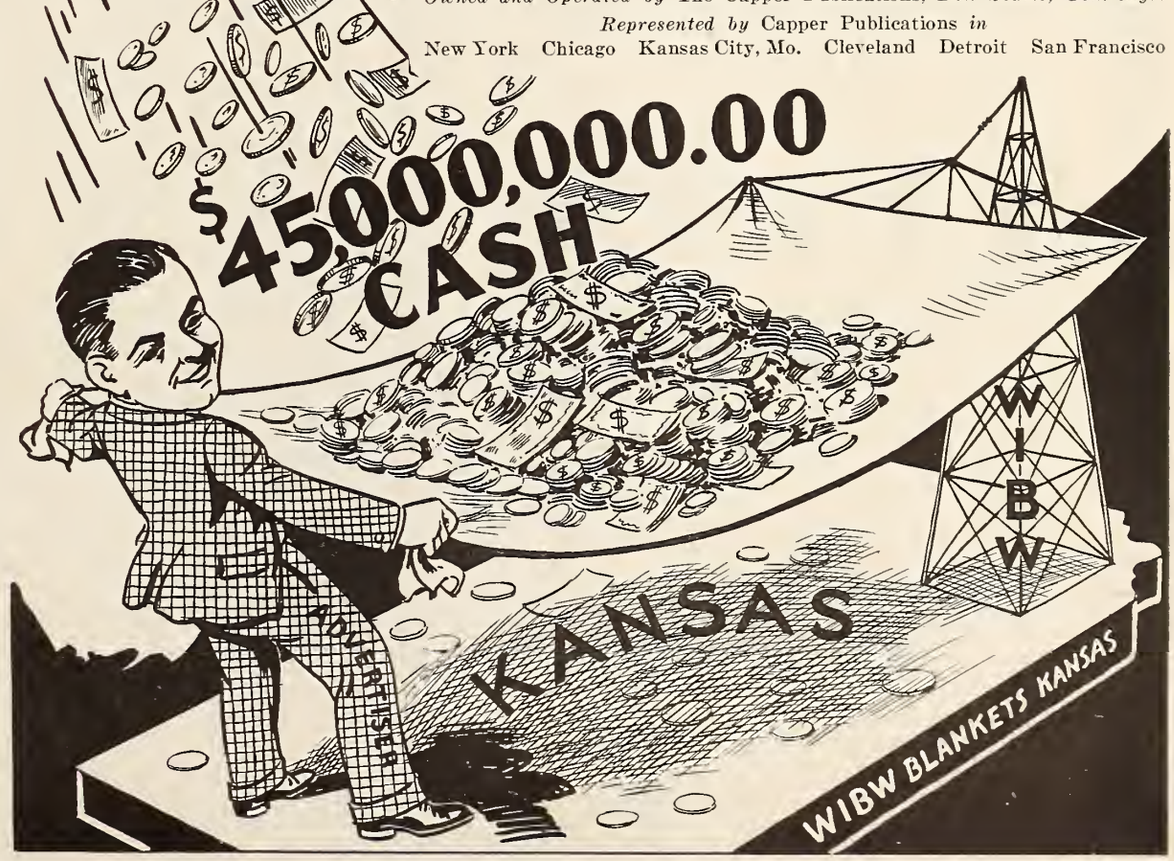
Let WIBW Blanket This Market for You

WIBW has a proven ability to loosen the purse strings and to direct the buying habits of these **same** people.

WIBW • Topeka • The Voice of Kansas

Owned and Operated by The Capper Publications, *Don Searle, Gen. Mgr.*

Represented by Capper Publications *in*
New York Chicago Kansas City, Mo. Cleveland Detroit San Francisco



WJAY

CLEVELAND 610 Kilocycles

MISS PERSONALITY of WJAY

able conductor of the famed Charm Hour, has taken her jolly darkie cook, Dixie, into the studio for her Cooking School of the Air. Together, Miss Personality and Dixie talk over recipes, products, menus and meal-planning, and together they're piling up sales records for Dixie Margarine, Quick-Serve Beans, Pet Milk and others . . . by *Personalized selling*, a WJAY invention. Cost of CHARM and its affiliate, the COOKING SCHOOL: $75.00 per week, six a week. Only two more sponsors accepted. Wire or phone

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

"Cleveland's only independent station—controlling both its time and its policies."

Food-Drug Measure Speeded

(*Continued from page 10*)

visions of this subsection in the case of drugs and devices with respect to which such a representation as to therapeutic effect would not, in his opinion, be a violation of subsection (a).

(c) Notwithstanding any provision of this section, no advertisement of a drug shall be deemed to be false or misleading under this section if it is disseminated only to members of the medical profession and/or appears only in the scientific periodicals of that profession.

Duties of the Trade Commission were prescribed in a new section of the bill substituted for that which set up the advisory committees. It follows:

(a) The Federal Trade Commission is hereby empowered and directed to prevent (1) the dissemination, or the causing of the dissemination, of any false advertisement by United States mails, or in interstate commerce by radio broadcast or otherwise, for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics; (2) the dissemination, or the causing of the dissemination, of any false advertisements by any means for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices, or cosmetics in interstate commerce.

(b) Whenever the Commission shall have reason to believe that any person has disseminated, or is disseminating, or has caused or is causing the dissemination of, any false advertisement by any of the means and for the purpose specified in subdivision (a) of this section, and it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, it shall proceed to prevent the same in the same manner and by the same procedure as provided by section 5 of an Act of Congress approved September 26, 1914, entitled "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes", as amended. The provisions of said section 5 and of sections 6, 9 and 10 of said Act, as amended, shall apply, for purposes of enforcement of the provisions of this section, insofar as they may be applicable. The circuit court of appeals shall have the same jurisdiction to review the orders of the Commission and to enforce the same, and shall review and enforce the same, as provided by said section 5.

(c) The Secretary shall report to the Federal Trade Commission on all cases of false advertising, to which subsection (a) may apply, that may come to his knowledge and submit therewith any evidence he may have together with any reports and scientific opinions of his Department relative thereto.

Provisions for multiple seizure of articles and preparations construed as inimical to public health, which so irked proprietary manufacturers, were modified considerably by the House Committee. Greater protection for patent medicine manufacturers on disclosure of formulas also is afforded under rewriting of the Senate provisions.

Under the heading "prohibited acts and penalties", the House Committee picked up the precise language of the Senate insofar as advertising is concerned. These prohibit dissemination of "any false advertisement by United States mails, or in interstate commerce by radio-broadcast or otherwise, for the purpose of inducing, directly, or indirectly, the purchase of food, drugs, devices or cosmetics". Another prohibited act is that of "dissemination of a false advertisement by any means for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices, or cosmetics, in interstate commerce.

The Senate bill contained a provision that no publisher, radio broadcast licensee, advertising agency, or other agency or medium for the dissemination of advertising would be deemed a violator of the provision mentioned in the preceding paragraph, if he provided on reasonable request, the name and address of the buyer of the advertising complained of. If he refused, he would then be guilty of a misdemeanor and on conviction, subject to the penalties prescribed in the act.

In the House bill this was dropped in its entirety, thus affording even greater protection for the medium and the agency.

The House, however, picked up in total a similar provision holding dealers responsible if they fail to furnish the information, subjecting them to not more than one year imprisonment or a fine of not more than $5,000, or both, if convicted.

The bill, if passed by the House, and signed by the President, would become fully effective one year from date of enactment. Certain provisions, however, would be effective prior to that date.

JOSEPH J. HARTY, formerly of WOR, has joined WMCA, New York, as head of the traffic division.

Davis Quota Plan Encounters Delay Near Session End

Deaths in Congress Serve to Block Repeal of Amendment

DEATHS of members of Congress twice during the last fortnight have frustrated possible enactment of the bill to repeal the Davis Equalization Amendment to the Radio Law upon which the entire quota allocation system is based.

Having already passed the Senate, the bill last month was favorably reported by the House Interstate & Foreign Commerce Committee and was placed on the unanimous consent calendar. So far as known there is no opposition to the bill and once it is reached on the calendar it presumably will pass and become law.

Due for consideration on May 18, when the consent calendar was to be considered, it failed to get notice because of adjournment of the House in respect to Rep. Thomas (R-N. Y.) who had died May 17. On the next calendar Monday, May 25, it was due to be considered again, but the death early that day of Rep. Perkins (R-N. J.) caused adjournment of the House and another calendar day was lost.

Danger of Adjournment

THE NEXT calendar day is June 1, and it is confidently expected that barring unforeseen contingencies it will be enacted. There is the possibility it will be called out of turn by unanimous consent, but this is remote. With adjournment contemplated by June 9, there will be little chance for the measure to pass unless it is called out of order or adopted June 1.

Repeal of the amendment, included in the Radio Act in 1928, would open the way for improved facilities for stations, notably in the West and South, which are now blocked from such improvements by the quota regulations, based on population of particular states and zones. The Davis amendment specifies there shall be an equal distribution of station facilities among the five radio zones, which are widely disproportionate in size, but the same in population, and an equitable allocation according to population among the states in each zone. Repeal of the amendment would automatically invalidate the quota system and leave to the discretion of the FCC the allocation of facilities on an equitable basis consistent with good engineering.

Since the broadcast band is crowded, it is not expected that many new stations could be licensed in the more populous areas. But it is anticipated that a number of part-time stations, blocked by quota, could become full time, and that power increases in a number of cases would be made possible. If strict engineering principles are followed it is expected that no undue hardships will result from the repeal. On the other hand, with no barriers in the law, great harm could result through indiscriminate licensing and indiscreet administration, according to qualified observers.

HOW TO
Wake Up Sales
• • •
Early to Bed, Early to Rise,
Work Like Hell and Advertise on
KFPY'S
"Organ Reveille"
7:15 to 8 a. m.

A participating program, over four years old, limited to ten non-competitive accounts.
It has a surprising record for results, mainly because it reaches a goodly share of the Inland Empire ($300,000,000 annual spending power) just before it leaves to work, to buy. Write or wire for rates.

KFPY — Pioneer Broadcasting Station of Spokane

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK
Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
601 Russ Bldg., SAN FRANCISCO

Year-Round Radio Gaining in Favor, According to CBS

Staying Qualities of Sponsors Shown in Promotion Piece

THE WAY its advertisers like 52-weeks-a-year schedules and what happened to those who didn't stay on the air 52 weeks in 1935 is shown in a CBS promotion piece titled *"More-Than-a-Year" vs. "Less Than a Year" Advertising Over the Columbia Broadcasting System.*

The booklet starts out by taking an 8½x11 inch page to say that "110 CBS clients sponsored 135 programs in 1935". On the next page 32 programs of limited duration are eliminated, with explanations, thus reducing the number of programs examined to 103.

Of these, 28 or 27.2% were on the air 52 weeks last year; 15 (53%) of this group renewed for 52 weeks this year; 5 (18%) have renewed indefinitely, a total of 70% renewals for the "52-weekers". Another 15 (14% of sponsored programs) were on some time last year and are now on a 52-week contract; another 20 (19%) are currently on the air indefinitely, making a total of 63 (61%) successful long-term programs.

Then CBS explains why 40 of the 103 programs cancelled or expired at the termination of contract. Ten of them are still on the air with other programs; one which had pushed sales to a 19-year record after 64 consecutive weeks was cancelled when the expedition from which it originated (Byrd) returned to this country; 14 were cancelled by sponsors due to trouble within their own organizations.

Reasons for the 14 cancellations included labor trouble in the factory which prevented distribution equal to the demand; exhaustion of funds from a public treasury; change in product; inadequate distribution system to justify a national campaign; financial difficulties; lack of suitable CBS time to suit particular sponsors.

Summing up, CBS points out that there were 63 successful long-term programs vs. 16 short-term programs.

Mr. Station Owner:—

This ad should hold an appeal only to the station owner who believes that his business has not developed sufficiently to satisfy him, regardless of the cause.

A very successful team of Manager and Commercial Director wish to assume operation of a station which has good fundamental prospects on a profit sharing basis.

This team are showmen and producers —building for permanent volume and establishment of prestige is their mode of operation. These men are proud of the 400% increase in revenue gained during the two years of operating present affiliation. All correspondence will naturally be handled with discretion.

Address
Box 495, BROADCASTING

Signed With Warner

WHILE Warner Bros. still maintains silence about signatories to its five-year music performance contracts, it is reliably learned that more than 200 stations have signed, but of these only about a dozen are in the more important status from the standpoint of rates which would yield any substantial revenue individually. Networks and their owned and operated stations have ignored the contracts, it is known. The report persists that Warner publishing houses will return to ASCAP shortly.

Kolynos Show to CBS

KOLYNOS Toothpaste's *Hammerstein Music Hall* show now on the NBC-Red network on June 30 will shift over to the basic CBS network, Tuesdays, 8-8:30 p. m. This spot now occupied by A. S. Boyle Co., New York, which relinquishes it June 23, is used for the *Lazy Dan* show on behalf of Old English Floor Wax, but from June 2 until it signs off June 23 it will promote the same firm's Three-In-One oil. Blackett-Sample-Hummert Inc., New York, handles both the Kolynos and Boyle accounts.

Talent of Agencies Held Not Employees

Artists Not Within Scope of Unemployment Insurance

A RULING in New York State holding that artistic talent engaged by advertising agencies and others for performance purposes should be considered independent persons rather than employes, is expected to result in substantial savings to broadcasters and their clients under payments required by state and Federal social security statutes, A. L. Ashby, vice president and general counsel of NBC, declared May 26.

Mr. Ashby explained that on May 22 the executive director of the Division of Unemployment Insurance of New York ruled that "artistic talent engaged by advertising agencies, etc., should be considered independent persons rather than employes" for the purposes of the New York Unemployment Insurance Law. This ruling was handed down to George Link Jr., counsel for the American Association of Advertising Agencies, with whom NBC and CBS counsel cooperated in obtaining an opinion.

"While the ruling does not mention broadcasters," Mr. Ashby said, "it should apply equally to them and while it is limited to New York it should be valuable and weighty precedent in other jurisdictions."

Thus it is concluded that broadcasters, advertising agencies and advertisers using radio with outside talent, will not be required to pay either Federally or to state jurisdictions social security or unemployment assessments based on "salaries" to these artists. Under the Federal statutes, employers in the respective states may deduct state payments from the Federal, as part of a reciprocal plan.

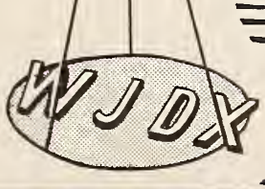
H. C. BRILL Inc., New York (E-Zee-Freeze) on June 3 will start *Home Talks* on a six-station Mutual hookup, using the 9:30-9:45 p. m. period Wednesdays.

"THE VOICE OF MISSISSIPPI"

WJDX

JACKSON, MISSISSIPPI





"CONSISTENT COVERAGE IN MISSISSIPPI"

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!

THAT'S a swell new studio setup at WKY, Oklahoma City—a tribute, we are sure, to the genius of Walter Harrison. Memory: This writer then on the Kansas City Star's editorial staff (1919) sold Mr. Harrison (via correspondence) on the idea of giving us the Sunday editor's job on the Oklahoman. We hope we shall never again see a similar look of disappointment as that which shadowed Mr. Harrison's face when he saw us first and exclaimed, "I thought you were much older." We were 21 years old but we got the job and some great experience under one of the finest men we've ever known.

* * *

WGES was Chicago's first station to install complete air conditioning in its offices and studios. Now WCBD and WSBC are being similarly equipped.

* * *

A pretty swell tribute to the honor of radio operators: Virtually none in Chicago is taking advantage of the relaxed ruling on phonograph records — certainly refuting the claims of those who said radio stations were "trying to fool the public!"

* * *

WSBC has the only all-colored (negro) hour on the air that we know of. And does it sell merchandise to the more than 250,000 negroes of Chicago? Ask any of the advertisers who have been using it effectively for more than seven years!

* * *

There are a quarter million house trailers for motorcars in use. Agency space buyers will soon be asking for your house-trailer listening figure.

* * *

WCBD has been showing merchants and manufacturers from Milwaukee how to get business from Chicago; at the same time we've illustrated to Chicago advertisers how to tap the rich Milwaukee market. Result: An hour-a-day feature sponsored equally by Chicago and Milwaukee concerns. *Maybe you'd like to cover both Milwaukee and Chicago and the tremendous additional territory served by WCBD at ridiculously low cost?*

* * *

Professor Elder of Massachusetts Tech has finally verified what most radio station operators have known since their first broadcast: It's the PROGRAM and not the size of the station that determines size of the radio audience.

Gene T. Dyer

THEY'LL NOT BE COMING 'ROUND THE MOUNTAIN FOR US!

No sir! Station WAVE furnishes none of the music for the dances in the district school-house down at Chicken Bristle! But here in the Louisville trading area (which does about as much business as all the rest of Kentucky) we get an even break with any station on the dial! Because, after all, we're the only N.B.C. station in these here parts—and that's only *parts* of it!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

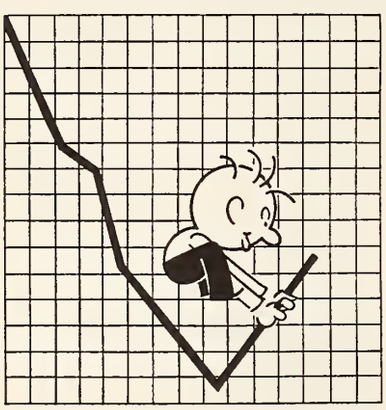
Griffin's Annual Spots

GRIFFIN MFG. Co., Brooklyn (All-White shoe cleaner) during the week of May 25 began its spring spot announcement promotion on 25 stations throughout the East and Midwest. The announcements are about 25 words in length and are broadcast at various times through the day with at least one announcement each day, except Sunday, over all stations. Announcements are broadcast over a few stations on Sunday. Comprising the client's list are: WCKY, WGY, WMCA, WBT, WTAR, WGST, WOL, WHAM, WHK, WRVA, WLAC, WDOD, WJR, WLS, WTMJ, WTCN, WHO, WIP, WEEI, WJAS, WFBR, WTAG, WJAR, WTIC, WCSH. Bermingham, Castleman & Pierce Inc., New York, handles the account.

Taxis Aid WCOA Clients

WCOA, Pensacola, Fla., has started a special service for national radio advertisers by contracting with the largest taxi cab company in Pensacola to carry a banner across the back of each cab calling attention to WCOA and giving the name of the program and its sponsor. There are 30 of these cabs, each of which covers 300 to 400 miles per day. Test campaigns and regular accounts are allotted a certain number of days during which banners featuring their programs are carried on the taxi cabs.

DR. FRANKLIN DUNHAM, NBC educational director, has been announced as one of the guest lecturers on a new study course, at New York University.



A *Prescription* FOR SICK SALES CHARTS

KWK is a specialist at curing weak, run down sales charts. If your sales chart is beginning to droop don't hesitate! See us immediately! We will soon have it bouncing up with renewed life.

Remember, we have never failed to effect a cure.

THOMAS PATRICK INCORPORATED
HOTEL CHASE — ST. LOUIS, MO.
REPRESENTATIVE — PAUL H. RAYMER CO
NEW YORK — CHICAGO — SAN FRANCISCO

KWK

Central America's "Bowes"



Mr. Castillo

THAT'S the title already earned by Manuelo F. Castillo, director of the Republic of Panama's newest broadcasting station, *La Voz de la Victor,* which went on the air at Colon in April and is meeting real success. Broadcasting simultaneously in the regular broadcast band on 1440 kc. and in the shortwave band on 6005 kc., HP5K uses NBC Thesaurus, has RCA equipment throughout, and is one of Central America's most modern stations. The amateur idea took so well when Senor Castillo started it (he broadcasts in both English and Spanish) that it not only is sponsored but the sponsored show is staged in a Colon theater before big audiences.

Laboratory Sponsor

SHIRLEY H. WYNNE Public Health Laboratories, New York (health talks) through Neff-Rogow Inc., New York, has begun a new series of health talks on three stations of the Inter-City Group (WMCA, WIP, WMEX) Tuesdays, Thursdays and Saturdays, 11:45 to 12 noon and on WEAF, Monday, Wednesday, and Friday 9:30-9:45 a. m. The Inter-City network program began May 21, with the WEAF series starting the following day. All stations are signed for 13 weeks. Loft Inc., New York retail candy unit was the first client of the new concern which is headed up by Dr. Shirley Wynne, former Commissioner of Health for the City of New York. Dr. Wynne will participate in all broadcasts.

Zipper on WOR

SLIDE FASTENERS Inc., New York (Zippers) on Tuesday, June 2, 12:45-1 p. m. will begin a new series of twice-weekly programs, Tuesday and Thursday, on WOR with Jim Barry, baritone, and a string trio as the talent. Program is signed for six weeks. G. Lynn Summer Co. Inc., New York, has the account.

Lehn & Fink Test

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J. (Neva-Wet water proofing preparation) on May 18, started on WCAE, Pittsburgh, with a five-weekly studio program titled *Our Family.* It is a test campaign and is signed for 13 weeks. Lennen & Mitchell Inc., New York, placed the account.

Calox Spots in West

McKESSON & ROBBINS Inc., New York (Calox toothpowder) is using 13 one-minute live announcements on five stations on the Pacific Coast. N. W. Ayer & Son Inc., New York, placed the account.

Washington's
Own
Local station
Washington, D. C.

CBS Leasing KSFO

(*Continued from page 12*)

sions extending to CBS the right to renew the lease or enter into an affiliate arrangement with WEEI at the end of the lease period also are included.

The lease agreement covers leasing of the transmitter equipment, including the land and structures at Weymouth, Mass., all broadcasting and studio equipment and the broadcasting business of WEEI. The agreement was signed April 2. The contract recognizes the possibility of technical development and changes in the present broadcast allocations by providing that both parties will cooperate in securing promptly the approval of the FCC for installation of a 5,000 watt transmitter, the cost of which, including land, buildings, towers and equipment, is to be paid by the Edison company up to $150,000. This looks toward a possible horizontal increase in the power of regional stations to 5,000 watts. The lease also provides that the present 1,000 watt transmitter is to be retained for use as an auxiliary as long as CBS desires, and it contemplates installation of additional new equipment for improvement of the station during the term of the lease.

WEEI Bidding Spirited

THE AGREEMENT with CBS was consummated after spirited negotiations in which several organizations were involved. Whether the Broadcast Division will designate the proposed assignment for hearing is not known at this time.

In designating for hearing the assignment application involving KNX, the Division also remanded to the hearing docket the application for renewal of the KNX license. The station has been operating under a temporary authorization by virtue of FCC citations on programs, notably in the so-called "Marmola" case heard several months ago. The Broadcast Division, sitting en banc, will hear the arguments on the assignment, and presumably at the same time will take testimony from KNX executives with respect to the some two-dozen commercial programs which originally were investigated.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

TAKE YOUR STUDIO WITH YOU!



are packed with listener interest—but what a headache they have been to the operators who have had to carry makeshift equipment in taxicabs, in airplanes, through crowds—to all the inaccessible places where news and sports events are happening.



Too often "remote control" has meant very little control at all over the quality of the broadcast that is put on the wire.

But now, after a year of development and proving in the field, the COLLINS 12X REMOTE AMPLIFIER is ready for your broadcasts. It is light, compact, will take severe punishment, and will give you remote broadcasts of studio quality.

The remarkable technical features of the 12X are explained in a descriptive folder —mailed on request.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 14 TO MAY 29, INCLUSIVE

Decisions . . .

MAY 14

APPLICATIONS GRANTED:

KGNF, North Platte, Neb.—CP change equip.

KFPW, Fort Smith, Ark.—Same.

WTAR, Norfolk—CP directional antenna, move trans. locally, increase 500 w to 1 kw N directional.

KVOE, Santa Ana, Cal.—Transfer control to J. S. Edwards Inc.

WREC, Memphis—License for CP 600 kc 1 kw N directional 2½ kw LS.

WSGN, Birmingham—Vol. assign license to Birmingham News Co.

W8XO, Cincinnati—Renewal exp. license.

SET FOR HEARING—NEW, Birmingham News Co., Birmingham; KIT, Yakima, Wash.; NEW, Mile High Radio Corp.. Denver; NEW, News Press Pub. Co., Santa Barbara; NEW, Metropolis Co., Jacksonville, Fla.; NEW, North Georgia Brdcstg. Co., Rossville, Ga.; NEW, Owensboro Brdcstg. Co., Owensboro, Ky.; KNX, Los Angeles, to be heard by Broadcast Division 6-29-36.

SPECIAL AUTHORIZATIONS—WWJ, Detroit, use trans. as aux.; WIOD-WMBF, Miami, extension temp. auth. antenna pending repairs; WIS, Columbia, S. C., extension temp. auth. 560 kc 1 kw N 5 kw D non-directional for spec. period, in event of interference to WQAM N power shall be reduced; WMFJ, Daytona Beach, Fla., extension temp. auth. transmitter; WFAA, Dallas, temp. auth. use joint call WFAA-WBAP during celebration.

MISCELLANEOUS — KCMO, Kansas City, reconsidered and granted applic. renewal and assignment to Lester E. Cox, Thomas L. Evans, C. C. Cox; NEW, Memphis Commercial Appeal Inc., granted permission file appearance etc. for applic. station at Mobile; WMT, Cedar Rapids, Ia., denied reconsid., grant without hearing, applic. CP increase 2½ to 5 kw D; WCBD, Zion City, Ill., denied reconsid., grant applic. move studio to Chicago; KOB, Albuquerque, N. M., granted postponement renewal hearing pending applic. assignment license; NEW, Struble, Strong Fagan, Dalles, Ore., granted order take depositions; WWAE, Hammond, Ind., suspended grant of 3-27-36 and set for hearing applic. unltd. D Sh.-WFAM N; NEW, R. J. Laubengayer, Salina, Kan., denied reconsid., grant without hearing applic. CP 100 w 1500 kc unltd.; WALA, Mobile, granted request take depositions.

ACTION ON EXAMINERS REPORTS:

NEW, G. D. Goff, Tampa—Denied CP 1500 kc 100 w unltd., reversing Examiner Hill.

WBNX, New York — Granted CP move trans., increase 250 w to 1 kw 1350 kc Sh.-WAWZ, sustaining Examiner Bramhall.

MAY 21

APPLICATIONS GRANTED:

KMLB, Monroe, La. — License for CP change equip.

WDAS, Philadelphia — License for CP aux. trans.

KFRC, San Francisco—License for CP increase to 5 kw D, also use old trans. as aux.

KBIX, Muskogee, Okla.—License for CP new station 1500 kc 100 w unltd.

WHOM, Jersey City—Consent transfer control to Paul F. Harron & Joseph Lang.

KFWB, Hollywood — Modif. CP extend completion.

KLZ, Denver—Modif. CP new equip.

WHIO, Dayton—Modif. CP new equip.

WCLO, Janesville, Wis.—Modif. CP approving antenna trans. site.

WHK, Cleveland—License use old trans. as aux.

WCAO, Baltimore — License use old trans. as aux.

KEUB, Price, U. — Modif. CP change equip., trans., studio sites.

WHIS, Bluefield, W. Va.—License for CP new equip., move trans.

WPRP, Ponce, P. R. — License for CP new station 1420 kc 100 w N 250 w D spec.

WMBR, Jacksonville, Fla.—License for CP new equip.

WICC, Bridgeport, Conn. — Modif. license spec. to unltd., facilities WCAC.

WHBU, Anderson, Ind.—CP change equip.

KFEL, Denver—CP change equip.

KECA, Los Angeles—Modif. CP extend completion.

WFBM, Indianapolis — License for CP move trans. locally, new equip., increase 1 to 5 kw.

KVOL, Lafayette, La.—Vol. assign. license to Evangeline Brdcstg. Co. Inc.

W9XHW, Minneapolis—License for CP gen. exp. 50 w.

W2XR, Long Island City, N. Y.—Consent vol. assign. license to Interstate Brdcstg. Co.

SET FOR HEARING — NEW, KLA Inc., La Grande, Ore.; NEW, John S. Allen & G. W. Covington Jr., Montgomery, Ala.; NEW, Fred J. Hart, Honolulu; NEW, Bayou Brdcstg. Co., Houston; NEW, Twin City Brdcstg. Co. Inc.; Lewiston, Me.; NEW, Thomas L. Evans, J. L. Milligan, Jefferson City, Mo.; NEW, Harold M. Finlay & Mrs. Eloise Finlay, La Grande, Ore.; NEW, H. Wimpy, Albany, Ga.; NEW, Eau Claire Brdcstg. Co., Eau Claire, Wis.; WGN, Chicago, applic. CP 500 kw, to be heard by Broadcast Division; KTRH, Houston; WDOD, Chattanooga; WCRW, Chicago; KICA, Clovis, N. M.; KVOE, Santa Ana, Cal.; New, Tribune, Great Falls, Mont.; NEW, C. E. Wilkinson Brdcstg. Co. Inc., Mason City, Ia.; WSBT, South Bend, Ind.; KFBB, Great Falls, Mont.; KSD, St. Louis; NEW, Ed Klies, Helena, Mont.; WHBC, Canton, O.; WOWO, Fort Wayne, Ind.; NEW, Cacha Valley Brdcstg. Co., Logan, U.

MISCELLANEOUS — NEW, Lookout Brdcstg. Corp., Chattanooga, granted postponement hearing; WCAE, Pittsburgh, reconsidered renewal license because of protest of WREN, authorized temporary continuance 1220 kc 1 kw N 5 kw D pending hearing; WPAX, Thomasville, retired to files applic. CP change equip. etc.

APPLICATIONS DISMISSED — NEW, Northern Brdcstg. Corp., Watertown, N. Y.; NEW, Ben L. Taylor, Phil B. Whitaker, Mrs. Phil B. Whitaker, Chattanooga; KFEQ, St. Joseph; KOOS, Marshfield, Ore.; KWBG, Hutchinson, Kan.; NEW, Evans Brdcstg. Co., Kansas City; NEW, Southland Brdcstg. Corp., Chattanooga.

ORAL ARGUMENTS — NEW, C. G. Hill, George D. & Susan H. Walker, Winston-Salem, N. C., 9-17-36; NEW, Central Brdcstg. Co., Eau Claire, Wis., 9-17-36; NEW, Pittsburg. Co., Pittsburg, Kan., 9-17-36.

RATIFICATIONS:

WTHT, Hartford—Set for hearing applic. modif. CP D to unltd. (5-15).

Petition of Black River Valley Brdcstg. Inc. intervene hearing applic. Brockway Co. and Northern Brdcstg. Corp. granted and hearing continued to 6-23-36.

APPLICATION DENIED — Evening Herald Pub. Co., Los Angeles, spec. auth. unltd. pending action on applic. license for CP.

MAY 28

APPLICATIONS GRANTED:

KMA, Shenandoah, Ia.—CP move trans., new radiator.

WKY, Oklahoma City—CP vert. radiator, increase 1 kw to 1 kw N 5 kw D.

KGW, Portland, Ore.—CP change equip.

WCAP, Asbury Park, N. J.—CP change antenna.

KGY, Olympia, Wash.—CP new equip.

KFPY, Spokane—Modif. CP trans. site, antenna 5 kw D.

KSCJ, Sioux City, Ia.—Modif. CP trans. site, change equip.

WMBD, Peoria, Ill.—Modif. CP new equip.

KIRO, Seattle — License for CP move trans., studio.

WKAQ, San Juan, P. R.—License for CP change equip., increase to unltd.

WJJD, Chicago—License for CP move trans. to Des Plaines, ver. radiator.

WEOA, Evansville, Ind. — License for CP 1370 kc 100 w unltd.

WHBC, Canton—Temp. renewal license, applic. set for hearing.

WAML, Laurel, Miss.—License 1310 kc 100 w spec.

WCOP, Boston—Vol. assign. license to Mass. Brdcstg. Corp.

NEW, Lincoln Memorial U., Middlesboro, Ky.—CP new station 1210 kc 100 w unltd.

WSPD, Toledo—License for CP increase 2½ to 5 kw D 1 kw N.

WMFN, Clarksdale, Miss.—CP move to Grenada, Miss.

WBBZ, Ponca City, Okla. — Temp. extension license.

KROC, Rochester, Minn.; WSAJ, Grove City, Pa; WCAX, Burlington, Vt.; KGY, Olympia, Wash.; WCCL, Jamestown, N. Y.; KFYO, Lubbock, Tex.; WMBO, Auburn, N. Y.; KOOS, Marshfield, Ore.—Renewal license regular period.

WTHT, Hartford, Conn.—Modif. CP re equip

SET FOR HEARING—NEW, Voice of Detroit, Mich., CP 1120 kc 500 w N 1 kw D unltd.; NEW, Orrin P. Kilbourn, Albany, N. Y., CP 1240 kc 250 w unltd.; NEW, Panama City Brdcstg. Co., Fla., CP 1500 kc 100 w D; NEW, Brownwood Brdcstg. Co, Brownwood, Tex., CP 1370 kc 100 w D; NEW, Southern Brdcstg. Corp., New Orleans, CP 1200 kc 100 w Sh.-WJBW, facilities WBNO; NEW, Radio Enterprises Inc., Hot Springs, Ark., CP 1310 kc 100 w D; NEW, Cadillac Brdcstg. Co., Dearborn, Mich., CP 1140 kc 500 w D; NEW, Asheville Daily News, N. C., CP 1370 kc 100 w unltd; WIND, Gary, Ind., renewal license; WBNO, New Orleans, renewal.

SPECIAL AUTHORIZATIONS—WJEJ, Hagerstown, Md., extension temp. auth. 50 w LS to 11 p. m. Tues., Thurs., Sat., Sund., June; WFIL, Philadelphia, extension temp. auth. 1 kw N June; WOW, Omaha, extension temp. auth. 5 kw June.

APPLICATIONS DISMISSED — WFIL, Philadelphia, modif. license 560 kc 1 kw unltd.; NEW, W. F. Kollecker, Pittsfield, Mass., CP 1290 kc 250 w D.

MISCELLANEOUS — KPPC, Pasadena, Cal., modif. license to 100 w; NEW, F. N. Pierce, Tyler, Tex., denied continuance hearing; WRBC, Youngstown, granted continuance; KFPL, Dublin, Tex., granted renewal, two applic. modif. CP; KOMA, KTAT, WACO, referred to docket section requests for hearing applic. vol. assignment license to Hearst Radio Inc. be fixed for June; A. W. Hayes, Erie, Pa., denied advance of argument date; Plain Dealer Pub. Co., Cleveland, granted applic. transfer control WHK, WHAT to U. B. Co.; NEW, Red River Valley Brdcstg. Corp., Sherman, Tex., granted without hearing CP 1310 kc 100 w D; John E. Fetzer, Saginaw, Mich., withdrawn without prejudice; NEW, Cal. Sales Contract Co., San Francisco, applic. dismissed with prej.; Steffens Ice & Ice Cream Co., Wichita, denied motion withdraw applic. and have case dismissed without prej.

RATIFICATIONS:

KIDO, Boise, Id. — Granted extension temp. antenna (5-23).

WSGN, Birmingham — Granted temp. auth. rebroadcast programs DJD, Berlin, and COCH, Havana, if in public interest.



San Francisco NBC Engineers Hold Meeting

A. H. SAXTON, NBC western division engineer and J. W. Baker, operations supervisor, were guests of honor at a dinner meeting of the San Francisco Chapter, Association of Technical Employes of NBC, held May 8 in the Lake Merritt Hotel, Oakland.

Photo shows, sitting at table (left to right), Thomas M. Watson, field engineer; Oscar A. Berg, maintenance supervisor; James I. Ball, KGO transmitter engineer; George B. McElwain, assistant field supervisor; J. W. Baker, operations supervisor; A. H. Saxton, Western Division Engineer; E. C. Callahan, field engineer and San Francisco Chapter Chairman, A. T. E.; Lester D. Cully, studio engineer and secretary-treasurer, San Francisco Chapter; Ray D. Ferguson, maintenance man; Aubrey E. Fisher, KGO transmitter engineer; Orin H. Brown, KPO transmitter engineer; Walter D. Kellogg, KPO maintenance man. Standing (left to right), Guy H. Cassidy, studio engineer; Edgar L. Parkhurst, field engineer; George Greaves, field supervisor; G. Warren Andresen, studio engineer; Edward A. Poage, KPO maintenance supervisor; William H. McAulay, KPO transmitter engineer; George Maher, Jr., studio engineer; Albert E. Evans, KGO station engineer; Edward R. Manning, field engineer, and David H. Atkins, KGO maintenance supervisor.

Examiners' Reports . . .

WSMB, New Orleans — Examiner Hill recommended (I-223) that applic. renewal license 1320 kc 1 kw unltd. be granted without restriction of radiation toward Des Moines.

WDBO, Orlando, Fla. — Examiner Walker recommended (I-224) that applic. increase 250 w to 1 kw be granted if applic. WCHS for 1 kw N applic. WDBO to move station are granted; otherwise that it be denied.

NEW, Petersburg Brdcstg. Co., Petersburg, Va.; WPHR, Petersburg—Examiner Bramhall recommended (I-225) that applic. Petersburg Brdcstg. Co. for CP 880 kc 500 w D facilities WPHR be denied; that applic. WPHR for renewal be granted; that applic. WPHR move trans. and studio to Richmond be denied.

Applications . . .

MAY 16

WKAQ, San Juan, P. R.—License for CP change equip., move trans.

NEW, Harriet M. & Helen W. MacLellan, d/b Cape Cod Brdcstg. Co., Barnstable Twp., Mass. — CP 1210 kc 100 w 250 w D unltd.

NEW, Farnsworth Television Inc., Springfield, Pa.—CP exp. television.

W8XAL, Mason, O.—Modif. license to add 9590 kc.

WLAK, Lakeland, Fla.—License for CP new station.

NEW, Daily News Corp., St. Paul—CP 1370 kc 100 w unltd. amended to 630 kc 250 w.

WJJD, Chicago—License for CP move trans.

KGY, Olympia, Wash.—CP new trans.

WDNC, Durham, N. C.—Auth. transfer control to Durham Herald Co.

APPLICATIONS RETURNED — NEW Frank O. Knoll & Julian F. McCutchan, St. Cloud, Minn. (gen. exp.); WPAX Thomasville, Ga.

MAY 18

WCNW, Brooklyn—CP change antenna, move trans. to 195 Varick Ave., Brooklyn.
NEW, Valley Brdcstg. Co., Youngstown, O.—CP 780 kc 1 kw unltd.
WHAS, Louisville—Exp. auth. and CP new equip., increase 50 to 500 kw, move trans.
WKBB, Dubuque, Ia.—CP new antenna, move studio to Hotel Julien.
WHBU, Anderson, Ind.—License for CP change equip., increase power.
KHSL, Chico, Cal.—Modif. license 950 to 630 kc, 250 w D to 250 w D & N, hours to unltd., amended to 1260 kc.
KGFJ, Los Angeles—CP change 1200 to 1170 kc, 100 w to 250 w 500 w D.
KIRO, Seattle—License for CP change equip., move trans. & studio.
APPLICATIONS RETURNED—WCAX, Burlington, Vt.; WCHV, Charlottesville, Va.; NEW, Roanoke Gospel Tabernacle, Roanoke County, Va.; WDBJ, Times-World Corp., Roanoke; KFXR, Oklahoma City; KFJZ, Fort Worth; NEW, Frank J. Knoll & Julian F. McCutchan, St. Cloud, Minn. (gen. exp.).

MAY 20

WEEI, Boston—Vol. assign. license from Edison Electric Illuminating Co. to WEEI Brdcstg. Corp.
NEW, Courier-Journal Co. & Louisville Times Co., Louisville—CP gen. exp. 100 w.
WGBI, Scranton, Pa. — License for CP new equip., increase power.
KFBB, Great Falls, Mont. — CP new trans., antenna, move trans. locally.
NEW, Cache Valley Brdcstg. Co., Logan, Utah—CP 1370 kc 100 w unltd., amended to 1200 kc.
APPLICATIONS RETURNED—WJAS, Pittsburgh; KGGM, Albuquerque, N. M.; NEW, Harry G. Kipke, Ann Arbor, Mich.; NEW, National Battery Brdcstg. Co., St. Paul.

MAY 23

NEW, Eugene Meyer & Co., d/b Washington Post, Washington, D. C.—CP 630 kc 250 w 500 w D unltd., facilities WMAL.
NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 250 w D amended to 500 w 250 w D unltd. contingent granting WKBZ applic. 1200 kc.
APPLICATIONS RETURNED — NEW, Emerda's Music House Inc., Cleveland, gen. exp.; WCMI, Ashland, Ky.

MAY 25

KHBC, Hilo, T. H.—License for CP as modif. new station.
WTAG, Worcester, Mass. — CP directional antenna, move trans to Holden, Mass., increase 500 w to 1 kw.
W1XEQ, E. Anthony & Son, Fairbaven, Mass.—License CP gen. exp.
NBC, New York—CP and license gen. exp.
WNAC, Boston—Modif. CP increase to 1 kw N & D, directional N.
WJAS, Pittsburgh—Modif. license 1 kw kw D to 5 kw N & D.
WCOL, Columbus—CP change equip.
W4XCA, Memphis—License for CP gen. exp.
NEW, Frank O. Knoll & Julian F. McCutchan, St. Cloud, Minn.—CP gen. exp. 100 w.
KRSC, Seattle—CP new equip.
KFJI, Klamath Falls, Ore.—License for CP change equip.
KID, Idaho Falls, Id.—Modif. CP amended to change trans. site.
NEW, J. D. Keating, Harvey Wells, L. E. Keating, Joe M. Meyer, L. C. Keating, d/b Vancouver Brdcstg. Co., Vancouver, Wash.—CP 1500 kc 100 w D.
Standard Radio Inc., Hollywood—Auth. transmit transcriptions to Canada.

MAY 26

WCAX, Burlington, Vt.—Autb. transfer control from Bertha Jackson to Mary Jackson Forbes and from latter to Bertha L. Wells Jackson, amended to Mary Jackson Forbes only.
WMFF, Plattsburg, N. Y.—Modif. license from D to 7:30 p. m., 100 w N, amended to unltd.
WSYR, Syracuse — License to use old trans. as aux.
NEW, Pottsville Brdcstg. Co., Pottsville, Pa.—CP 580 kc 250 w D.
NEW, Harry G. Kipke, Ann Arbor, Mich.—CP 630 kc 500 w D.
NEW, News Press Pub. Co., Santa Barbara, Cal.—CP 1410 kc 500 w unltd., amended to 1280 kc.
NEW, Wyoming Radio Corp., Cheyenne, Wyo.—CP 1210 kc 100 w unltd.
KSUN, Lowell, Ariz. — CP change, equip., vertical antenna, increase 100 w 100 w 250 w D.
APPLICATION RETURNED — KCRJ, Jerome, Ariz., CP new trans., antenna.

MAY 29

NEW, Puerto Rico Adv. Co., Mayaguez, P. R.—CP 1370 kc 100 w 250 w D spec., amended re equip., corp. name.
NEW, New England Radio Corp., Bridgeport, Conn —CP 1370 kc 100 w D, amended to 1420 kc.
WIBM, Jackson, Mich.—License CP change equip.
WKBZ, Muskegon, Mich. — CP move trans. locally, vert. antenna.
WPTM, Raleigh, N. C.—Extension spec. auth.
KFJZ, Fort Worth—License CP new equip., increase power.
NEW, Dallas—CP 1500 kc 100 w D, amended from A. Earl Cullum Jr. to Dallas Brdcstg. Co.
NEW, Walker Jamar, Duluth—CP 1500 kc 100 w unltd, amended to 1200, omit request KGFK facilities.
APPLICATIONS RETURNED—WFLA-WSUN, Clearwater, Fla. — Modif. license re field intensity.

Weibert Sentenced

BAYARD E. WEIBERT, promoter of the defunct Transcontinental Broadcasting Corp. and other companies in Los Angeles on May 27 was sentenced by California Superior Court to not less than nine nor more than 75 years at San Quentin prison. Weibert was found guilty by a jury on 17 counts of grand theft and violation of the corporate securities act. He was charged with having misappropriated funds supplied by a number of well-to-do persons on the promise that he would establish a vast television and transcription business.

Agency Signs DeMille

CECIL B. DEMILLE, outstanding motion picture director, has been signed to a long-term contract by J. Walter Thompson Co., through that agency's representative in Hollywood, Dann Danker. Mr. DeMille will produce the *Lux Radio Theatre* CBS programs which have recently been keyed from Hollywood. This is the first time in radio history that a motion picture director has been signed to produce a radio program. Mr. DeMille takes over his new duties June 1.

New College Station

A NEW college station, to operate from Middlesboro, Ky., with 100 watts full time on 1210 kc., was authorized May 28 by the FCC Broadcast Division to Lincoln Memorial University, Harrowgate, Tenn. The transmitter and studios, however, would be in the Kentucky town.

NBC Rate Increases

RATE increases from $360 to $400 per evening hour for WEEI, Boston, and from $280 to $320 for WCKY, Cincinnati, were announced as of June 1 by NBC, to become effective July 1.

Packard Art Spots

PACKARD MOTOR CAR Co., Detroit, is sponsoring a series of announcements in three cities to tie in with local art shows and copy used in Packard magazine advertising. On WKBW, Buffalo, four announcements were used and eight on WBEN. Six announcements are scheduled on WHAM, Rochester. Young & Rubicam Inc., New York, services the account.

Glame Adds WEAF

GLAME COSMETICS Co., Hoboken, N. J. (nail polish) will place Jack Berch on WEAF, New York, beginning June 18, for a weekly program. Contract is signed for 52 weeks. Glame has the same talent on a two station hookup of WOR, Newark, and WFIL, Philadelphia. Franklin Bruck Adv. Corp., New York, has the account.

NBC Mail Record

FOR the second successive month NBC April mail response broke all previous records, exceeding the April, 1935, figure by 121%. The four-month NBC total of 3,084,308 pieces equals the entire 1933 total. The April mail was 12% under the all-time record of March and amounted to 898,147 pieces, of which 835,147 were in response to sponsored programs.

Joseph Burnett in South

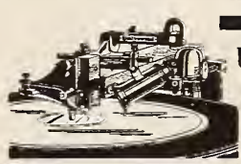
JOSEPH BURNETT Co., Boston (Ice Cream Mix) on June 1 starts a series of five one-minute daytime WBS announcements on five Southern stations, KPRC, WSMB, WMC, WFAA and KRGV. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

AN INCREASE in day power from 1,000 to 5,000 watts on its 900 kc. channel with unlimited time was granted WKY, Oklahoma City, May 28 by the FCC Broadcast Division. WKY also was authorized to install a vertical radiator and make changes in equipment.

A NEWS exchange affiliation with the *Boston American*, whereby programs are broadcast direct from the Hearst newspaper's city room, has been made by WMEX, Boston.

WJAY to Plain Dealer

RECONSIDERING its former action, the FCC Broadcast Division May 28 granted without a hearing the transfer of licenses of WHK and WJAY, Cleveland, from present licensees to the *Cleveland Plain-Dealer*. The former station, a CBS outlet, has been owned by the newspaper through a subsidiary corporation, and about a year ago arrangements were made for purchase of control of WJAY, a local independent. The FCC had set the transfer applications for hearing on May 29.



UNIVERSAL
Professional Recording Machine

Designed and built to insure Highest Class Results. Solid, heavy, dependable —Precision machined thruout: — 16 in. distortion-proof turntable disc—Constant speed rim drive without "waver" or "wow"—110 volt A.C. 100% synchronous, reversible motor — Solid steel bar slide — Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

THE SCHOOL OF EXPERIENCE
W9XAL
W9XBY
America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.



PIONEERS of
PIEZO ELECTRIC CRYSTALS
Since 1925

SCIENTIFIC RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-661 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

New Kellogg Series

KELLOGG Co., Battle Creek, Mich. (cereal) on May 4 began sponsorship of *Girl Alone*, journalistic story, over WMAQ, Chicago, on Mondays through Fridays, 10-10:15 a. m. After June 1, the program will be heard at 12:15 p. m. It will be sponsored only in Chicago and be carried by NBC-Red as a sustainer. N. W. Ayer & Son Inc., New York, placed the account.

WCCO, Minneapolis, is broadcasting *The North Star School* under the auspices of the Minnesota Education Association. Seven programs will make up the series, which may be resumed in the autumn. The program affords an opportunity to demonstrate work of musical groups in Minnesota public schools, who are heard along with speakers on each program.

For the
FINEST
in
Transcription Needles

Write

H. W. Acton Co. Inc.
370 Seventh Ave.
New York City

Samples: Cutting and playback mailed on request

FCC Paves Way for New Services

(*Continued from page 7*)

second part lay down detailed, specific requirements covering each class of station. The rules, in full text are reproduced in this issue.

In the general rules it is specified that all stations except relay stations (formerly broadcast pick-up) must have frequency monitors; that they must carry on an active program of research; that licenses will be issued for one year on a staggered schedule according to services, and that these licenses can only use voice, visual and combination voice and visual transmissions, with no code operations.

The rules governing visual broadcast stations are more comprehensive than those previously in force, and express new FCC policies in connection with that mode of experimentation. Two types of visual service are defined —television and facsimile. One important new principle is that of licensing both the visual and the accompanying aural or sound transmission to one station, as against two licenses heretofore needed. The sound track will be authorized on the higher carrier of the band used by the television licensee.

The channels allocated for television are the bands from 42,000 to 56,000 kc., and 60,000 to 86,000 and any two adjacent frequencies above 110,000 kc., except the amateur band which runs from 400,000 to 401,000 kc. At the June 8 hearing, it is hoped to work out the allocations of the television experimenters which include such companies as RCA, Philco and Farnsworth. There will be specific frequency assignments and the band widths to be used will vary from 1,500 to 4,000 kc. in order to accommodate high definition television.

Planning for Television

LOOKING toward the day when there will be regularly scheduled television broadcasts, promised by RCA toward the end of June on a "demonstration basis", the rules set forth specific provisions on commercial tie-ins. They specify that visual broadcast stations, whether television or facsimile may not receive, directly or indirectly, any form of compensation. Then these important paragraphs, covering tie-ins:

> In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product, or the televising of the trade mark, symbol, slogan, or product of the sponsor; provided however, when the program transmission is incidental to the experiments being conducted and not featured and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.
>
> No additional charge, direct or indirect, shall be made by the licensee of a regular broadcast station for simultaneous transmission by a television broadcast station and commercial accounts shall not be solicited by licensees of regular broadcast stations or by others upon the representation that the program will also be transmitted by a television broadcast station.

The synchronized sound program of a television station, the rule further provides, may be broadcast by a regular broadcast station if no announcements or references are made over the latter station regarding the operation of the television station "except the mere statement that the program being transmitted is the synchronized sound program of a television broadcast station" which would be identified by call letters.

As in the case of all other experimental operations, the rules specify that the call letters identifying the television station and the broadcast station shall be given on their respective frequencies only, and not simultaneously over both channels.

In the case of facsimile broadcasting, the same general rules respecting commercial announcements will apply. Because of the narrower band width, no frequencies are specified for facsimile stations, but applicants may request any frequency in the general experimental band which will cause least interference to established stations.

Much interest will center around the new rules governing high-frequency or apex stations, since this type of purely local station is looked upon as the future outcropping of sound broadcasting. There has been a veritable land-rush for frequencies in this band, and some 40 pending applications have been held up until the new rules were approved. The FCC first specifies that these stations are for transmission of aural programs for "general public reception", with the frequencies lying above 25,000 kc., on an experimental basis subject to change without notice or hearing.

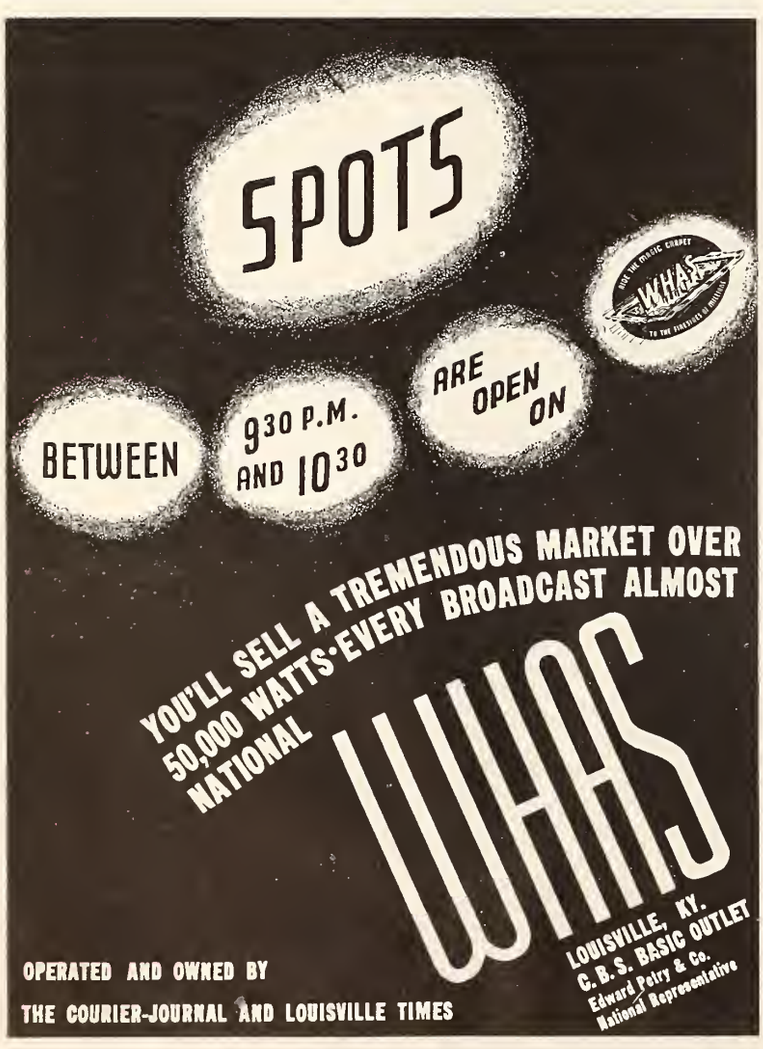
To the group of frequencies at present assigned to this service three other groups have been added, broadening greatly the availability of space in this band. Again strict experimental and research requirements are laid down to qualify for use of the channels with the added proviso of non-commercial operation. These stations, the regulations state, shall not broadcast programs for which they receive directly or indirectly any form of compensation "but may transmit the programs of regular broadcast stations, including commercial programs, if the call letters when identifying the stations are given on their respective assigned frequencies only and the statement is made on the high frequency broadcast station that the program of a regular broadcast station is being broadcast."

Commercial Limitations

THE RULE states further:

"No additional charge, direct or indirect, shall be made by the broadcast licensee for simultaneous transmissions by the high-frequency broadcast station nor shall commercial accounts be solicited by licensees of regular broadcast stations or others upon representation that the program will also be transmitted by a high-frequency broadcast station."

Group "C" of the new frequen





FREQUENCY MEASUREMENTS
ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION

As PROOF of our RELIABILITY we point with pride to this partial list of A-1 Stations subscribing to our weekly or monthly service: WMT, WAAW, WKY, KLZ, KVOD, KSCJ, KGNC, KTUL, WNAX, KWTO, KFRU, WRR, W9XBY, KARK, WGBF, KFRU, WNAD, WSUI, KMMJ and more than 100 others.

TRU-AXIS CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 CPS/Degree C./per Megacycle and tested for this drift over a 50° C. range.

Fully mounted in precision Isolantite air-gap holder.



$42.50
(Effective June 1st)

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 Baltimore Ave. Kansas City, Mo

ies for apex, ranging from 31,600 o 41,000 kc., constitutes the pres- nt apex channels. In addition here has been added Group A, anging from 25,950 to 26,150 and roup B from 26,400 to 26,500, ach group containing four chan- els. Another new group, (D) for xperiments of the type Maj. Ed- in H. Armstrong contemplates in ew York with "super-power", is et aside to test a new mode of requency modulation transmis- ion. And then a final group (E) bove 86,000 kc. is set aside. In he groups A, B and D, say the egulations, only one frequency rom each group will be assigned licensee in the same service area, nd a separate license and call let- ers will be assigned for each fre- uency. A license will authorize peration on only one of the four ssigned frequency classes at any ne time.

The A and B groups for apex ere set aside as international hannels by the Madrid Telecom- unications Conference in 1934, ut have proved to be of very lit- le value. For that reason they ave been appropriated for apex ut with the understanding that ny licensees on them shall request eports concerning reception out- ide North America, if any, dur- ng operation from 10 a. m. to 2 . m., local time, in order to pro- ure evidence of their international overage aspects.

While a maximum power of ,000 watts is specified, there is no inimum. Moreover, on the maxi- um, the rules state that power of ore than 1,000 watts will not be ranted unless the applicant can how that greater power is needed or special research. At present ractically all of the some 30 apex tations use 100 watts power.

The new rules governing relay roadcast stations, formerly called roadcast pickup, also place these tations in a new service category. uch stations, used mainly for re- ote pickups, will be licensed only holders of regular broadcast tation licenses. That is designed prevent private parties, not therwise engaged in broadcasting, operate "rental" relay services.

New frequencies in the very igh range are added to the old roup of channels in the medium and for this relay service. The roups now provided range from 600 kc. to 2,830 kc. and from ,100 to 40,600 and above 86,000 c. It is specified that holders of ese licenses must notify the FCC o days in advance of plans to use these facilities, but a waiver clause is provided in cases of events over which they have no previous knowledge, such as disasters, floods, fires, and the like, whereby service can be initiated immediately provided a telegram is addressed to the FCC before the actual broadcast, covering details of the event and the expected duration.

Licensees of relay stations will be authorized to transmit commercial or sustaining programs and orders concerning such programs to its regular station and other stations transmitting the same program simultaneously, but are "not authorized to transmit programs to be broadcast solely by other regular broadcast stations."

Foreign Relays

IN THE international broadcasting realm, the rules also are broadened considerably. Stations will be required to do a direct international broadcast service, in lieu of the international "relay" service for which they were originally designed. Consequently, the name "relay" has been dropped and the term "international" substituted. Although repeated efforts have been made to drop the "experimental" restriction and permit sale of time on these channels because of wide listener appeal throughout the world, the new rules specify that no time may be sold. Frequencies will be in the range between 6,000 and 26,600 kc., as specified by international treaty. Programs of regular stations may be broadcast simultaneously with the regular commercial credits but no remuneration may be received by the station for it and the announcements of call letters must be made separately over each station facility. One new group of international channels is made available—25,625 to 25,875 kc. The minimum power to be allowed will be 5,000 watts. Of the dozen stations assigned for this service several are using power lower than the new minimum. A separate license and call letters will be issued for each frequency, except where frequencies in two or more groups are required to maintain a particular international broadcast service..

Experimental Stations

ANOTHER new class of service set up is that of experimental broadcast stations, the scope of which now are cut down by the definite allocations for apex, television facsimile, relay and the like. These stations must carry on development and research for the advancement of broadcast services "along lines other than those prescribed by other broadcast rules." They will use general experimental frequencies beginning with 1,614 kc., and ranging to 41,000 kc., and above 86,000 kc.

In a press release announcing the new rules, the FCC stated it will be necessary to modify a number of the outstanding licenses, aside from those in the lower television bands, which on July 1 are to be vacated. If licensees are not present at the June 8 conference for discussion of the new rules and of assignment changes, it was added, the FCC on July 1, will issue modified licenses specifying the frequency it deems best for the station licensee.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Records, Operation Cost Studies, Broadcast Plant Appraisals, Interlocking Studio Control Systems, Design and Construction of Special Equipment.
HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
P.O. Box 742 1810 Boonville Hiway
EVANSVILLE, IND.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

"Good Night, Mother"

TO THE Editor of BROADCASTING:

Your editorial "Nit-Wit Law", in your issue just at hand, moves me to say that, the man who instigated that action against the "Good Night, Mother" of John Charles Thomas, is of the type who would kick the crutch out from under the arm of his own crippled mother.

He is of that spineless type possessed with a water-logged brain, the backbone of a jelly-fish, and, instead of a human heart, carries a tumor of decayed principles. When he walks down the street I can see honest men turn their backs. Even the devil himself, when he sees him coming, will shut the doors of hell to keep him out.

That "Good Night, Mother" is far from being the message of John Charles Thomas alone, for I know there are thousands of men and women who murmur the same greeting in consonance with Mr. Thomas. His program is the one radio broadcast I try to never miss, and almost solely so I can close my eyes, and waft the same message to my own dear mother.

GRIDLEY ADAMS,
Advertising Counselor,
Weehawken, N. J.

New Agency for Five Star

LEEFORD ADV. AGENCY Inc., 315 Fourth Ave., New York, a newly formed agency, has been appointed to handle the radio programs sponsored by Remington Rand on the Inter-City Group and on WOR and WINS. The programs concerned are *Five Star Final* broadcast over the first two units, and three programs currently on WINS. Officers of the new agency are: David D. Lee, president; G. Howell Mulford, vice president; W. C. Hoyt, treasurer. Mr. Lee was for four years a vice president of Charles Green Inc., New York agency now defunct. Batten, Barton, Durstine & Osborn Inc., New York, continues to handle the rest of the account.

THIRTEEN Tuesday night programs promoting Daytona Beach, Fla. as a summer resort, have been purchased by the Daytona Chamber of Commerce on WSB, Atlanta, through Loomis & Hall, Miami.

QUARTZ CRYSTALS

- ★ Low temperature coefficient "A" cut
- ★ For the broadcast band
- ★ Do not exceed 4 cycles per 1000 kc per °C
- ★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY
Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

Squibb Plans Spots

E. R. SQUIBB & SONS Inc., New York (Squibb toothpowder) is planning a spot announcement campaign, to introduce a new toothpowder, on about 30 stations from coast to coast. No stations have been selected as yet but the campaign is scheduled to begin July 6. Geyer, Cornell & Newell Inc., New York, has the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Local salesman now employed with successful record, wanted by 1000 watt station in large midwestern city. Send facts. Box 494, BROADCASTING.

Radio Salesman Wanted

with two to five years' experience middle western or southwestern network station. Fair salary to start. Excellent opportunity. Regional station network in west. Address Box 490, BROADCASTING.

Situations Wanted

Man with twelve years experience radio, desirous of agency connection. Seven years Station and Commercial Manager. Five years network experience. Thoroughly competent in creating, building and directing both musical and dramatic programs. Will go anywhere where permanency and future is assured. Excellent references. Address Box 489, BROADCASTING.

Chief Engineer network station desires change. 12 years commercial experience composite and commercial equipment. Experienced in design and building. Permanent position desired with progressive station. References. Box 492, BROADCASTING.

Broadcast Engineer desires permanent position with progressive station. Nine years experience. Now employed on west coast; married; available two weeks notice. Box 488, BROADCASTING.

Combination announcer, continuity writer, operator, experienced in production. Now employed at regional CBS affiliate. Can go anywhere. Box 49, BROADCASTING.

Wanted to Buy

One 100 watt broadcast transmitter. Must pass FCC requirements. State what you have and prices. Box 491, BROADCASTING.

Wish to purchase part or whole interest in or lease radio station. Box 4[illegible], BROADCASTING.

For Sale—Equipment

Type 301A Western Electric Transmitter for sale. Fully AC operated, guaranteed first class mechanical and electrical condition. Capable high quality and efficiency at low operating expense. Modern design, appearance like new. Cost $7,0[illegible] will sell for $2,750 f.o.b. Janesville, Wisconsin, subject to prior sale. Reason for selling, WCLO has been granted increase in power. Delivery any time after July 19th. Make us an offer on two 150-[illegible] steel galvanized towers f.o.b. Janesville. Complete information sent on request. Write or wire WCLO, Janesville, Wis.

For Rent—Equipment

Approved equipment. RCA TMV-75[illegible] field strength measuring unit (new direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

TWO MORE MARKETS!



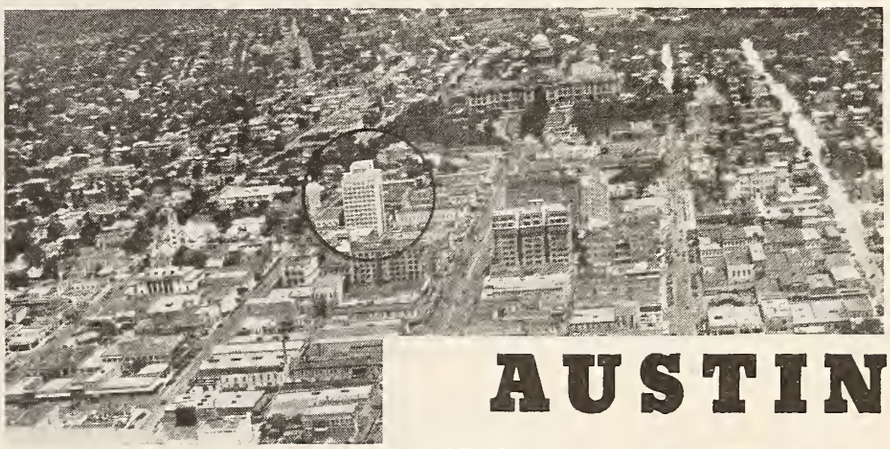
BOTH STATIONS ON C. B. S.

SAN ANTONIO

KTSA

5000 WATTS DAY
1000 WATTS NIGHT

Evening Primary and Secondary coverage 3,600,000



AUSTIN

CAPITAL OF TEXAS

KNOW

100 WATTS

A thriving market of 67,000

ANXIOUS TO BE TOLD ABOUT YOUR PRODUCT!

HEARST RADIO

WCAE — PITTSBURGH
KTSA — SAN ANTONIO
KYA — SAN FRANCISCO
KEHE — LOS ANGELES
WBAL — BALTIMORE
WISN — MILWAUKEE
WINS — NEW YORK
KNOW — AUSTIN

National Representatives:

959 Eighth Avenue
NEW YORK

326 W. Michigan Avenue
CHICAGO

3rd and Market Streets
SAN FRANCISCO

Recognized Superiority



THE rapidly mounting list of leading stations which employ the 70-A Transcription Turntable is evidence, indisputable and cumulative, that this equipment renders superb service. Whether the station be large or small, the same qualities—reliability, versatility and simplicity—are requisite in all equipment. And upon the fulfillment of these basic requirements is RCA reputation, prestige and success solidly founded.

The 70-A embodies the following points which are definitely important:

1 Two speeds, 78 or 33-1/3 r. p. m.—either of which is maintained by a constant-speed motor—coupled to the turntable and heavy flywheel through a mechanical filter and over-running clutch.

2 Matched Frequency Response—Frequency characteristics of both vertical and lateral pick-ups have been designed to match recordings, resulting in substantially flat overall output.

3 High Output Level—Output circuits of the pick-ups match a 200 to 250-ohm line. At 1,000 cycles, either reproducer delivers approximately 0.01 volts r.m.s. to such a line which is about -48 db compared with a zero level of 12.5 milliwatts.

And other features, such as compact design, ease of installation, quiet operation and economy—are all helping to spell success for the RCA 70-A Transcription Turntable.

But most important is the intangible specification which is your assurance of satisfactory performance: *Built to RCA Standards.*

TRANSMITTER SECTION

RCA MANUFACTURING CO., Inc.

Camden, N. J., a subsidiary of Radio Corporation of America

Get in touch with one of these offices: New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street
San Francisco, 170 Ninth Street • Dallas, 2211 Commerce Street • Atlanta, 492 Peachtree Street, N. E.

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 12

WASHINGTON, D. C.
JUNE 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



...One GOOD HEADLIGHT IS WORTH A *dozen* CANDLES



CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. • Des Moines, Iowa • Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

● When the spot to be covered is small, a candle may suffice. But when the movement of merchandise over a wide territory is at stake, stronger facilities are preferred—hence the natural preference for the strength of WHO in covering the extensive Iowa market.

From every standpoint, WHO has an ideal location for a 50 KW transmitter. In contrast to concentrated metropolitan markets, Iowa buyers inhabit a wide area. It takes power to reach them—and WHO has the power. In selling Iowa, you have ground to cover. And where you have ground to cover, one good headlight is worth a dozen candles.

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

The Foreword of the latest reference book from CBS: "RADIO IN 1936"

WE anticipate for this book no more generous reception than is usually accorded any collection of facts and figures. Some will find immediate use for its data. Others may get impatient with the inclusion of material they don't want. Still others will probably damn the book for its omissions. But what this book sets out to do can be stated very simply. It has taken on the job of measuring *all the major dimensions* of a major advertising medium. Other jobs (and other figures) might well be left for other covers. All the more so since this is the first time, oddly enough, that the job has been undertaken in its entirety by any advertising medium. It is likewise the first time that any advertising medium has had to work with a circulation-total of 22,869,000 families: the families of the United States who now have radios; 95% of whom are regularly served by the programs of the Columbia Broadcasting System.

The figure, of course, is much too large for comfortable thinking. The first impulse of the mind is to reject, or slide over it. It reaches so far beyond the older equations of advertising (the figures with which we have had years to get acquainted) that its significance does not readily sink home. We have not estimated how long it would take a man, visiting twenty homes a day, to call on 22,869,000. We do know that the figure includes virtually every home in the country with curtains in its windows, and money in its purse. And we know that this tremendous circulation is one of the primary sources of radio's power: (The other source of radio's power is, of course, its unique use of the living voice —and all which that connotes in delivering the sales message).

But so much for the fact of the 22,869,000 radio homes. What follows in this book is a detailed analysis of the radio families, not in the entire United States, but in all its cities: the communities of every size, with 10,000 population and over. (See page 3 for a discussion of rural radio ownership). Twenty-four basic measures of these families have been taken; defining, to decimal points, their status and listening habits. And here, a pointed question arises:

How accurate are the figures in this book? It's a question to ask of any such study; reminding us that no figures can be better than their antecedents. Too often in advertising (as elsewhere) figures are presented whose honor is lost in a tangle of doubtful paternity. Nothing is easier than for these illegiti-

mate, but plausible, figures to be granted some serious consideration. On the other hand, nothing is commoner than to have honest, hard-working figures discounted by suspicion and cynicism. To help avoid either mishap, may we briefly recount here the history of the data in this book? All the figures on the following pages (with the few exceptions noted) come from a nationwide quarterly study of radio families, conducted by Dr. Daniel Starch throughout 1935, for CBS. This study is an exact continuation of the monthly CBS-Starch study of 1934, which was accepted as the basis of the present official figures of radio ownership, issued by the JOINT COMMITTEE ON RADIO RESEARCH.*

Approximately 6,000 personal interviews were made four times a year. For complete representation, and to insure the accuracy of the sample, these calls were carefully distributed throughout all income-groups and geographical divisions of the country. Ah, but is the sample big enough? (That's a vital test of any statistical effort.) We know it is adequate, for authorities agree that only 5,000 calls, properly made, will determine an accurate cross-section of the entire United States. We restricted our 6,000 calls to families in the cities of 10,000 population and over. And these 6,000 calls were repeated in *different* homes each quarter. Moreover, the 24,000 interviews in 1935 are checked, in turn, by the 120,000 interviews of the larger, monthly Starch studies of 1934. The extremely close correlations between the findings of each year's study exhibit a consistency which can only be the result *(and is proof)* of their statistical reliability.

The use of the data: We hardly present the figures in this book as any touch-stone to radio success. They are, if you will, a necessary way-station on the road to the proper use of broadcast advertising—a good place to stop and consider a medium whose use has doubled and tripled and quadrupled in "depression" years only because the medium has doubled and tripled and quadrupled ordinary expectancies from advertising efforts. The astute reader will discover in these pages something most users of radio have long known: the audience is sufficiently large so that any segment of it, as reached by an *average* (not outstanding) program, is still large enough to upset most of the comparable equations in advertising. A study of this, in terms of specific audiences, is now in the process of being planned. We hope to have it for you in the Fall of 1936. In the meantime, we think the following pages will be of use to you. Each is divided into two sections: words, for those who prefer words; figures, for those who like figures.

**This Committee includes equal representation of the Association of National Advertisers, The American Association of Advertising Agencies, and the National Association of Broadcasters.*

If you haven't yet seen "RADIO IN 1936", *a copy will be sent on request, as long as the edition holds out.*

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue • New York





AN OPEN DOOR

WGY offers advertisers the only effective single sales entree to the 4,000,000 people in the Great Northeast (Eastern and Central New York and Western New England). It is without major competition. Let us give you the facts.

WGY **50,000 WATTS**
NBC Red Network
SCHENECTADY

Completely programmed by NBC

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Proved and Approved

"... these programs over WKY have proved to be one of the best advertising campaigns we have ever used -- if not the best."



The current program of Oklahoma City's Approved Laundries features James Hall, star with Jean Harlow in "Hell's Angels", in an informal Hollywood gossip rou- e with the able musical support of Myers and McKee, two-piano team.



WKY studio scene during the recent series of Approved Laundries programs featur- the nationally known "Lonesome Singer of the Air", Johnny Marvin with Gene rey (in cowboy hat), protege of Johnny Marvin and singing star of many western ies, made a guest appearance.

OKLAHOMA CITY'S APPROVED LAUNDRY Approved Laundries

APPROVED BY THE AMERICAN INSTITUTE OF LAUNDERING

June 2, 1936

Mr. Geyle V. Grubb, Maneger
Redio Station WKY
Oklahoma City, Oklahoma

Dear Mr. Grubb:

Early this yeer when we announced APPROVED LAUNDRY SERVICE in Oklahome City we included two fifteen-minute programs eech week over WKY in our edvertising campeign. The results from these broadcests were very promising.

In April, when you opened the new WKY studios, we acted upon the edvice of our edvertising counsel to en- large our schedule. We employed Johnny Marvin, nationelly famous redio star, for six fifteen-minute broadcests eech week.

Altho this wes the lergest broadcesting schedule we hed ever used we found that the results were greeter in proportion to the number of times used. After our contract with Mr. Marvin expired we continued with James Hell, famous movie ster.

You may be interested to know that we now feel after seven weeks of six-days per week, during which time we have used redio broadcasting exclusively, thet these programs over WKY heve proved to be one of the best advertising cam- paigns we have ever used - if not the best.

We eppreciete your fine cooperetion and want you to know we ere pleesed with the results, which we think indi- cete the listening eudience and confidence enjoyed by redio stetion WKY.

Sincerely yours,

Ben Barnett

BB:MBH

OKLAHOMA CITY'S APPROVED LAUNDRIES

DINKS PARRISH Model LAUNDRY AND ZORIC CLEANERS • Kings LAUNDRY AND ZORIC CLEANERS • NEW STATE Laundry AND ZORIC CLEANERS • White Swan Laundry AND ZORIC CLEANERS

WKY Boosts Business Past 1930 Highs for Oklahoma City's Approved Laundries!

● Within a few months after Oklahoma City's Approved Laundries took to the air over WKY, business snapped out of the doldrums and climbed to . . . and PASSED . . . the all-time highs reached in 1930.

This is typical of the concrete evidence WKY can produce to demonstrate what it is doing in a sales way for scores of local and national advertisers.

WKY does such a job of selling as only a station with so large and loyal an audience can . . . an alert and responsive audience that shows its approval and appreciation for continuously superior air entertainment with ringing applause at the sales counter.

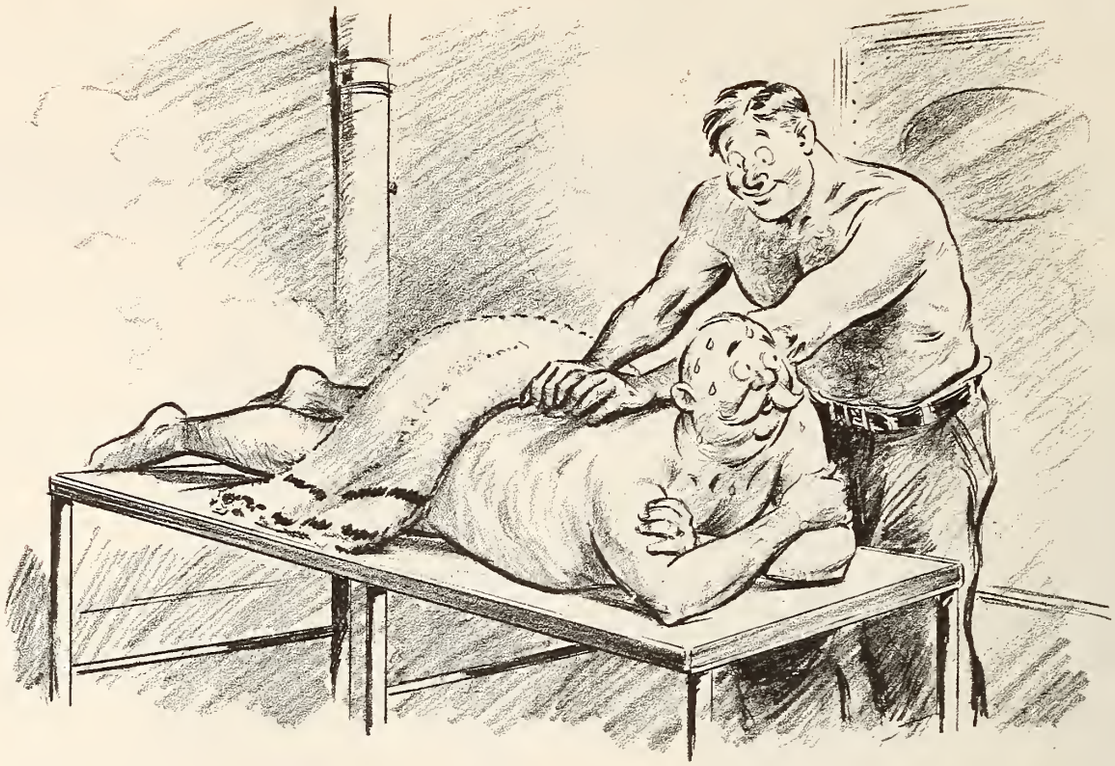
The program of Oklahoma City's Approved Laundries is one of more than 60 live-talent air shows WKY is producing from idea to air every week. WKY has the idea and the staff, performers and facilities to produce the air show that will attract listeners and get applause, approval and sales for YOUR product in the Oklahoma City market.

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER STOCKMAN

WKY • OKLAHOMA CITY

National Advertising Representative
E. KATZ SPECIAL ADVERTISING AGENCY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA



Are you fat in spots?

IF your sales are up in certain spots and down in others, then you're ripe for *spot broadcasting*.

Why *spots*? Well, look. Let's say you're plugging face powder. If you use a chain originating between dinner and theatre-time in New York, you're probably hitting Butte at about the time the belles finish the day's typing. And so Butte is just a blank for you! But for the same jack, you can buy the time *in spots* — and at the very moment that Mamie reaches for her powder puff, no matter *where* she lives!

The same idea applies equally well to tooth-paste, tractors or terrapin soup. Why not talk it over? Our *only job* is helping advertisers to do a *better job* with radio.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	111 Sutter	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 4353	Richmond 6184

WIS	(NBC)	Columbia	**WKZO**	(MRN)	Kalamazoo	**KTSA**	(CBS-SBS) San Antoni
WAIU		Columbus	**WNOX**	(CBS)	Knoxville	**KTUL**	(CBS) Tuls
WOC	(CBS)	Davenport	**KFAB**	(CBS)	Omaha-Lincoln	**KVI**	(CBS) Tacom
WDAY	(NBC)	Fargo	**KOMA**	(CBS-SBS)	Oklahoma City		and
KTAT	(SBS)	Fort Worth	**WMBD**	(CBS)	Peoria		**Southwest Broadcasting Syste**
WDRC	(CBS)	Hartford	**WPTF**	(NBC)	Raleigh		

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 12 WASHINGTON, D. C., JUNE 15, 1936 $3.00 A YEAR — 15c A COPY

Rising Time Sales Crush Old Summer Fear

Network, Spot and Local Business Exceed Previous Years; Sports Programs Among Big Gainers in Sponsorship

EVEN with an anticipated decline, though slight, from the record winter and spring volume, summer radio time sales — network, spot and local—are expected to exceed those of all previous summers by a wide margin.

This conclusion is borne out by current trends in the industry, bulwarked by observations received by BROADCASTING from key figures in the sales field. While some clients — other than those having seasonal distribution—are signing off for the summer, apparently oblivious to the definite advantages revealed in the many surveys now being distributed by networks and stations, they are for the most part the same clients who have done so year by year.

On the other hand, many more clients, particularly the old standbys, are holding their spots not only to earn term discounts but because of the proved value to them of summer time. More than that, many new clients are being signed by the networks and stations, some to start their campaigns in the summer in order to take advantage of the tremendous audiences radio will hold due to habitual favorites and the enormous schedule of big public events starting with the national political conventions and the Louis-Schmeling fight on June 18, and continuing through the political campaign and the Olympics.

Prejudice Disappearing

WITH the first four months of 1936 showing gross time billings for all broadcast advertising nearly $35,000,000, and with April figures showing local billings gaining as against the relatively small declines for network and spot, it is confidently anticipated that this year's aggregate will come very close to the $100,000,000 mark. Last year the figure for the whole industry was more than $87,500,000. [See 1936 BROADCASTING Year Book.]

CBS, which has taken and held the lead in individual network time sales, through Sales Manager William C. Gittinger, is entirely optimistic about summer prospects. Writes Mr. Gittinger in response to an inquiry from BROADCASTING: "The old prejudice against summer radio advertising is rapidly disappearing. Realization of two simple facts is largely responsible — people continue to buy goods in the summer; people listen to radio programs the year around. As evidence in support of these facts accumulates, more and more advertisers naturally enter into summer selling campaigns.

"Columbia in 1936 will have the best summer record in its history. That record will probably last no longer than a year. I say this not as an optimistic guess but because the trend of summer broadcasting is too clearly defined to warrant any other prediction."

NBC's sales vice president, Roy C. Witmer, supplementing the imposing list of year-round accounts and shows remaining on the Red and Blue networks, is somewhat more restrained in his predictions. Said he:

"While it is true that since 1927 —with the exception of 1932 and 1933—network business each summer has shown healthy gains over the preceding summer, it is not keeping up with the gains made by winter business. This situation is not justified by the facts which have been brought out by recent surveys.

"While I confidently expect that this summer will be a fine one for NBC, with a good chance of exceeding last summer's record, I feel that there is still much education to be done among advertisers and advertising agencies before they have confidence in the effectiveness of radio in the summertime."

Entirely bullish is the attitude expressed by William B. Gellatly, sales manager of WOR, Newark, leading independent whose sales curves often are an interesting index of both network and spot trends; WOR also is the New York key of the Mutual Broadcasting System. Mr. Gellatley writes:

"During the past few years summer radio advertising has become an increasingly important factor in the minds of advertisers and advertising agents. The old adage that the consumer hibernates in summer has been blasted to smithereens by the sales increases enjoyed by our own sponsors and the reports we have received from stations throughout the country.

"If summer radio effectiveness, when compared with the pulling power of other media, were to be determined by one factor alone (which it cannot), it would be based upon that indisputable fact that radio, and only radio, can reach those thousands of inaccessable prospects who for days and weeks on end snatch their news and entertainment from the loudspeaker and catch up with their reading when they return home:

"Logic alone explodes the contention that the strength of the Nation's desire to buy is determined by change of season. Summer or winter, spring or fall, we all eat three squares a day; buy clothes, gasoline, tobacco products and those numerous other necessities and luxuries without which, season or no season, advertising would be essentially a futile gesture."

Transcriptions Keep Up

PERCY L. DEUTSCH, president of World Broadcasting System, sees no reason for any summer decline in transcription time sales — and his observations are supported by the fact that the record Chevrolet campaign, whose programs are handled by his company, will continue through the summer. Mr Deutsch states:

"The rising tide of transcription time sales, unequalled by any other branch of the radio industry during the first half of 1936, should continue unabated this summer. Every month has seen a new high in national volume, resulting in an average increase of 60% over the corresponding 1935 period. Many advertisers have no intention of leaving the air this summer, and others with seasonal products will help swell the record total.

"National advertisers in every field, recognizing the inherent advantages of high-quality transcriptions, are setting a noteworthy example for local sponsors in the use of selective broadcasting as exem-

Way to Broadcasts of Future Is Pointed at FCC's Hearing

TO BRING ABOUT orderly progress in services destined to use the ultra-high frequencies, such as television, facsimile broadcasting and aural broadcasting, hearings were begun June 15 by the FCC to hear testimony on which the Federal government may base future allocations.

Having concluded that the frequencies lying above 30,000 kc. are ready for definite allocation, the FCC called the conference last April as a step to precede further hearings later this year on allottments for various services. Broadcasting stations and organizations were well represented among the some 100 witnesses docketed to appear, to support a plea for adequate space in the ultra-high range for the visual and new aural services on the theory that television and facsimile belong to the present-day broadcaster.

In statements prepared for delivery at the opening session, FCC Chairman Anning S. Prall and Chief Engineer T. A. M. Craven emphasized that the hearings were called to take evidence on prospective needs of the various services so the FCC may consider them in drafting regulations. Individual applications and assignments within these bands, Mr. Prall declared, are not to be taken into account.

Outstanding figures in all branches of radio and communications, both practical and experimental, were scheduled to testify. It was expected the hearings would last a week or ten days, and night sessions were contemplated in the hope of completing the agenda within a week.

Notable Witnesses

AMONG those docketed for general testimony at the opening day's session were David Sarnoff, RCA president and chairman of NBC; William S. Paley, CBS president; William Green, president, American Federation of Labor; Edward N. Nockels, WCFL, Chicago, also in behalf of Labor; Dr. Frank Jewett, vice president of A. T. & T.; T. J. White, executive of Hearst Enterprises and head of Hearst Radio Inc.; James W. Baldwin, NAB managing director; representatives of the Radio Manufacturers Association, and the representatives of numerous other groups.

For the broadcasting industry, a statement of requirements not only in the ultra-high range, but also in the long-waves, was filed with the FCC by Managing Director Baldwin. These were drafted by him after consultation with his engineering advisor, Dr. Charles B. Aiken. The major networks planned to present their cases individually and numerous individual stations were listed for testimony.

The Baldwin request is far-reaching. It seeks assignment of an entirely new band in the long

(*Continued on page 44*)

plified by WBS. The growth and acceptance by station men of transcription libraries offers another reason for a brighter, better outlook for summer use of broadcasting, for here is a low-cost, effective program medium available in every market. The broadcasting industry has done, and is doing, a great job of building confidence in radio as a year-round sales-getter."

Warm-Weather Audience

FROM scattered other sources, in spite of a general reluctance to play the role of prophet, the reports are similarly optimistic. Niles Trammell, NBC Chicago vice president, asserted that "the NBC dollar volume of business during the coming summer will be well ahead of what it has been in previous summers, although the same broadcasters who usually take 'vacations' in the summertime will be as great in number, and very largely the same firms.

"We are to have several new accounts during the coming summer, one of the first and most important of which is the half-hour program for Frigidaire, on which *Clara, Lou 'n' Em* of Palmolive fame will greet the ears of summertime listeners. Many of the big broadcasters who heretofore have stayed on during the summer are to be on the air again this summer. Politics, prizefights and other sports events will help hugely to make the summer months busy for all of us."

From the office of Donald M. Thornburgh, newly appointed assistant to H. Leslie Atlass, CBS vice president in charge of the western division, came similar comment, with the additional news that CBS in Chicago is negotiating for several new accounts and that he is convinced summer listener interest this year is bound to be more widespread because the 3,500,000 auto radios will more than offset vacationing periods.

Milton Blink, Chicago vice president of Standard Radio Inc., reports that his firm is making twice as many transcriptions now as in any previous summer season, and Girard Ellis, Chicago head of Columbia Phonograph Co.'s transcription department, says transcription operations booked for this summer and fall are nearly three times what they ever have been.

Agents and station representatives, most of them declining to be quoted, report in general that May and June saw more contracts for next autumn schedules signed than ever before. One leading firm reported that spot dollar volume is continuing far ahead of any previous summer, with old accounts like beers and soft drinks increasing their local and regional efforts. Recent rate increases, mostly upward, have been keeping agencies and representatives busy calculating the most favorable periodical and year-round time buys.

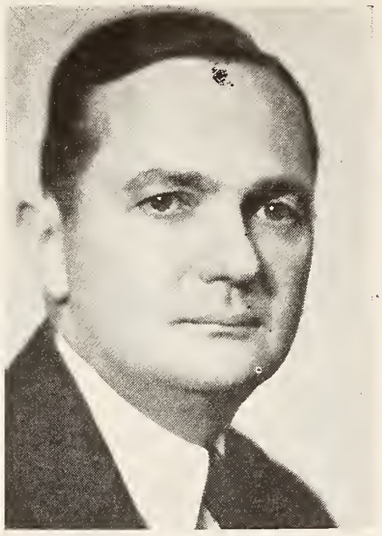
James L. Free, president of Free & Sleininger Inc. and Free, Johns & Field Inc., said radio this summer will be better than it has been for the last five or six years at least. The baseball sponsors last year and year before were so successful that the number increased many fold this year, and the old ones increased their scope, he said.

As an example, General Mills, which had in the neighborhood of 15 stations last year, has increased to about 50 this year, and other sports broadcasts, all of which deal largely with baseball, have helped to make spring and summer broadcasting better than ever before although a lot of them are using only spot and 15-minute scripts.

Mr. Free also pointed out that renewals are being made early this year. Contracts originally written to end during May or June have been extended by renewals through the summer months. Chevrolet transcriptions will run through the summer this year which they have not done before. The same is true of Ford dealers and others.

"Business prospects are so good for the next few months that we are unable to guarantee specific times for fall on several stations for many new broadcasters," Mr. Free asserted.

CBS ELEVATES TWO TO KEY POSTS



MR. THORNBURGH



MR. AKERBERG

Akerberg Is Named CBS Vice President With Thornburgh as Pacific Coast V-P

TWO MAJOR executive appointments by CBS—elevation of Herbert V. Akerberg as vice president for station relations and of Donald W. Thornburgh, of Chicago headquarters, as vice president in charge of Pacific Coast activities were announced June 11.

Mr. Akerberg, who has risen from the engineering ranks of the network, takes over the post held by Sam Pickard for the last seven years. The new Pacific Coast executive will establish for CBS headquarters either in Los Angeles or San Francisco as the final step in the recent expansion of CBS in coast territory. Mr. Thornburgh has been assistant to H. Leslie Atlass, CBS Chicago vice president.

Pacific Expansion

ALTHOUGH he still retains his vice presidency, Mr. Pickard left his office at CBS headquarters as of June 1 to reside on his farm in North Carolina. He remains as a consultant on station relations matters but Mr. Akerberg, who has been station relations manager several years, will succeed to the active vice presidency.

Mr. Thornburgh's appointment grows out of the expanded activities of CBS on the Coast. The CBS purchase of KNX, Los Angeles, subject to FCC approval, and its lease of KSFO, San Francisco, also pending Washington approval, will give the network two new outlets in these key markets which it will operate in lieu of its present affiliations with the Don Lee stations KHJ and KFRC. New studios are planned both in Los Angeles and San Francisco involving an expenditure of about $300,000, along with executive office which presumably will be established in San Francisco. Directly responsible to Mr. Thornburgh, under the proposed organization, would be the managements of the two stations. The sales department would be established in San Francisco for network activities, along with other departments such as program, sales promotion and technical.

CBS thus would be placed on an effective competitive position with NBC on the Coast. Don A. Gilman is vice president of the NBC Pacific Coast unit, and Mr. Thornburgh's position and organization would be designed to parallel Mr. Gilman's.

It is understood that Mr. Thornburgh will be given free reign in aligning his organization. So far as known the staffs of KNX and KSFO will be retained, augmented with personnel to be hired by Mr. Thornburgh. There is the remote possibility that Mr. Thornburgh will establish his own offices in Los Angeles, which is the talent center, but it is thought that San Francisco, where the larger accounts and agencies have their headquarters, will be selected for the network's basic Coast operations.

Mr. Akerberg's ascension to the vice presidency culminates seven years of executive work with CBS. He was named assistant chief engineer in 1929, and became chief engineer a year later. In 1931 he was assigned to research and development, and as such became assistant to President Paley, First Vice President Klauber and Mr. Pickard. It was in 1935 that he became station relations director, although he had worked as Mr. Pickard's assistant for the two preceding years and had been instrumental in negotiating many of the CBS station contracts, including KNX, WEEI and KSFO, as well as WJR.

Mr. Thornburgh was to be in New York during the week of June 21 to confer with CBS executives about the Pacific Coast organization. He also planned to attend the hearing before the FCC on June 29 relating to the KNX renewal of license (the station now operates under a temporary license because of alleged program excesses) and on the sale of the station to CBS for $1,300,000.

Afterward, Mr. Thornburgh was to depart for the Coast and spend several weeks laying plans for the Coast organization.

Mr. Thornburgh is a native of Indianapolis where he was born in 1895. After serving as a Captain during the World War he joined the Wasmuth Endicott Co., of Andrews, Ind., manufacturers of kitchen equipment, becoming vice president in charge of sales and advertising. Ten years later he started his own business as a broker in building specialties in Chicago, and then became Western representative of the former Cosmos Broadcasting Co., selling Ida Bailey Allen's *Magazine of the Air*.

In March of last year Mr. Thornburgh became assistant to Vice President Atlass, after having been associated with CBS sales in Chicago. Among the accounts he has sold are Stewart Warner, Kleenex, Pet Milk and General Mills. The new *Gold Medal Hour*, which recently went on the CBS network, also is his account.

BULLETIN

A MONTH'S postponement, until Aug. 1, of the effective date of the new FCC rules covering all broadcast services other than those in the regular band, was ordered June 12 by the FCC Broadcast Division. **[See detailed story on Page 22.]**

Poppele is Elevated

JACK POPPELE, chief engineer of WOR, Newark, who has been with the station since its inception as a 250 watter in 1922, on June 11 was elected secretary and member of the board of directors of Bamberger Broadcasting Service, it was announced by Alfred J. McCosker president.

Mountain Copper Series

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers of Mountain Copper Carbonate, a fungicide for the treating of seed wheat, will use 50-word announcements and time signals daily in a 13-week summer campaign directed to the wheat farmer, starting July 1. Stations to be used are KFPY, Spokane; KUJ, Walla Walla, Wash.; KRLC, Lewiston Ida.; KTRB, Modesto, Cal.; KFBB Great Falls, Mont.; KTAR, Phoenix, Ariz.; KFH, Wichita, Kan. and KFBI, Abilene, Kan. Other media will also be used along with the three months campaign. The Kelso Norman Organization, San Francisco, is the agency.

Split in Industry Ranks Faced by NAB

Group Setups Proposed; Copyright, Audit Bureau, Status Of NAB and Future Broadcast Services on the Agenda

By SOL TAISHOFF

WITH THE agenda for the 14th annual convention of the NAB to be held in Chicago July 6-8 completed in a preliminary way, plans for setting up within the NAB of three or more separate group organizations — each to be autonomous in matters of purely class interest — appears to be gaining momentum.

The "class organization" project is one of several possible developments at the convention which promise to make it perhaps the most significant of record. The tentative program has been stripped of set speeches with only two exceptions, leaving the bulk of the time open for discussion of matters expected to be raised from the floor such as copyright, radio research bureau with its functions of audience and coverage measurements, development of future broadcast services, and, of course, the future status of the NAB itself.

Group movements, like that of the so-called "clear channel group" of stations to protect exclusive high power assignments, of National Independent Broadcasters representing locals, plus the recent organization of the potentially powerful Associated Independent Radio Stations, have given rise to conjectures about separate group organizations. James W. Baldwin, NAB managing director, has stated time will be available for discussion of the matter.

Group Proposals

ROUGHLY, the idea appears to be that of creating separate units embracing (1) clear channel stations, (2) regional stations, and (3) local stations. A possible fourth group, made up perhaps of stations in each of the other three, would be network-affiliated stations. Each group, according to the plans advanced, would have its own separate organization to protect the welfare of each station category. Then these groups would combine in the NAB, which would interest itself only in the broad national policy matters of uniform interest to all classes and categories of stations.

Mr. Baldwin is inclined to favor the plan in principle. He feels that much of the intra-industry strife might be averted through such an organization structure. There are many problems confronting particular groups of stations which cannot legitimately come before the NAB, according to Mr. Baldwin, but which should be handled unitedly by the individual station groups. In any possible reallocation of facilities by the FCC, for example, the clear channel, regional and local stations might find themselves in definite conflict — a matter totally outside the NAB sphere.

In some quarters it is thought that AIRS might evolve into the organization which would cope with the network-affiliated station problems, since the majority of its known members are network oulets.

The impetus which appears to be behind this project promises to inject another live topic in the forthcoming sessions. The copyright situation, of course, is rankling throughout the industry, and while there no longer appears to be the threat of withdrawal of the major networks from the NAB because of this aggravated situation, it nevertheless will be a tense subject.

The only invited speakers at the convention will be Judge E. O. Sykes, chairman of the FCC Broadcast Division, who will deliver the principal address, and C. H. Sandage, chief of the Transportation & Communications Division of the U. S. Census Bureau, who will discuss the radio business census now being conducted by the bureau. Expected to attend also, but not to speak, will be FCC Chairman Prall.

Isaac D. Levy, NAB treasurer and co-owner of WCAU, Philadelphia, as well as a director of CBS, is scheduled for a speech on copyright, perhaps at the opening day of the convention. At the last NAB board meeting in April he served notice that he would take the floor in support of his position on copyright. Presumably that means one diametrically opposed to the stand taken throughout the turbulent sessions during the end of 1935 by Managing Director Baldwin in the extension of ASCAP contracts for five years, and in the working out of arrangements with Warner Bros. publishing houses for use of their music. This speech, it is expected, will touch off heated copyright debate. Incidentally the program itself will make no mention of copyright.

Significantly there has been very little discussion of NAB politics during the last few weeks. Interest appears to be centered upon the outcome of the Network-Baldwin dispute, upon the future course of Powel Crosley's AIRS and upon the election of NAB officers. The terms of all four officers will expire with the convention, plus those of six of the 15 members of the board of directors. That represents a majority of the board of 19 members.

Leo J. Fitzpatrick, vice president of WJR, Detroit, and the incumbent president, has indicated he will not accept a second term and will not be a candidate for the office. Among those mentioned as possible presidential choices are Edwin W. Craig, WSM, Nashville; John Shepard 3d, Yankee Network; Charles W. Myers, KOIN-KALE, Portland, Ore., now first vice president; John J. Gillin Jr., WOW, Omaha; Gardner Cowles Jr., Iowa Broadcasting System, and H. K. Carpenter, WHK, Cleveland.

The plan for creation of a Radio Research Bureau, which would authenticate station coverage data and audience surveys, will be raised both by Managing Director Baldwin in his report and by Arthur B. Church, KMBC, Kansas City, chairman of the Broadcasters' Committee of five of the Joint Committee of Fifteen representing NAB, American Association of Advertising Agencies and the Association of National Advertisers. Repeated sessions have been held toward this goal and last month the Joint Committee appointed Paul F. Peter, formerly statistician of the NBC and RCA, as secretary to devise preliminary plans for setting up of the bureau.

Outside Agency

THE ADVISABILITY of entrusting research bureau task to an outstanding university has been discussed, it is understood, and will be raised before the NAB membership. In this regard it has been brought out that outdoor advertisers have been eminently successful in building up their own counterpart of the Audit Bureau of Circulations in the publications field, by the establishment of the Traffic Audit Bureau, an outgrowth of an affiliation with Harvard.

It is felt that the Radio Audit Bureau should be thoroughly independent of any of the three groups it is designed to serve—namely, broadcasters, advertisers and advertising agencies. The thought is that only through an endowed project in one of the recognized universities can an unbiased, unprejudiced work be done in creating recognized standards of station coverage and popularity audits.

The work thus far undertaken has been financed by contributions of the major networks.

The advisability of raising funds for the creation of the bureau under a university through solicitations from all classes of stations presumably will be raised during the convention. Any action will only be recommendatory, since the Joint Committee of Fifteen has been imbued with the final power.

In drafting the tentative agenda Mr. Baldwin has left ample time for floor discussions. At the opening session there will be the address of welcome, presumably by the Mayor of Chicago, followed by the opening address of President Fitzpatrick. Judge Sykes will deliver his address, to be followed by Mr. Levy and Managing Director Baldwin's report. Appointments will be made by Presi-

(*Continued on page 48*)

Tentative Program, NAB Convention

Stevens Hotel, Chicago — July 6-8

MONDAY, JULY 6
9:30 A. M.

Call to Order.
Address of Welcome:
Address of the President: Leo J. Fitzpatrick, WJR, Detroit.
Address of the Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, Wash., D. C.
Address of the Treasurer: Isaac D. Levy, WCAU, Philadelphia.
Report of the Managing Director: James W. Baldwin, Wash., D. C.
Appoint of Committees.
Announcements.
Adjournment.
No Afternoon Sessions Scheduled.
Committee Meetings (at call of chairman).
Nominating Committee.
Commercial Committee.
Engineering Committee.
Resolutions Committee.

TUESDAY, JULY 7
9:30 A. M.

Call to Order.
Cooperative Bureau of Radio Research: Arthur B. Church, KMBC, Kansas City.
Discussion.
What the Radio Business Census Means to the Radio Broadcasting Industry: C. H. Sandage, Chief, Division of Transportation and Communications, Bureau of the Census, Philadelphia.
Discussion.
A Panel Discussion: Organizing a station for selling Radio Advertising: H. K. Carpenter, WHK, Cleveland.
Discussion.

2:00 P. M.

Call to Order.
Report of Nominating Committee.
Election of Officers.

7:00 P. M.

Annual NAB Banquet:
Preseutation of BROADCASTING Trophy to winner of Golf Tournament.
Entertainment.

WEDNESDAY, JULY 8
9:30 A. M.

Call to Order.
Report of Commercial Committee: Arthur B. Church, Chairman, KMBC, Kansas City.
Report of Engineering Committee: J. H. DeWitt, Chairman, WSM, Nashville.
Report of Resolutions Committee.

2:00 P. M.

Call to Order.
General Discussion.
Report of Elections Committee.
Installation of Officers.
Adjournment.

GENERAL INFORMATION

Registration Desk will be open from 10:00 A. M. until 1:00 P. M. Sunday, and from 8:30 A. M. until 5:00 P. M. on Monday, Tuesday and Wednesday.
Registration fee $10 per person. Banquet tickets may be purchased at Registration Desk at $3.50 each.
Sixth Annual NAB Championship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 A. M.
All general sessious start promptly at 9:30 A. M.
All motions and resolutious offered by delegates must be in writiug and handed to the Presiding Officer after presentation.

Copyright, Other Protection Underwritten in Lloyds Policy

WMEX, Boston, Takes Out First Blanket Policy; Program Citations, Law Violations Covered

THE FIRST blanket insurance policy for a broadcasting station to protect it against copyright infringement, violations of the radio laws, citations on programs, and in effect everything other than claims respecting libel and slander, has been issued to WMEX, Boston, by Lloyd's Underwriters of London. The policy, covering payments of up to 80% on each and with a limit of $50,000 for each claim, including all costs, was issued for a total premium of $500 annually.

Since William S. Pote, executive and part-owner of WMEX, procured the policy covering that station, it is reported that two other Boston stations—WNAC and WEEI—have written similar policies with Lloyd. Mr. Pote for nearly a year sought to have written a policy covering infringement of copyrights with American companies but was unsuccessful. Finally the policy was secured from the world-famous Lloyd's, through Charles A. Coughlin Co., 52 Hancock Ave., Medford, Mass.

Terms of Policy

UNDER the contract, Lloyd's agrees to indemnify the station "against 80% of all loss sustained by the subscriber by reason of its liability for damages imposed by law due to any violation of the United States Government Radio Act, providing for regulation of interstate broadcasting, because of any communication by radio, and for damages imposed upon said subscriber arising out of any suit or claim brought against the said subscriber, whether groundless or otherwise, for infringement upon or violation of any copyrighted musical composition, song or other matter. It is warranted that the subscriber will be liable for 20% of any loss reported to the surety such 20% is to be at the subscriber's own risk and uninsured. It is agreed that the subscriber at all times will examine all data to be broadcast and shall maintain adequate recordings of each broadcasting and that the surety shall have access to the said records at any reasonable time."

Mr. Pote explained that the contract, besides covering copyrighted musical, prose, poetry, newspaper matter and plays, also covers loss sustained by the station by reason of its liability for damages imposed by law due to violation of the Radio Act. He emphasized that the policy is not just an aggregate claim of $50,000 during its term, but is $50,000 for every claim which may be made.

"This in no way should be considered an affront to ASCAP, Warner Bros., or any of the other of the licensing organizations," Mr. Pote declared, "for if we held licenses issued by all of these I would still consider it a necessary and proper protection. In other words, I look at it in this light; as you know we recently completed our new suite of studios. Now all parts of the layout are provided with automatic sprinklers and we have fire extinguishers located at various places, yet we carry fire insurance protection."

Mr. Pote added that he interpreted the policy to cover possible Federal Trade Commission citations on advertising also. "My interpretation," he said, "is that in case we should unintentionally broadcast an advertisement upon which the Federal Trade Commission frowns and we should be cited before the FCC, we would be covered by this contract."

He emphasized, too, that the contract provides that Lloyd's shall assume all costs in the defending or settling of all claims.

Detailed Provisions

PERTINENT portions of the contract are published herewith in full text:

KNOW ALL MEN BY THOSE PRESENTS that upon application of THE NORTHERN CORPORATION of Boston, Massachusetts, hereinafter known as the Subscriber, and in consideration of a premium of Five Hundred Dollars ($500) to be paid by the Subscriber to Certain Underwriters at Lloyd's, London (hereinafter known as the Surety), the said Surety undertakes to indemnify the Subscriber in the sum of Fifty Thousand Dollars ($50,000) each and every claim, upon the following expressed conditions:

It is distinctly understood and agreed that this policy does not cover claims in respect of libel and/or slander.

B. The mailing of notice by the Subscriber to the service company mentioned in bond shall be notice to the Surety.

C. COOPERATION. The Subscriber, when requested by the Surety, shall aid in effecting settlements, securing facts, and the attendance of witnesses in defending suits and in prosecuting appeals, and shall at all times render to the Surety full cooperation and assistance.

D. SUBROGATION. In the event of the payment of any loss by the Surety under this undertaking, they shall be subrogated to the extent of such payment, to all the rights of the Subscriber against any person or other entity legally responsible for damages for said loss, and in such event the Subscriber hereby agrees to render all reasonable assistance other than pecuniary to effectuate this provision.

E. ARBITRATION. If any dispute or controversy shall arise between the Subscriber and the Surety with respect to the meaning and intent of any provision in this contract, it shall be referred to three arbitrators, one to be chosen by each party, and they shall before entering upon the consideration of any dispute or controversy, choose the third arbitrator and the three arbitrators shall select a chairman from among their own membership. The third party shall call the meeting for the purpose of selecting a chairman. The decision of any two of the three shall be absolutely binding upon the Surety and the Subscriber and the expense of any such arbitration proceedings shall be shared equally by said parties. Such arbitration shall be conducted in Boston, Massachusetts.

F. SERVICE AND ADMINISTRATION. The service contemplated under this undertaking shall be rendered through LITTLE AND LOOMIS, Glens Falls, N. Y. It shall include frequent inspections of the Subscriber's broadcasting records and the filing of all notices and reports required by the Surety, and the employment of LITTLE & LOOMIS is hereby approved by the Surety.

The adjustment of all claims in court or out of court and trial in court shall be handled by DUNCAN & MOUNT.

G. CHANGES. No condition, provision or declaration of this contract shall be waived or altered, nor shall any assignment of interest bind the Surety except by endorsement attached hereto, signed by the Surety.

H. DURATION. The period of this contract shall be for twelve months effective from noon of the 20th day of April, 1936.

J. LOSS PAYMENTS. When the amount of any loss sustained by the Subscriber under this contract has been determined, DUNCAN & MOUNT shall forward and certify all the essential facts to the Surety, and the Surety shall thereupon pay to the Subscriber the portion of the loss for which the Surety is liable under the terms of this contract; provided, however, that the Surety shall not be liable for any payments (including all costs) in excess of Fifty Thousand Dollars ($50,000), for losses arising out of each and every claim or fine, the causes of which arise during the period of this policy.

K. SERVICE OF PROCESS. In the event of a claim under this policy being disputed Messrs. DUNCAN & MOUNT of 27 William Street, New York, are hereby authorized to accept service on behalf of the Underwriters hereon.

WITH PRESIDENT
Godwin Wins Coveted CBS Post
—After Only 3 Weeks—



Mr. Godwin

ONLY three weeks after he had joined the staff of WJSV, Washington CBS key, 22-year-old Charles Godwin won the coveted post of presidential announcer and was assigned by the network to accompany President Roosevelt on his Western speechmaking tour the week of June 8. He took Bob Trout's usual place, Trout having been assigned to the Republican convention at Cleveland that week. Young Godwin got his "break" because of some excellent announcing work he had done on local programs. He came to WJSV from WLW. Cincinnati, after having served on the announcing staffs of WKY, Oklahoma City and WDSU, New Orleans.

No. 31829

Renewing No.

Memorandum of Insurance *effected by* **C. E. HEATH & CO., Limited**
Bankside House, 107-112, Leadenhall Street, London, E.C.3 (and at Lloyds).

For account of MESSRS. LITTLE & LOOMIS, GLENS FALLS, N.Y.

Assured THE NORTHERN CORPORATION, BOSTON, Mass.

from 20th April, 1936, *to* 20th April, 1937, noon,

on

against INFRINGEMENT OF COPYWRIGHT.
Form as agreed.

To pay 80% of each and every loss, with a limit of $50,000 each and every claim in all including costs.

Warranted remaining 20% at risk of Assured.

Messrs. Duncan & Mount to handle claims.

30 days Cancelling Clause .

Effected with Lloyd's Underwriters.

Sum insured $ *Rate* %

Premium $ 500

London, 21st April, 193 6. *E.E*

This Covering Note is issued subject to the clauses as per Policy, and insures said interest for above amount until Policy is prepared and delivered, on the understanding that the amount of Premium stated hereon is the amount due to the underwriters, and that any discounts allowed by them are to be regarded as remuneration of the Brokers and/or Agents for placing the Insurance

THE ABOVE NUMBER MUST BE QUOTED IN ALL COMMUNICATIONS

FAD

AD 382 5M 9/31

LLOYDS POLICY—Facsimile of memorandum of insurance policy issued to Northern Corp., operating WMEX, Boston, for indemnity in case of copyright infringements and other losses.

Two Groups Negotiating Copyright Agreements on Transcription Libraries

ARRANGEMENTS have been made by the NBC Transcription Service with Music Publishers Protective Association and Society of European Artists and Composers whereby recording copyright fees on selections controlled by these performing rights groups in *Thesaurus* will be absorbed by NBC on sustaining and local sponsored programs, NBC announced June 3. Only the national sponsored programs require payment of the 25 and 50 cent fees for the mechanical performing rights.

The new arrangement, according to the announcement, was consummated after several months of negotiation. NBC claimed credit for having inaugurated the idea. "This former obstacle to greater sales to local advertisers is eliminated," said the announcement.

It was reported the agreement also includes a small master recording fee on all transcriptions, and is retroactive to January, 1936.

SESAC officials said the same terms would be offered all other companies owning or recording libraries. Standard Radio Inc., also has signed a similar agreement, and it was indicated that other companies shortly will follow suit. The policy of SESAC, it was added, is that of making agreements that can be applied uniformly.

MPPA, it was learned, will also negotiate with all on the same terms as were accepted by NBC. To date, however, no other firm has signed with the organization. MPPA, in making the offer, said it was not to be construed as a blanket agreement proposition, but each transcription library presented its own peculiar problem necessitating individual negotiations in each case.

WALTER WINCHELL is broadcasting his NBC Jergens program from Hollywood during June.

Laundry Finds Radio Removes Red Ink

Aims at Select Residential Homes and Gets Response That Sends Sales Up for First Time in Years

By L. H. MARTIN
Advertising Manager, Miller's Laundry
(As Told to Gladys Greenberg)



Mr. Martin

MILLER'S LAUNDRY took a look at a map of Des Moines and saw a lot of swanky and semi-swanky residential districts that weren't sufficiently Miller's-minded. So they aimed a bundle of KSO kilocycles at the map and it was soon dotted with new Miller's prospects, who soon became Miller's customers. It's a neat demonstration of how radio can be adapted to a particular sales program and of how results can be attained.

SALES volume leaped upward after four years' slump when Miller's Laundry, Des Moines, went on the air with an advertising feature that has been ringing the bell (by invitation) at thousands of prospects' doors, and the gong of the laundry's cash register. Such has been the unique experience of this Des Moines laundry and it all has resulted from contract bridge lessons on the air.

Contract bridge lessons were presented on KSO by transcriptions on a 15-minute broadcast, three times weekly at 2 p. m. Printed copies of the lessons were available to listeners on request. What happened: 2,300 requests poured in, producing approximately 46,000 direct opportunities to sell—for routemen delivered copies of current lessons once a week. Simple enough, yet how powerful the plan proved to be in producing tangible sales results for the sponsor.

Success by Radio

THERE is plenty of evidence that the bridge-minded women of Des Moines (from whom we logically can expect to secure patronage) are now definitely Miller's laundry conscious—and Miller's radio advertising has paid for itself and volume is on a healthy basis for the first time since 1931.

In selecting the subject of contract bridge for their commercial broadcasts, Miller's felt that a high percentage of their best prospects were to be found among women who play bridge. They realized that the average woman who plays bridge has an enthralling interest in the game and they felt that by concentrating on this large, ready-made and keenly interested audience, better results could be had than by appealing less intensively to a wider class of listeners. Soon after the program started, the laundry discovered that a variety of advertising appeals were developing on the foundation of the broadcasts:

First, the commercial radio announcements with a large audience of bridge-minded women assured.

Second, the listener's invitation to have the laundry's route-man call at her home with the printed material. Each invitation created numerous sales contacts as the bridge material was prepared by installments and delivered to the listeners weekly for the duration of the radio series. Obviously, these calls placed the routeman in a favorable position to sell laundry services as he was on the prospective customer's home ground to give her something of value which she had requested.

Third, eye-appeal was furnished by having the laundry's display ad on each piece of printed material, with assurance that this would not be thrown away but kept permanently and frequently referred to.

Fourth, the sponsor became the subject of favorable social conversation wherever bridge was played or discussed in Des Moines.

Finally, there was the sense of obligation toward Miller's Laundry created by furnishing the bridge instruction by air and printed reproductions.

Selecting an Audience

IN THE sales manager's office at Miller's is a large city map on which a colored-pin record was kept of addresses from which requests were received for the printed copies of bridge broadcasts. The map and the company's sales records tell the story of what the radio bridge series accomplished for Miller's sales volume. Every dot on the map represents a home from which the laundry received a request for the bridge lessons in printed form. It is remarkable how definitely these pins block out the quality residence districts of Des Moines from which a laundry logically expects to secure the bulk of its patronage. All told, the sponsor received requests from 2,300 homes before discontinuing the offer of free printed material due to saturation of route facilities for servicing the lesson-deliveries.

It should be kept in mind that only residents of Des Moines were eligible to receive the free printed material. Also, that each request furnished an average of 20 sales contacts at the listener's home. It is most important to remember that requests were received from a gratifying percentage of all homes in our potential market and that practically no requests came from nonproductive districts.

Actual sales results speak for themselves. For a year prior to going on the air last October, the trend of our sales was neither up nor down and for about a month after the broadcasts began, there was no appreciable increase in volume. In December, a slight increase was noticed in the sales of all family service. In January, this increase assumed healthy proportions and from then on to the present date, has gained steadily. We selected our Thrifty Service to 'plug' on the air and for the first four months of 1936, this service registered gains of 26%, 38%, 61% and 51% each month over the corresponding periods of 1935. At the same time, substantial gains were being made in the volume of all other family services, the average gain for all family services being 11%, 21%, 34% and 34% for the first four months of 1936 over the corresponding months of 1935.

The campaign was a convincing demonstration that by proper selection of program, advertisers can control the radio audience which they wish to reach.

Alert advertisers can use radio as a graceful medium to produce sales contacts in a vast majority of the quality homes in all parts of the country.

The idea of syndicating a series of transcriptions, featuring Mr. and Mrs. Ely Culbertson and the latest 1936 developments of their popular system of contract bridge, has been conceived. In addition to the transcriptions, the service would include copyrighted printed reproductions of lessons for distribution to listeners.

U. S. Court Dismisses Beegel Suit for Damages

ALL SIX counts of a $300,000 damage suit filed against Standard Oil Co. of New Jersey, McCann-Erickson Inc., NBC and Groucho and Chico Marx by Morris Beegel, New York attorney, were dismissed June 1 by Judge Coxe of the U. S. District Court.

Beegel had charged humiliation and damage to his professional standing as a result of the Beagle, Shyster & Beegle skits sponsored by Standard Oil on NBC in 1932. By agreement a jury was waived. When Beegel had made his first complaint during the Esso series, the name of Marx fictitious law firm was changed to Flywheel, Shyster & Flywheel. John H. Hayes, of Hayes, Nottingham & Combs, New York, was counsel for the codefendants.

Drug Trade in Midwest

DRUG TRADE PRODUCTS, Chicago, (makers of Peruna, Colorbak), through Benson & Dall Inc., Chicago, is sponsoring a half-hour musical program every night at 9 p. m. CST except Tuesdays, on KMOX, St. Louis and WBBM, Chicago. The program, which originates in the KMOX studios, is popular in nature and has 40 in the cast.

Copeland Measure Lost in Congress

Wheeler-Rayburn FTC Bill Is Buried in Legislative Jam

DESPITE failure of Congress to adjourn during the week of June 8, hope of enactment of the battle-scarred Copeland Bill (S.5) to regulate the sale and advertising of food, drugs and cosmetics is regarded as practically nil at this writing.

The way had been paved for the reporting out of a special rule whereby the House would consider the measure during the June 8 week, but the death of Speaker Byrns, which caused a recess, prevented this. So far as known, the Rules Committee has no present intention of giving the bill a place on the floor during the waning days of the session. Moreover, much opposition has developed to the House version of the bill on the ground that it is too weak to do any good in protecting against the outer-fringe charlatans in the drugs and cosmetics fields.

It is understood the American Medical Association and groups representing consumer interests will seek to have the bill defeated or delayed until too late for action, in the hope that at the next session they can obtain a more stringent measure. Considerable opposition too is known to exist because the House measure would divide jurisdiction between the Department of Agriculture and the Federal Trade Commission, whereas the bill as it passed the Senate last year after a hectic two-year battle reposed jurisdiction entirely in the Department.

Trade Commission Bill

THE FATE of the Copeland Bill also seems to face the Wheeler-Rayburn Bill which would give the Trade Commission greater leeway in its handling of its activities by eliminating the requirement that it prove "unfair competition" and simply permitting it to proceed against "unfair or deceptive acts and practices" including advertising. Strong opposition to the measure on the ground that it would promote government snooping in business to an unprecedented extent came from many organizations, including the National Association of Manufacturers, American Newspaper Publishers Association and the National Editorial Association at hearings on the bill before the House Interstate & Foreign Commerce Committee.

Opponents of the measure say it has been "pigeonholed" beyond any doubt at this session. The Trade Commission, however, is still optimistic. House leaders won't promise anything in the way of legislation not yet on the floor. They are all looking toward adjournment and the political campaign.

Two Test via WHN

TWO NEW campaigns in the nature of radio tests were placed on WHN, New York, early in June by Neff-Rogow Inc., New York agency. Eastern Nu Enamel Co., New York (paints and varnishes), signed for 10 announcements a day for 52 weeks, and Frederick F. Lowenfels, New York (Hotel Bar Butter) took U. P. news at 7:15-7:30 a. m., six days weekly.

New Network Joins 51 Stations; Remington-Rand First Sponsor

New York, Yankee, Affiliated and Michigan Network Stations Included; Rand Heads Sales Firm

THE BIGGEST hookup of regional networks and stations in radio history was consummated June 7 when Remington - Rand Inc., Buffalo (office equipment and business machines) undertook sponsorship of a new dramatized news program titled *The News Comes to Life* over 51 stations, Sundays, 6:30-7 p. m. (EDST).

The special combined network links the stations of Associated Broadcasters of New York, Yankee Network Affiliated Broadcasting System, Michigan Network and other scattered units all keyed from WINS, Hearst station in New York, and signed for 13 weeks.

The project was engineered by James H. Rand 3d, son of the president of Remington - Rand, who announced the formation of a new sales sales organization specializing in selling the network to national advertisers, with temporary offices in the Remington-Rand Bldg. at 205 E. 42nd St., New York. It will be known as Pan American Radio Sales Co., and will shortly be incorporated.

Young Rand was assisted by Burt Squire, manager of WINS and moving spirit in the recent formation of Associated Broadcasters of New York, an Empire state network of nine stations, and by Scott Howe Bowen, former station representative and owner of WIBX, Utica, N. Y. whose affiliation with Associated Broadcasters as a "consultant" was announced two weeks ago. Mr. Bowen has been invited to join Pan American, also as a consultant, but as BROADCASTING went to press he had not decided whether to accept.

Shift in Program

WHILE young Rand as president of the new organization insisted that Remington-Rand as a firm is not involved in the project beyond being its first sponsor, it was regarded as significant that Gerald K. Hughes and Winfield Hoyt, both of the Remington-Rand Co., were named vice president and treasurer, respectively, with William Huber, attorney, as secretary. Young Rand's interest in radio grows out of his work in the advertising department of his father's company, which was formerly the sponsor of the *March of Time* and which until June 12 was sponsor of *Five Star Final* over WOR and the Inter-City Group. He was also formerly interested in General Broadcasting Co., a Cleveland transcription firm.

The *Five Star Final* show was cancelled along with Remington Rand's Edwin C. Hill program on the NBC-Red network, which went off June 6. Strike difficulties at the Remington-Rand plant were given as the reason for the cancellation, it being stated that the company is now behind in its orders. Remington-Rand will return to WOR and possibly Inter - City this fall with a new 13 week series, it was stated.

The company's strike difficulties, however, did not deter young Rand from securing his father's concern as the first sponsor of the new 51-station hookup. It comprises the nine stations of the Associated Broadcasters of New York network, 12 of the Yankee Network, 20 of the Affiliated Network and eight of the Michigan Network, with WJAY, Cleveland, and WSPD, Toledo, as additional outlets. WNAC is the Boston outlet and WJJD is the Chicago outlet.

An effort to clear time on the Inter-City Group and add it to the hookup was said to be under way, with plans afoot to add the following Inter-City stations as permanent units: WMCA, New York; WIP, Philadelphia; WOL, Washington; WDEL, Wilmington, and WCBM, Baltimore. A. T. & T. wires are being used throughout.

The *News Comes to Life* program was at first announced as *The March of Events* but this name was dropped presumably because it conflicted with *The March of Time* which Wrigley took under sponsorship after it was dropped by Remington-Rand in favor of *Five Star Final* on WOR-Inter-City. It uses a large cast of actors and Louis Katzman's orchestra.

First ABC Account

THE HOOKUP'S first account was also the first commercial to go on the recently formed Affiliated network headed by Samuel Insull, the former ultilities magnate. The fact that NBC and CBS stations might be added to the hookup with several already included, was known to be disturbing officials of those networks.

Pan American, according to Mr. Rand, intends to sell time to any and all acceptable sponsors on this network, but its sales efforts will inevitably be concentrated on daytime hours because of local and regional network commitments of longer standing. Mr. Rand told BROADCASTING that Pan American would only sell the hookup as a unit, and would not act for any of the individual stations or groups. The cost to Remington-Rand for its new Sunday half-hour is $3,500.

Leeford Advertising Agency, 315 Fourth Ave., New York, recently organized, which handles some of Remington-Rand's accounts, is the agency for this account, and it was partially instrumental in the establishment of the new network. Also negotiating for its start with Remington-Rand as the first account, besides Messrs. Rand, Squire and Bowen, were John Shepard 3d for Yankee. George Roesler for Affiliated, H. Allen Cambell for Michigan, E. Y. Flannigan for WSPD and Mrs. Edythe Fern Melrose for WJAY.

All of the stations, it was agreed, will merchandise the Remington-Rand program without any extra fees added to their time charges.



QUEEN MARY—As the British superliner "Queen Mary" steamed up the Hudson, WOR and Mutual got firsthand information from the decks through its own crew, which made the voyage. Shown in top picture (left to right) are G. W. (Johnny) Johnstone, WOR special events and publicity director; Harlan Eugene Read, commentator; Ray Winters, WOR announcer and in the rear Cameron King, nautical expert. At bottom are Commodore Sir Edgar T. Britten, of the "Queen Mary" and Roger Eckersley, British Broadcasting Corp. controller of programs, as they spoke on an NBC network from Radio City.

Camel Takes Full Hour

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 25 will discontinue its twice weekly CBS half-hour programs in favor of an hour series to originate from Hollywood, the new Hollywood program to make its debut over a CBS network Tuesday, June 30, 9:30-10:30 p. m. Sam Moore, director of radio for the agency, William Esty & Co., is in Hollywood auditioning movie celebrities for the new program. While no talent had been signed as BROADCASTING went to press, it is believed that the program will use guest stars backed by Benny Goodman and Nathaniel Shilkret's orchestras with Rupert Hughes as master of ceremonies. Mr. Moore will remain in Hollywood to produce the program.

Symons-Craney Buy KXL

TOM W. SYMONS Jr., operator of KFPY, Spokane, and E. B. Craney, operator of KGIR, Butte, Mont., were disclosed as the purchasers of KXL, 100-watter of Portland, Ore., in applications filed with the FCC June 12. Subject to FCC approval, they have agreed to buy the station in equal parts from H. B. Read at a price of $20,000, with Judge John Kendall and several other Portland men as qualifying share holders.

Kelvinator Starting

WITH local distributors picking the outlets, Kelvinator Corp., Detroit, in July will start an extensive spot campaign in all communities in which it has distribution. Geyer, Cornell & Newell Inc., New York, is the agency.

Broadcasts Feature "Queen Mary" Trip

SOME 60 broadcasts from the British super-liner *Queen Mary* during its maiden voyage to New York gave the Cunard Line an even greater radio publicity break than the *Normandie* got on her first crossing. Almost without exception, the broadcasts relayed to NBC, CBS and MBS came through with remarkable clarity — a high testimonial to the technical installation of the I. T. & T. and to the engineering work of both the ship and the British Broadcasting Corp. staff.

More broadcasts would have been carried, according to observers who were aboard, except for the huge demand for private radiotelephone facilities which frequently crowded off regular schedules. All of the networks had their own representatives on board as guests of the line, with the BBC handling all engineering phases.

For NBC, John F. Royal, program vice president, and Fred Bate, London representative, made the trip. CBS sent Don Ball, announcer, over to return with Cesar Saerchinger, its European representative. MBS was represented by G. W. Johnstone, director of public relations, and Harlan Eugene Read, commentator.

The BBC staff was headed by Roger Eckersley, program director, and R. H. Wood, chief of special events, with John Watt as production man and George Blake as special announcer. John Snagge headed the group of O. B. (outside broadcast) engineers, who comprised C. M. Hall, W. G. Preston and J. F. Howard.

Option For WALR Sale For $25,000 Is Revealed At Hearing Before FCC

OPTION for the sale of WALR, Zanesville, O., 100 - watter, to the Community Broadcasting Co., of Toledo, for a sum in the neighborhood of $25,000 was revealed at a hearing June 10 before FCC Examiner Walker. The hearing involved the application for removal of WALR to Toledo, as well as the new station application of Community Broadcasting Co., for stations in Toledo on 1200 kc. with 100 watts daytime.

Frazier Rheems, president of Community, under cross - examination revealed his option for the WALR purchase. The option was procured for $5,000, he testified and the purchase was to be conditional upon removal of WALR to Toledo. The $5,000 was advanced, Mr. Rheems said, by the Fort Industry Co. of which George B. Storer, prominent broadcaster and industrialist, is head. Fort Industry is also principal owner of WSPD, Toledo.

Also participating in the hearing were WJIM, Lansing, Mich. which operates on the 1210 kc channel on which WALR is assigned. This station protested the move on interference grounds in 1934 when the FCC originally granted the WALR move without hearing and then set it aside. Last month the application of Continental Radio Co., Scripps Howard subsidiary, for a new station in Toledo on 1200 kc. was heard, and this applicant also participated in the hearing as a respondent.

Davis Amendment Repeal Lifts Quota Bar

End of Rule of Thumb Paves Way for FCC to Improve Existing Outlets and Possible Network Expansion

THE SO-CALLED Davis Amendment governing distribution of broadcast station facilities was erased from the statutes June 5 when President Roosevelt signed the bill repealing the clause which for eight years has been the most controversial provision of radio law.

As a direct result it is expected the FCC Broadcast Division will be swamped with applications from stations for improved facilities and new stations. The bulk of the petitions, however, will be in the nature of refiled applications which previously have been denied because of the rigid Davis Amendment and the Commission "quota system" devised pursuant to it.

The Davis Amendment, included in the original radio law as a sort of halter on the old Radio Commission, divided the country into five radio zones, disproportionate in size but approximately equal in population. It specified that broadcasting stations, hours of operation, power and licenses be allocated equally among the fire zones, and equitably among the states in each zone according to population. The provision, however, was incapable of full enforcement because of natural limitations, and had been violated more or less consistently by the Radio Commission and the FCC.

Technical Factors

REPEAL of the amendment presumably opens the way at once for the stepping up of station assignments wherever consistent with technical limitations. There are few desirable places in the country where additional stations can be installed without interference. In the open spaces of the West and South where additional facilities might be installed, now that the Davis Amendment is out of the way, there are generally presented economic factors which would not warrant additional outlets.

It is expected that, as an evenuality of the repeal, a substantial number of 100-watt stations will be increased perhaps to regional status and that some part-time regionals will be increased to full time. Heretofore some of these have been restricted in the main to reduced operating status because of quota rather than technical restrictions.

Of great significance is the possible augmenting of existing networks and perhaps the development of others through increases in station facilities. National advertisers and agencies generally have looked with disfavor upon 100-watt stations as network outlets or for national business. As a consequence the major networks with only a few exceptions have been inclined to scorn 100-watters even though the markets they serve might be desirable.

With the expected increases in status of stations in certain markets from part-time outlets or from locals to regionals, it is entirely conceivable that a number of them will be added to NBC and CBS. In the case of Mutual Broadcasting System, newest of the network enterprises, it is known to be canvassing the field looking toward possible expansion transcontinentally, but it has been loath to deal with 100-watters and, of course, cannot use part-time stations.

Mutual is known to be interested in such cities as Washington, St. Louis, Cleveland, Baltimore, Kansas City and Salt Lake City. But it wants outlets with sufficient power to attract national and regional accounts for its "major market" project.

Other regional and state networks might be expanded on the same basis, notably Inter-City Group, keyed from WMCA, New York, and which now serves nine stations along the eastern seaboard. NBC also is working toward expansion of its Blue network as an all-inclusive nationwide undertaking, and probably would be in the field for desirable regional outlets in the Southwest and South.

The House voted June 1 to repeal the Davis Amendment without a dissenting voice. It was reached in the usual course on the consent calendar and was adopted without debate or discussion. It had passed the Senate on April 24. FCC Chairman Prall, in letters to the respective chairmen of the Senate and House Committees, had urged repeal of the amendment, just as had been done during the last three sessions of Congress.

Along with the Davis Amendment, the so-called quota system, adopted in 1930, is automatically nullified. Under it, the old Radio Commission established an arbitrary unit of measure, a unit being the equivalent of one station of 1,000 watts night power operating full time. Thus a station on a clear channel with 5,000 watts or more operating full-time is valued at five units. Lower power stations and time-sharing stations were prorated in unit value accordingly. Under this system 400 units were set up for the country, or 80 to each zone.

Many States Over the Quota

MORE than a year ago, the FCC revised the old quota system to distinguish between day and night quotas. Each zone was entitled to 36 night quota units and to 65 day quota units. Indicative of the disparity in allocations under this quota system is the last tabulation of assignments made by the FCC as of June 1 and reproduced herewith.

This table shows that of the 48 states and the District of Columbia, 30 are overquota in night facilities and 19 underquota. In day facilities, 31 of the states are underquota and the remaining 18 overquota.

In anv event, with the repeal of the Davis Amendment and the scrapping of the quota system, the way is opened for the FCC Broadcast Division to allocate facilities wherever it can be done without undue technical or economic hardships.

Even though the legal barrier was more imaginary than real in the past, in no few cases the FCC has relied upon the overquota condition of a particular state or zone to deny increased facilities. Now it cannot make such contentions. The general view is that whether the repeal will work for good or for evil will depend upon the manner in which it is administered.

At FCC headquarters it was stated there is no intention of doing anything about increased facilities such as might be possible under the new law until the summer recess is over. The plan is for the FCC to recess during July and August, during which time it would not hold hearings. Moreover, in routine cases of increased hours or power or the like, which now would be permissible, it is not the intention of the Broadcast Division to put applicants to unnecessary expense through hearings. Only where the issues are confused, or where there is economic or technical protest from competitive stations or from those on adjacent or the same frequencies, does it intend to invoke the hearing process.

"We hope to use and not abuse the provisions of the law as amended," Chairman Prall declared June 6. "Where there is recognized need for additional facilities which can be awarded without conflicting with engineering requirements, the FCC proposes to authorize the improved service. The new law does give the FCC greater freedom in considering applications for increased facilities, and it will do its utmost to improve service in the public interest, convenience and necessity."

As revised, the law with respect to allocations, now reads:

In considering applications for li-

(*Continued on page 40*)

FAREWELL TO QUOTA!

(Quota Analysis Existing June 1, 1936, When Congress Voted to Repeal Davis Amendment)

FIRST ZONE

State	NIGHT Due	Assigned	Units Over or Under	Percent Over or Under	DAY Due	Assigned	Units Over or Under	Percent Over or Under
Conn.	2.13	1.92	—0.21	—10	3.85	3.45	—0.40	—10
Del.	0.32	0.20	—0.12	—38	0.57	0.33	—0.24	—42
D. C.	0.64	0.60	—0.04	— 6	1.16	0.90	—0.26	—22
Maine	1.06	1.14	+0.08	+ 7	1.91	1.72	—0.19	—10
Md.	2.16	1.98	—0.18	— 8	3.91	4.10	+0.19	+ 5
Mass.	5.63	5.51	—0.12	— 2	10.17	7.45	—2.72	—27
N. H.	0.62	0.43	—0.19	—31	1.11	0.80	—0.31	—28
N. J.	5.36	4.105	—1.255	—23	9.67	5.055	—4.615	—48
N. Y.	16.69	18.77	+2.08	+12	30.14	22.02	—8.12	—27
R. I.	0.91	1.10	+0.19	+21	1.65	1.20	—0.45	—27
Vt.	0.48	0.56	+0.08	+17	0.86	0.86	—0.00	— 0
Total	36.00	36.315	+0.315	+ 1	65.00	47.885	—17.115	—26

SECOND ZONE

State	NIGHT Due	Assigned	Units Over or Under	Percent Over or Under	DAY Due	Assigned	Units Over or Under	Percent Over or Under
Ky.	3.38	3.95	+0.57	+17	6.10	4.25	—1.85	—30
Mich.	6.25	5.05	—1.20	—19	11.28	7.09	—4.19	—37
Ohio	8.58	9.83	+1.25	+15	15.50	12.86	—2.64	—17
Pa.	12.43	12.38	—0.05	— 0	22.45	14.95	—7.50	—33
Va.	3.13	4.85	+1.72	+55	5.64	6.54	+0.90	+16
W. Va.	2.23	2.19	—0.04	— 2	4.03	4.30	+0.27	+ 7
Total	36.00	38.25	+2.25	+ 6	65.00	49.99	—15.01	—23

THIRD ZONE

State	NIGHT Due	Assigned	Units Over or Under	Percent Over or Under	DAY Due	Assigned	Units Over or Under	Percent Over or Under
Ala.	3.32	2.65	—0.67	—20	5.99	4.60	—1.39	—23
Ark.	2.32	2.77	+0.45	+19	4.19	4.95	+0.76	+18
Fla.	1.84	3.65	+1.81	+98	3.32	5.40	+2.08	+63
Ga.	3.64	4.46	+0.82	+22	6.58	5.10	—1.48	—22
La.	2.63	5.40	+2.77	+105	4.75	5.60	+0.85	+18
Miss.	2.52	1.32	—1.20	—48	4.55	2.42	—2.13	—47
N. Car.	3.97	4.45	+0.48	+12	7.17	4.95	—2.22	—31
Okla.	3.00	3.51	+0.51	+17	5.42	5.65	+0.23	+ 4
S. Car.	2.18	1.30	—0.88	—40	3.93	3.20	—0.73	—19
Tenn.	3.28	6.05	+2.77	+84	5.92	7.75	+1.83	+31
Texas	7.30	11.14	+3.84	+53	13.18	14.12	+0.94	+ 7
Total	36.00	46.70	+10.70	+30	65.00	63.74	—1.26	— 2

FOURTH ZONE

State	NIGHT Due	Assigned	Units Over or Under	Percent Over or Under	DAY Due	Assigned	Units Over or Under	Percent Over or Under
Ill.	10.14	11.41	+1.27	+13	18.30	16.77	—1.53	— 8
Ind.	4.30	3.65	—0.65	—15	7.77	6.54	—1.23	—16
Iowa	3.28	5.75	+2.47	+75	5.93	8.63	+2.70	+46
Kansas	2.50	2.49	—0.01	— 0	4.51	4.12	—0.39	— 9
Minn.	3.41	4.18	+0.77	+23	6.15	5.77	—0.38	— 6
Mo.	4.82	5.23	+0.41	+ 9	8.70	9.74	+1.04	+12
Nebr.	1.83	1.96	+0.13	+ 7	3.30	5.65	+2.35	+71
N. Dak.	0.90	1.40	+0.50	+56	1.63	2.10	—0.47	+29
S. Dak.	0.92	0.86	—0.06	— 7	1.66	2.13	+0.47	+28
Wisc.	3.90	3.50	—0.40	—10	7.05	6.72	—0.33	— 5
Total	36.00	40.43	+4.43	+12	65.00	68.17	+3.17	+ 5

FIFTH ZONE

State	NIGHT Due	Assigned	Units Over or Under	Percent Over or Under	DAY Due	Assigned	Units Over or Under	Percent Over or Under
Ariz.	1.32	1.37	+0.05	+ 4	2.38	1.69	—0.69	—29
Calif.	17.18	19.97	+2.79	+16	31.02	24.18	—6.84	—22
Colo.	3.13	4.61	+1.48	+47	5.66	5.25	—0.41	— 7
Idaho	1.35	1.60	+0.25	+18	2.43	2.25	—0.18	— 7
Mont.	1.63	2.15	+0.52	+32	2.94	3.05	+0.11	+ 4
Nev.	0.27	0.30	+0.03	+11	0.49	0.30	—0.19	—39
N. Mex.	1.28	1.13	—0.15	—12	2.31	2.95	+0.64	+28
Ore.	2.89	4.12	+1.23	+42	5.21	6.19	+0.98	+19
Utah	1.54	3.30	+1.76	+114	2.78	3.30	+0.52	+19
Wash.	4.73	7.73	+3.00	+63	8.54	9.94	+1.40	+16
Wyo.	0.68	0.40	—0.28	—41	1.24	0.40	—0.84	—68
Total	36.00	46.68	+10.68	+30	65.00	59.50	—5.50	— 8



INTRODUCING

George P. Hollingbery

Former Advertising Manager Chicago Herald and Examiner

now owner of

George P. Hollingbery Company

representing Radio Station WREN

in Chicago

Telephone State 2898 — 307 North Michigan Avenue.

Only Outlet for NBC Blue Network Programs Between St. Louis and Denver

WREN

New York City Representatives

Furgason & Aston, Inc.

234 West 56th Street — Telephone Columbus 5-7973

Merchandising Notes

Buick and Boxers—Free Puppies—Flowers From Kate—Telling the Clergy—Plee-Zing Pleased

BUICK MOTOR Co., which will sponsor the broadcast of the Joe Louis - Max Schemling fight June 18, has begun a build - up of the event, which headlines the promotional program of the automobile company for the month. Clem McCarthy and Edwin C. Hill have been scheduled to handle the broadcast. Recalling the favorable impression these two men made at the time of the broadcast of the Louis - Baer fight, Buick is using small space in all newspaper advertising, calling attention to the broadcast, which goes over the Blue and Red networks of the NBC.

Thomas H. Corpe, director of advertising and sales promotion, has announced that "listening posts" will be established in all Buick salesrooms throughout the country, to which the public will be invited at the time of the fight. Posters and dealer displays are calling attention to this feature. District managers of the company are also engaged in a sales contest, prizes for which will be ringside seats at the event.

* * *

WMBH, Joplin, Mo., provided the Life Underwriters' Association of that city with interesting promotion during the recent National Life Insurance Week. Ray Sollars, of the WMBH continuity staff, planned a campaign of transcribed programs and spot announcements. Display pictures and literature were placed in the station.

So successful was the campaign that Charles P. Gish, president of the Underwriters, who had not planned to use radio at first, wrote this: "We are happy indeed to say that we are very appreciate of the results that are coming in, and we are sure the Joplin Life Underwriters Association will not want to ever be without the assistance of your broadcasting station for Life Insurance Week in the future."

* * *

AS PART of the merchandising of the new General Mills series, WOAI, San Antonio, recently auditioned the new program series which features *Hymns of All Churches*, *Betty & Bob* and *Betty Crocker*, before chain grocers at one of their regular meetings for store managers. Other auditions will probably be made. Supplementary remarks are also explained to the grocerymen. Letters were sent to all clergy telling them about *Hymns of All Churches*. Later on, contacts with over 300 grocers will be made, as customary on these types of accounts, to find effects on sales.

* * *

KENO PACKING CO., Southgate, Cal., through the Charles H. Mayne Co., Los Angeles agency, is using a weekly evening 45-minute period on KEHE, Los Angeles in the form of a juvenile revue with talent from the Fanchon & Marco school of the theatre. Tickets for the program are given to market and grocery establishments and may be secured without evidence of purchase. Prizes, including a dog, are given each week with the prize drawing held for the numbered tickets.

WSM, Nashville, is giving away a half-million copies of a "WSM Appreciation Edition" of *Radio Guide*, fan magazine, at its exhibit at the Texas Centennial. The 12-page edition contains data on talent, a story of the WSM *Grand Ole Opry*, a page of WSM pictures. Cooperating in the WSM exhibit is National Life & Accident Insurance Co., operating the station.

* * *

TWELVE daily commercial announcements, each of which is announced with a contest key letter, are broadcast by WDGY, Minneapolis. At the end of 13 weeks prizes will be awarded to listeners who have completed daily slogans made up from the key letters. The contest is described as effective in selling summer time.

* * *

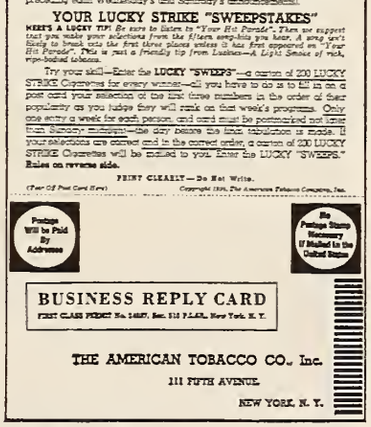
LOS ANGELES Post Office has launched a courtesy program one evening a week on KEHE with interviews of postal heads and dramatizations of features of the postal facilities. The station dramatic staff provides the cast. The post office has placed streamers on all of its motor equipment to inform the public of the series.

* * *

BEARING the title *Thoughts Uncovered*, a black and aluminum promotion piece issued by WOAI, San Antonio, cites coverage and advertising data for advertisers and agencies. Charts and typographical novelties are employed to carry the message.

* * *

WLS listeners have purchased well over 50,000 copies of the *1936 WLS Family Album*. The book contains nearly 100 pictures of WLS artists and staff members. It is the seventh edition, and sells for 50c.



"YOUR LUCKY STRIKE HIT PARADE"

On Wednesdays at 10:00 P.M. Eastern Daylight Saving Time over the National Broadcasting Company System and Saturdays at 10:00 P.M. Eastern Daylight Saving Time over the Columbia Broadcasting System, LUCKY STRIKE'S Radio Program, "Your Hit Parade" presents the fifteen most popular song hits of the week which are determined through a weekly opinion nationwide survey—Final tabulation each Monday preceding each Wednesday's and Saturday's announcements).

YOUR LUCKY STRIKE "SWEEPSTAKES"

HERE'S A LUCKY TIP: Be sure to listen to "Your Hit Parade". Then see support that you make your selections from the fifteen song hits you hear. A song isn't likely to break into the first three places unless it has first appeared on "Your Hit Parade". This is just a friendly tip from Luckies—A Light Smoke of rich, ripe-bodied tobacco.

Try your skill—Enter the LUCKY "SWEEPS"—a carton of 200 LUCKY STRIKE Cigarettes for every winner—all you have to do is to fill in on a post card your selection of the first three numbers in the order of their popularity as you judge they will rank on that week's programs. Only one entry a week for each person, and card must be postmarked not later than Sunday midnight—the day before the final tabulation is made. If your selections are correct and in the correct order, a carton of 200 LUCKY STRIKE Cigarettes will be mailed to you. Enter the LUCKY "SWEEPS."

Rules on reverse side.

PRINT CLEARLY—Do Not Write.

(Tear Off Post Card Here) Copyright 1936, The American Tobacco Company, Inc.

Postage Will be Paid By Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 14827, Sec. 510 P.L.&R., New York, N. Y.

THE AMERICAN TOBACCO CO., Inc.

111 FIFTH AVENUE

NEW YORK, N. Y.

SWEEPSTAKES — American Tobacco Co. is distributing these entry blanks for its Hit Parade sweepstakes through tobacco dealers. Starting June 3 both Red and Blue networks of NBC have been used for the Lucky Strike Wednesday series, the first time a sponsor has used both simultaneously for a regularly scheduled program. On CBS the Hit Parade is broadcast Saturday evenings.

SELFRIDGE ELECTRICAL Co., Boston, broadcasting a Friday 15-minute series on WMEX, Boston, is giving away either a refrigerator of standard brand, an American Bosch radio, an Apex washer, or the equivalent of $100 in other household commodities, in a promotional campaign, placed by Torrey & Ryan, Boston. John B. Reilly, program director of WMEX, evolved the idea that, for the best letter received each week telling which of these three items the writer would like if he won, and WHY, the winner would receive his choice. The letter must include the name, year, and model of each or all of these three household fixtures, which the writers have in their homes. From this information the sales department culls data on items needed in homes.

* * *

THE *Kate Smith* CBS program, sponsored by A & P, tied-in with the Florist's Telegraph Delivery Association in sending free flowers to every permanent invalid and those who are ill and rarely receive any flowers. The flowers were delivered on International Flower Shut-in Day, Sunday, June 14. Posters in all the A & P food stores told of the plan and advised patrons to hear the Kate Smith program for further details. Kate and a CBS microphone had a prominent place in the posters.

* * *

WMFG, Hibbing, Minn., concocted a bright contest idea to build up its audience in nearby Chisholm, Minn., population 8,000. A musical guessing contest was started, with 100-word announcements in which the first person phoning in the name of the number received a gift from a sponsor. The first program drew about 200 calls. When the number grew to 800, the telephone company couldn't stand it any longer. The program will be continued without the telephone angle.

* * *

DOLLAR bills were traded for two-cent stamps by WMAZ, Macon, Ga., when E. K. Cargill, manager, sent this message to a number of advertising prospects: "We'll trade you a crisp one dollar bill for a two-cent stamp. Just copy the following paragraph on your letterhead in your own handwriting and mail it to us. In return, we'll send you the dollar for your trouble." The paragraph contained data on WMAX coverage, vacation habits, auto radios and a WMAZ success story.

* * *

WSYR, Syracuse, sends to advertisers trade reports with result histories of each product advertised. Generally no report is sent until a product has been on the air at least two months. A "Result Report" form has been prepared by the merchandising department, with space for name of advertiser, product, agency, sales problem, how solved, merchandising activities, results, comments.

* * *

BRUCE WALLACE, promotion and publicity director of Central States Broadcasting System, has prepared a summer sales booklet for salesmen and prospects of KFAB, KOIL and KFOR. The book, *The Truth About the Doldrum Theory and the Good Old Summer Time*, uses and quotes statistics on the national summer sales markets gathered from numerous surveys.



LUX SPOTLIGHT — Newspaper promotion was used by Lever Bros. Co. to anounce the shift of the "Lux Radio Theatre" to Hollywood as well as the signing of Cecil B. DeMille as director.

LYON VAN & STORAGE Co., statewide California van and storage company with headquarters in Los Angeles, which has added KFOX, Long Beach; KIEV, Glendale and KFSD, San Diego, to bring the list of stations on its program to nine, through Charles H. Mayne Co., Los Angeles, uses weekly 15-minute transcriptions called *Moving Stories of Life*, produced at Recorders Inc., Hollywood. The open and close of each disc can be used for announcements by local branch of the sponsor. In Los Angeles area it is used to announce a giveaway in the form of a map of Los Angeles, Long Beach and Glendale. The vans of the firm use streamers to advertise the program.

* * *

SOME 54,000 food labels representing more than three carloads of merchandise were received by Aument Bros., Lancaster, operating Plee-Zing stores in that city, in a two-month label saving contest open to school children. Extra labels were given with weekend specials, which were designated Red Star Items. A Monday program was staged on WGAL, Lancaster, with newspapers and dealer circulars also being used. Grand prizes were offered as well as weekly prizes. Each week contestants left labels with grocers.

* * *

STERLING PRODUCTS Inc., New York (Phillips Magnesia toothpaste) is dispensing through retail outlets a silver - plated ladle with every purchase of a 25 or 50-cent tube of Phillips toothpaste. The offer will continue until the dealers' supply is exhausted. The program is heard Mondays 8:30 - 9 p. m. over an NBC-Blue network.

* * *

UNITED FOOD STORES, of the Midwest, are using a spot announcement campaign on WGAR, Cleveland, appealing to youngsters. Cookies, fruit and other child-interest foods are promoted during a late afternoon period. Outlines of drawings of animals are distributed to the kiddies and prizes are given to stimulate interest.

Volume For April Well Above 1935 But Below March

Usual Seasonal Decline Noted; Retail Sponsorship Rises

VOLUME of broadcast advertising in April was $8,829,488, the usual seasonal decline causing a 5.4% dip from the March figure. As is customary, local advertising rose 12% in April, conforming to the usual spring rise in retail trade. The April total, however, was 9.5% above the same month in 1935.

Greatest April gains occurred in regional network and national non-network volume, with local advertising being only .4% above April a year ago. In the rendition totals, transcriptions showed the best gain over March and over the April, 1935, figure, both in national and local business.

In the sponsorship field increases were noted over March in national non-network and local automotive advertising; regional network, national non-network and local gasoline and accessory volume; local clothing and department store advertising and national non-network and local household equipment business.

Automotive Increase

AUTOMOTIVE gains were particularly outstanding as compared with 1935. Gains also were noted in miscellaneous network sponsorship, regional network and national non-network gasoline and accessory advertising and national non-network food volume. Retail establishments increased their use of radio 12.3% above March but fell .1% below the mark for April, 1935.

National network volume dropped 10.6% from March to April; national non-network volume dropped 7.1%; regional network volume rose 1%; local advertising gained 12.5%. Rises in various portions of the medium as compared with April of last year were: National network, up 9.8%; regional network, up 38.5%; national non-network, up 17.8%; local, up .4%.

All media showed increases over the corresponding month a year ago, farm papers rising 20.8%, national magazines 11% and newspapers 8.1%.

Non-network advertising as a whole increased 1.7% over March, local gains more than offsetting the national non-network decline. Clear channel stations non-network volume declined 2.4% with regional and local volume rising 5.2 and 5.8%. Local non-network volume for April increased 21.6% over a year ago, clear channel non-network advertising gained 4.2% and regional volume rose 9%. The gain in total non-network advertising was 8.4% over a year ago.

1936 Gross Time Sales

	March	*April*	*Cumulative Jan.-Apr.*
Natl. Net.	$5,400,252	$4,830.251	$19,756,867
Reg. Net.	112,546	113,647	413,965
Natl. Nonnet.	2,097,400	1,937,800	7,608,350
Local	1,722,170	1,947,790	6,559,670
Total	$9,332,368	$8,829,488	$34,338,852

KNOW, Austin, Tex., recently purchased by Hearst Radio Inc., has been added to the CBS supplementary group.

BOOM IN PIANOS
Now Credited to Radio, Once Viewed as an Enemy

THE piano industry, long a bemoaner of radio's advent, has done an about face and at the recent annual meeting of the National Piano Mfrs. Association, radio was credited as a major influence in recent improvement in the industry. In 1928 radio was blamed for a slump in demand which by 1932 had reduced sales some 90%.

W. A. Mennie, secretary of the association, stated at the recent convention that radio has reawakened interest in musical instruments of all kinds, particularly the piano. "Private and group instruction in piano is on a bigger scale now than at any time in the industry's history," he contiuued. New styling of pianos and small uprights have aided in stimulating apartment and general demand.

KTHS IS ACQUIRED BY BARTON GROUP

SALE of KTHS, Hot Springs, Ark., to the interests headed by Col. Tom H. Barton, Arkansas oil man and publisher, was disclosed June 5 when an application was filed with the FCC for transfer of the property from the Hot Springs Chamber of Commerce to Radio Enterprises Inc. The purchase price is understood to be between $50,000 and $75,000.

Col. Barton, who is head of the Lion Oil Co. and who also publishes the *Arkansas Farmer*, is listed as 80% stockholder in Radio Enterprises Inc., with R. E. Meinert, of the oil company, as president, holding 18%. Col. Barton also owns KARK, Little Rock, and KELD, El Dorado.

Radio Enterprises has been formed to hold the radio properties of Col. Barton, with G. Edward Zimmerman, onetime manager of KFRC, Houston, and later with the NBC station relations department, engaged last April to act as manager. Mr. Zimmerman will maintain his headquarters at Little Rock but will supervise all three stations.

Democrat Radio Division To N. Y. After Convention

WITH William B. Dolph heading the radio division and Eddie Dowling heading the stage and screen division, the Democratic National Committee completed its executive setup for publicity by naming Sol A. Rosenblatt as chairman of the motion picture division. The appointment of the former NRA division administrator for the radio and entertainment industries, who is now acting as special copyright counsel for the Associated Independent Radio Broadcasters Inc., was announced June 4 by Chairman James A. Farley. James A. Sauter, of New York, will serve as vice chairman of both the stage and screen and motion picture divisions. All divisions, including Mr. Dolph's, will function out of New York headquarters at 221 Madison Avenue after the Democratic National Convention, with Charles Michelson, publicity director of the committee, moving there, with his staff, from Washington.



From Esquire

"We have plenty of people who imitate dogs—what we want is a dog to imitate people."

GOP Drawing Plan Of Radio Campaign

Extensive Merchandising Effort Based on Radio Contemplated

RADIO promotional methods are being adapted to the political campaign plans of the Republican National Committee's radio division, with Thomas G. Sabin as director of radio supervising the distribution of tieups and aids intended to help local and state Republican committees "merchandise" their candidates more effectively in connection with the use of radio time.

Dramatizations are being urged so far as possible, indicating that the national committee's plans still contemplate political dramas to attract listener interest despite the doubtful reception accorded its first series, *Liberty at the Crossroads*, which the networks refused to carry. The radio division has already issued one promotional piece on "how to advertise and merchandise effectively Republican broadcasts in your community." This suggests such familiar tieins as postcards containing listening data, window streamers, newspaper ads calling attention to programs, automobile banners, broadcast schedules, etc.

May Increase Budget

MR. SABIN through the campaign, for which the Republican committee is expected shortly to allot a radio budget probably exceeding the $500,000 spent in 1932, will divide his time between his Washington headquarters in the Barr Bldg. and his New York headquarters at 1 E. 57th St. Theodore F. Allen, who like Mr. Sabin, was formerly with NBC, has been appointed Washington manager.

John W. Elwood, former NBC vice president, is Eastern manager, with Keith McLeod, formerly with NBC and WIP, as program director, and Claude Bolser working on merchandising and displays. All are at New York headquarters.

It is planned to place all time direct, buying time not only on the networks but using transcription programs and announcements on a larger scale than in the 1932 campaign. A special foreign language drive is planned via radio, using the stations with known foreign language appeal.

2% Cash Discount By Stations Urged

L. T. Bush, of Blackman, Says It Assures Prompt Payment



Mr. Bush

ALLOWANCE by broadcasting stations generally of a cash discount of 2% may be considered on an industry-wide basis at the NAB convention in Chicago July 6-8. The proposal that such discounts be allowed, as a means of assuring prompt payment of bills by advertising agencies, has been advanced to stations by L. T. Bush, secretary-treasurer of Blackman Advertising Inc., New York, who is in direct charge of spot placements for the agency.

In a letter to all stations which have not been allowing cash discounts, Mr. Bush called attention to the growing importance of spot radio. He brought out that over the years media owners have been assured prompt payment because in the main "they were wise enough" to establish a cash discount policy.

Arthur B. Church, chairman of the NAB commercial committee, is expected to raise the question for uniform adoption of cash discounts at the Chicago convention. There is considerable sentiment within the industry supporting it, according to reports, because of the precedent established in other media. Newspaper stations generally are understood to favor the project.

Mr. Bush's Letter

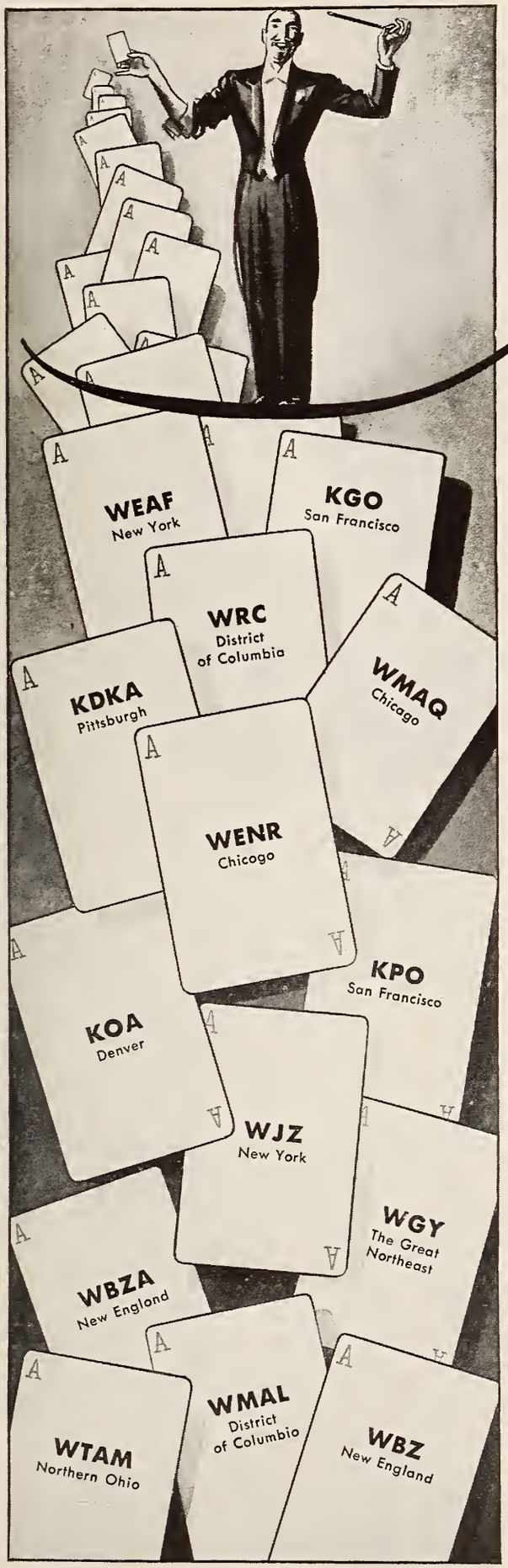
THE letter sent to stations by Mr. Bush follows in full text:

Year by year the use of spot radio for our clients is growing in importance. However, there is one phase of this which gives us cause for concern. That is the fact that very few radio stations allow cash discounts.

Over the years media owners have been assured of prompt payment because in the main they were wise enough to establish a cash discount policy. This made it possible for the agencies to get their money on a certain date and be in a position to meet in turn the media owners' cash discount date. No agency, no matter how amply financed, is in a position to pay media owners' bills on a given date unless the agency has previously been paid by the client. As you must know no part of a cash discount is retained by the agency. It is passed in its entirety to the client for prompt payment and as stated heretofore its allowance by publishers has made it possible for agencies to pay the media owners on schedule.

With the development of radio to its present effectiveness it is not only possible but quite probable that many campaigns will consist of spot radio. Lacking the cash discount as a tool for securing prompt payment on the part of the client, there is grave danger that the splendid record of agencies in meeting due dates for client advertising may be disrupted.

We therefore should like to suggest that if possible you immediately adopt the 2% cash discount on station time. If you are unable to adopt such a policy immediately it will be a great help if you will state to us your recognition of its value and need, and your intention of establishing cash discount on station time as soon as it is feasible to do so. We shall appreciate receiving your assurance on this point.



Aces

ALL ACES

IT TAKES these powerful stations to make Grand Slams in Sales! Nine great markets—and these great National Broadcasting Company outlets are always ready to play the sales cards for spot and local advertisers. "Local" stations—yes. But powered with the prestige, popularity and influence of the world's largest radio organization—*100 per cent.*

These are the stations
... the pick of the pack:

NEW YORK
WEAF 50,000 watts
WJZ 50,000 watts

THE GREAT NORTHEAST
WGY 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM 50,000 watts

DISTRICT OF COLUMBIA
WRC 1000-500 watts
WMAL 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA 50,000 watts

CHICAGO
WMAQ 50,000 watts
WENR 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA 50,000 watts

SAN FRANCISCO
KGO 7,500 watts
KPO 50,000 watts

Completely Programmed by NBC

☆ *For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.*

Public Television Begun by Don Lee

Network Using System Devised Secretly by H. R. Lubcke


Mr. Lubcke

THE FIRST public demonstration in America of cathode ray television, framing 300-line images 24 times per second, was given in Los Angeles June 4 by the Don Lee Broadcasting System, whose television director, Harry R. Lubcke, was immediately thereafter assigned to go to Washington to attend the June 8 and June 15 conferences on ultra-shortwave broadcasting.

The transmitting and receiving systems were developed secretly during the last year-and-a-half by Mr. Lubcke, who has been operating experimental station W6XAO since December 1931, starting first with cathode-ray 80-line scanning and gradually developing to the present system. It utilizes films as televising subjects, broadcasting in the 42 to 56 megacycle band on a 45,000 kc. carrier.

Starting June 5, President Thomas S. Lee of the Don Lee system announced that the public demonstrations were to go on a regular daily schedule from 3 to 5 and from 6:30 to 8:30 a. m. (PST). During each of these periods the public is invited to see and hear the combination sight-and-sound receiver on the main floor of the Don Lee building in Los Angeles.

Field Is Wide Open

THE RECEIVER, Mr. Lubcke stated, is of the self-synchronized, cathode-ray tube type developed by himself and first used in May, 1932, when television images for the first time were received in an airplane. Mr. Lubcke holds patents on the equipment and says the principles involved are a radical departure from those of other television investigators. It consists of the cathode-ray tube unit, two scanning sources, the television receiver proper and power supply.

In Washington for an engineering conference June 8, Mr. Lubcke stated that, while ready-made television receivers are not yet available for the reception of any American television broadcasts, the field is wide open today for experimenting by skilled amateurs, who can construct their own receiving sets. For details of how to construct a receiver he has invited all interested to write to the Television Division, Don Lee Broadcasting System, 1076 W. 7th St., Los Angeles.

Ford Renews, Shifts Time

FORD MOTOR Co., Detroit (motor cars), have renewed *Fred Waring and His Pennsylvanians* for 26 weeks on both NBC-Blue and CBS. The CBS renewal is effective June 30, when the program moves to the 9-9:30 p. m. period, Tuesdays, a half-hour earlier than the present schedule. On June 26 the NBC-Blue network program moves to 9-9:30 p. m. Fridays, effective July 3. N. W. Ayer & Son Inc., New York, has the account.

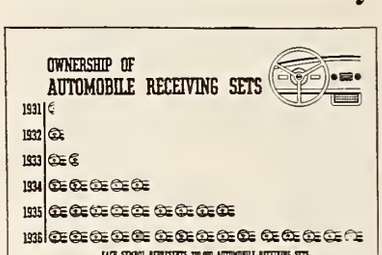
NBC Finds Average Auto Radio Receiver Is in Operation More Than an Hour a Day

ON THE HEELS of its brochure on summer listening, titled *Good New Summertime*, NBC is preparing a "trailer" titled *Radio Takes to the Road*, the result of surveys by Anderson, Nichols Associates. The new booklet will quote figures indicating that people listen an average of 65 minutes a day to auto radios.

Data on auto listening were obtained by house-to-house personal interviews in Worcester, Newark, Cleveland, South Bend and Kansas City last August and November. An NBC Trade News Service release states that "these are really the early days of auto radios, yet with the long strides behind them, they already loom as a big power in advertising. Drivers and passengers of the 3,000,000 radio equipped cars in this country listen an average of 65 minutes per day. And that's just so much extra drive in the sales punch for advertisers who are only paying to reach the 22,869,000 home radio sets upon which NBC bases its potential circulation figures.

"The upswinging line drawn by auto listening patterns itself closely after the development of home listening — both as to rate of increase in set ownership and in length of time devoted to listening. Eventually, that means auto sets will offer a potential circulation as big, if not bigger, than the present home radio set potential circulation! It makes a neat point for advertisers to think about when planning sales and advertising programs.

"In order to encourage auto radio listening, and to have some sort of check upon it, NBC originated a program especially planned for car sets. It hits the air at the peak time for auto listening — 5 to 5:30 p. m. on Sundays over an extensive network. The half hour of lively mountain music features Fields and Hall. The music and patter are interspersed with "suggestions" to Sunday drivers. It's easy to listen to while driving, and it's all done in a spirit of fun. The "dos and don'ts" for people on the road aren't tinged with the line of the ubiquitous back seat driver, and NBC hopes the front seat driver will find in them solid food for thought — keeping himself and his radio intact for future use."



A summary of the survey results follows:

Use of automobile radios in minutes:

	Summer	Winter
Week Morn.	12 min.	23 min.
Week Aft.	20 min.	23 min.
Week Eve.	28 min.	11 min.
Total	60 min.	57 min.
Sat. Morn.	5 min.	7 min.
Sat. Aft.	16 min.	16 min.
Sat. Eve.	14 min.	7 min.
Total	35 min.	30 min.
Sun. Morn.	10 min.	16 min.
Sun. Aft.	55 min.	48 min.
Sun. Eve.	55 min.	17 min.
Total	120 min.	81 min.

	No. Families	No. Car Families	% of Families With Cars	Radio Cars	% Radio Cars	% of Families With Car Radios	Persons Per Family
Worcester	1071	723	67.5	94	13.0	8.8	4.05
Newark	1328	1020	76.8	100	9.8	7.5	3.79
Cleveland	1671	1326	79.4	237	17.9	14.2	3.92
South Bend	1037	878	84.7	118	13.4	11.4	3.69
Kansas City	1262	890	70.5	148	16.6	11.7	3.75
Total	6369	4837	75.9	697	14.3	10.95	3.84

CBS Rate Increase

INCREASES in the network rates of two CBS stations — WNAC, Boston, and KLZ, Denver — were announced June 8 by William C. Gittinger, CBS sales manager, to go into effect July 8. WNAC's night rate goes to $400 an hour, $240 a half-hour and $160 a quarter-hour, with day and transition rates increased in proportion. No change is made in the rate of WAAB, alternate basic outlet, which begins at $275. The new KLZ night rate is $200, $120 and $80, with day and transition rates up in proportion. Previously the WNAC rate began at $375 and KLZ at $175.

Sunset Oil Uses Three

SUNSET OIL Co., Los Angeles, has started a weekly 45-minute program, *Curtain Calls*, on KFWB, Hollywood, which keys the series to KFOX, Long Beach and KFXM, San Bernardino. Talent consists of Owen Crump, master of ceremonies, and contestants who placed high on KFWB amateur hours in the last two years.

HOWELL SELLS WEBR TO BUFFALO NEWS

SALE of WEBR, Buffalo, to the *Buffalo Evening News* interests, already operators of WBEN, was disclosed June 2 in applications filed with the FCC asking for voluntary assignment of the WEBR and associated shortwave licenses from the Howell Broadcasting Co. to WEBR Inc. The amount paid Herbert H. Howell for the station was not divulged, although the transfer awaits FCC approval.

The station operates with 100 watts night and 250 watts day on 1310 kc. The new WEBR Inc. is headed by Edward H. Butler, editor and publisher of the newspaper, as president and treasurer, with 60% of the preferred stock, the other 40% being held by Majorie Mitchell Baird, who is part owner of the newspaper. All common stock is held by Edward H. Batten Jr. A. H. Kirkhofer, managing editor of the *News*, is vice president, and Clayton H. Underhill, business manager of the newspaper, is assistant treasurer.

PLAN BUCKEYE NET; WAIU IS NOW WHKC


Mr. Carpenter

PLANS for a new Ohio regional network, to be known as the Buckeye Network and to link three of the stations of the *Cleveland Plain Dealer* group, were disclosed June 13, when it became known that it is expected to have lines ready for operation by July 1. At the same time it was disclosed by the FCC that permission has been granted to change the call letters of WAIU, Columbus, to WHKC—presumably to identify it more closely as the companion station to WHK, Cleveland, these being the two stations owned outright by a subsidiary of the *Plain Dealer*. The call letter change is effective July 1.

The Buckeye Network will link WHK, WHKC and WKBN, Youngstown, the latter station being 40% owned by the newspaper organization. It will be headed by H. K. Carpenter, manager of WHK and supervisor of the group. WJAY, Cleveland daytime station, whose transfer to the *Plain Dealer* subsidiary was recently approved by the FCC, will not be part of the network.

Mr. Carpenter will head the network, which will issue a special rate card to go into effect July 1. Free & Sleininger Inc. will act as national representatives.

New Continuity Service Added to WBS Library

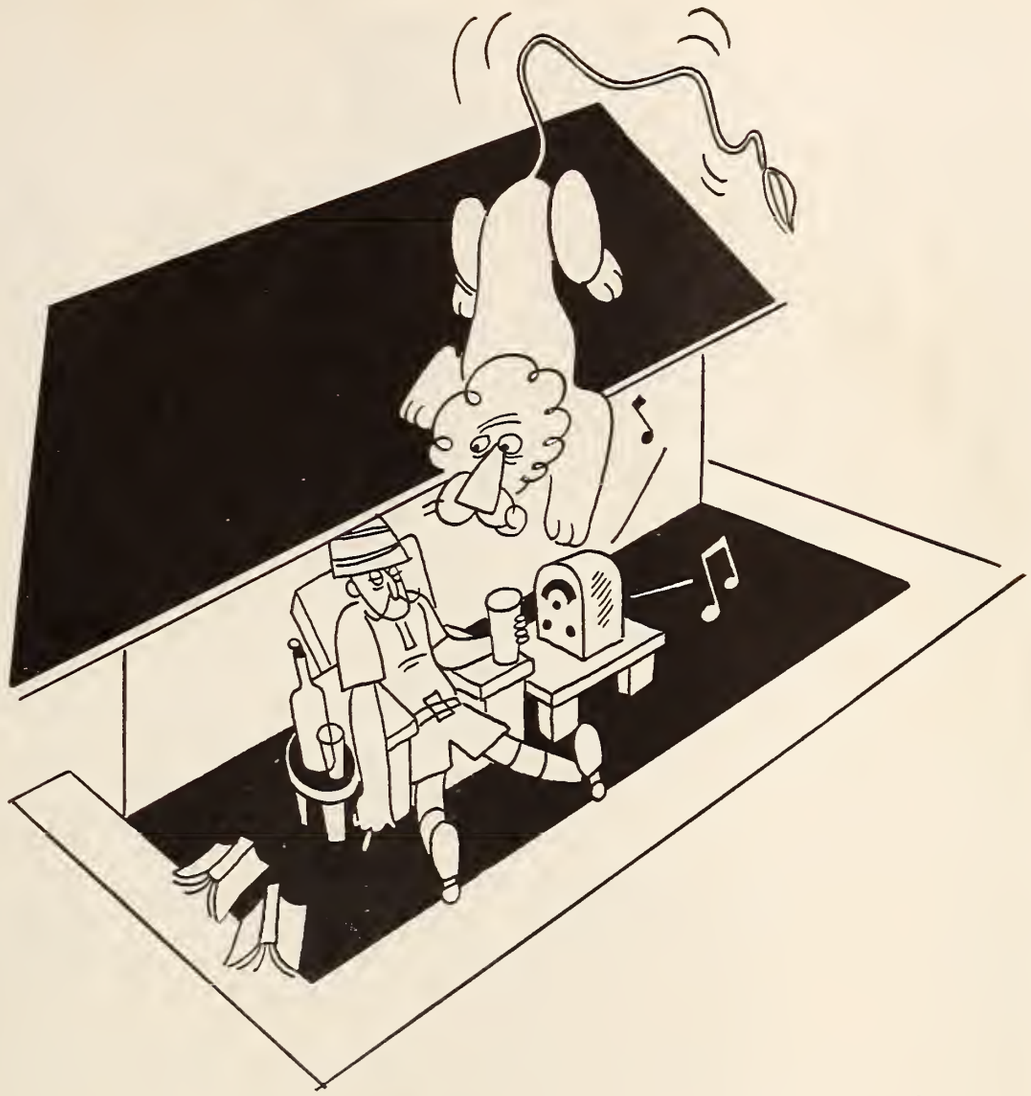
FOR its 145 subscribers to World Library Service, WBS on June 1 started a continuity series based on the 1,500 library selections. The service is designed to offer commercial scripts for local sponsorship and to provide program continuity service.

With release of first continuities a complete merchandising plan was submitted in pamphlet form. It contains instructions on marketing the service and includes a wide variety of products. In addition two 15-minute transcriptions were offered with sample continuities for demonstration to prospects. The samples also serve as patterns for programs built with World library music.

First of the samples is *What's New*, with feminine appeal, dealing with books, pictures, plays and what women are doing in the world. The second is *Your Home*, also a program appealing to women, but devoted to the domestic housewife as opposed to the woman with diverse outside interests. The two continuities include dramatized commercials, and complete scripts enable varying of the appeal to various types of sponsors.

Minit Rub Test

BRISTOL-MYERS Co., New York (Minit Rub) will launch a test spot campaign on WDRC, Hartford, beginning Monday, July 6, 7:45-8 a. m. The program will be a news broadcast, six days a week, for 26 weeks. Young & Rubicam Inc., New York, placed the account.



Farewell to Boredom

WOR holds no brief for boredom, and spikes it whenever the opportunity offers. Since its inception this station has been dedicated to the pursuit of sound entertainment and programs that reflect with characteristic *brio* the spirit of all that is fresh and zestful in the viewpoint of Greater New York. *But not by entertainment alone is WOR known to its millions of loyal followers.* Rare is the listener who has not thrilled to WOR's terse, colorful presentation of the day's news and spot coverage of special events. That such alert programming is appreciated by the majority of 34 million ears in America's largest listening-buying market is well-proven by the response it provokes. In fact, this station's total mail received from January 1, 1936, to date now stands at the grand total of 1,181,065 compared with 429,734 for the same period of 1935 and 337,830 ditto for 1934. Such popularity *cannot* be coincidence. WOR confirms this by smashing each record month after month.

WOR

WOV Negotiations Still Marking Time

Three-Cornered Plan Including Lease to CBS Contemplated

SALE of WOV, New York, for $300,000 in a three-cornered deal which would give WLWL, Paulist Father Station in New York, full-time operation with 5,000 watts power, has been in negotiation for the last month, but with no present indication as to when the deal might be closed. There have been protracted conversations all with the objective of pacifying the militant Paulist group, and CBS has figured in them.

It is understood that originally the plan was for the Paulists to purchase WOV at the $300,000 figure, and then lease the station to CBS, with guaranteed time for its religious programs. These efforts, however, first appeared fruitless and John Iraci, principal owner of WOV, sought to procure WLWL on the same lease arrangement contemplated by CBS, after selling WOV to the Paulist organization. His offer, however, was reported as having been rejected by WLWL on June 10.

Conversation has centered upon a plan which would involve the following:

WOV, operating limited time on 1130 kc. clear channel with 1,000 watts, to be sold to WLWL, for about $300,000.

WLWL, now operating the equivalent of about one day per week on 1100 kc. clear channel with 5,000 watts, to get full time operation on that channel.

WPG, Atlantic City municipally owned station, to relinquish its six-sevenths time on 1100 kc. to WLWL and accept WOV facilities with 1,000 watts on 1130 kc.

KSL, Salt Lake City 50,000 watter, and dominant station on 1130 kc., to consent to full-time operation by WPG on its channel.

Plan for Renewable Lease

THE PLAN then was for CBS to lease WLWL as a 50,000 watt full-time New York station at approximately $30,000 per year, for five years, renewable at five-year intervals, and with a provision for the lease to run as high as $60,000 after the fourth year, depending upon WLWL earnings. A proposition along the same general lines later was made to WLWL, it is reported, by Mr. Iraci.

The leasee, whether CBS or Iraci, would guarantee the Paulists one or two hours daily, plus adequate time on Sundays for religious programs.

The negotiations have been in progress intermittently for about six months. At times they have been heated, particularly because of Mr. Iraci's apparent unwillingness to sell his station at any figure. WOV has been highly successful as an Italian language station in the New York area.

At the conferences during the last several weeks have been Father Edward Lodge Curran, representing Father John B. Harney, Superior of the Paulists; James P. Kiernan, commercial manager of WLWL, who has figured prominently in Paulist activities; Mr. Iraci and Horace L. Lohnes, Washington attorney, for WOV, and Harry C. Butcher, CBS Washington vice president, and Herbert V. Akerberg, station relations manager, for CBS.

This arrangement, among other things, would presumably bring to an end the Paulist crusade and terminate its conflict more particularly with WLWL, New Orleans, Loyola University Jesuit station which operates full time on the 850 kc. clear channel, on which the Paulists have sought to operate simultaneously as a means of getting full time. There has been a bitter fight on this.

Texas Centennial Invites Broadcasters to Attend

AN "open letter" invitation to all broadcasting station members of the NAB to visit the Texas Centennial and enjoy the "courtesy of the Exposition" was extended June 2 by C. M. Vandeburg, director of radio, and Lewis Lacey, assistant director, in a communication to President Leo J. Fitzpatrick of the NAB. Members of network and station staffs, the letter said, are included in the invitation if they come with proper credentials.

Radio has been provided with $150,000 worth of equipment and studios at the exposition, with Gulf Refining Co. sponsoring the elaborate layout. The Centennial was formally opened June 6. "We should like to have every broadcasting executive in the country to see how thoroughly and completely radio has been accepted as a major part of the life of a world's fair," said the letter.

Frigidaire Back on Net

FRIGIDAIRE SALES Corp., Dayton (refrigerators) will return to the air after lapse of a year with a new weekly series featuring *Clara, Lu 'n' Em* and an orchestra on 59 NBC-Blue network stations beginning Friday, June 26 9:30 - 10 p. m. The program is signed for 13 weeks. The Ford-Fred Waring program is currently heard at this time but after the June 26 broadcast the Ford program will move up to the 9 - 9:30 p. m. period. Lord & Thomas, Chicago, has the Frigidaire account.

BRENEMAN NAMED MANAGER OF KFRC



Mr. Breneman

NAMING of Tom Breneman as manager of KFRC, Don Lee station in San Francisco, has been announced by Thomas S. Lee, Don Lee president. Breneman succeeds Harrison Holliway, who resigned last month after more than 11 years to become coordinator of KFI and KECA, the Earle C. Anthony stations in Los Angeles.

Mr. Breneman has been associated with KFRC for approximately 16 months as director and master of ceremonies of *Feminine Fancies*, daily afternoon Don Lee network feature, and also as writer and producer of various other air shows. He has been in radio since 1925 as artist, producer and executive. For more than a year he was manager of the Los Angeles Broadcasting Co., operating KFAC and KFVD in Southern California. Before becoming associated with that organization, he was an NBC artist in New York and prior to that was identified with KNX, Los Angeles.

In taking over his new duties, Breneman announced that there will be no immediate personnel changes. He will continue his participation in *Feminine Fancies* and also the twice weekly *Good Morning Neighbors* series, which started June 2 under sponsorship of Durkee Famous Foods Inc. on the 12 CBS-Don Lee stations.

Burkan, Counsel For ASCAP, Is Dead

NATHAN BURKAN. who with Victor Herbert was responsible for the formation of the American Society of Composers, Authors & Publishers and who as its general counsel has been a moving spirit in the organization ever since, died of acute indigestion at his summer home at Great Neck, Long Island, June 6. He was 56.

Mr. Burkan was a prominent New York attorney with a practice largely specialized in theatrical and copyright matters. As a leader in Tammany Hall, he took an active part in New York politics and in 1933 was appointed to the Triborough Bridge Authority.

A native of Rumania, Mr. Burkan came to America as a youth and was graduated from the City College of New York and received his law degree from New York University. During the last year he represented ASCAP in the government's anti-trust suit, and his last appearance before a Congressional committee was as counsel for ASCAP on the Duffy copyright bill. He was on the ASCAP regular payroll at a reputed annual salary of $100,000. Funeral services were held June 9.

Receivership of ASCAP Is Ordered Dissolved by Washington State Court

CONDITIONAL settlement of the Washington State controversy involving receivership of all works in the repetory of the American Society of Authors Composers and Publishers was effected June 9 when the Superior Court in Seattle ordered reinstatement of ASCAP property. This in effect dissolved the receivership ordered by the Court last year when ASCAP was held to function in violation of the Washington State constitution.

It was reported that ASCAP compromised all claims filed by the 21 stations in the state for alleged over-charges. Moreover it agreed to deal with all users of music on a basis satisfactory to the state. Judge Wright of the Superior Court ordered the property returned to ASCAP by Tracy C. Griffin, Seattle attorney who had been named receiver, provisionally and conditional upon their doing business hereafter in accordance with the state laws. Otherwise the court left the way open to restore the receivership.

Claims of an undetermined amount filed by users of ASCAP works were compromised and settled and it is understood that new contracts will be executed. The receivership was effected last year largely through the efforts of Kenneth C. Davis, Seattle attorney and managing director of the Washington State Association of Broadcasters.

NBC Releases 30

THIRTY engineers on the staffs on NBC owned and managed stations were given their notices and two weeks extra pay June 1 as part of the economy drive begun April 1 by Lenox R. Lohr, NBC president. Eight of the engineers and three apprentices were from the New York staff.

PEOPLE LIVE IN THE SUMMER

And They Listen to the Radio, Too, Asserts NBC; Daytime Is a Good Time to Reach Women

HAVING glanced over current and past schedules of Procter & Gamble Co., Cincinnati, NBC decided to issue a brochure on the subject and discovered numerous interesting statistics about the world's largest network user and NBC's biggest client. Of the 778 P & G program hours on NBC, 664 are daytime which NBC says "are noted for reaching cash customers because weekday daytime audiences include literally millions of women."

Three-fourths of P & G's radio expenditures have gone to daytime hours. Last year, when P & G spent $2 105,237 on network advertising—NBC exclusively—the daytime share was 79.6% of the total. At present it is 91%.

And when "the sun tries to knock the top out of the thermometer the parade keeps going," NBC points out. "P & G, with other outstanding NBC advertisers, has ignored the 'dog days' fallacy in the radio world. The percentage of available summer radio listeners (by hours) closely approximates that of the winter audience. In some hours, during June, July, August and September, the percentage of available listeners exceeds that of the other nine months.

"Why doesn't the record indicate a serious dent for these four so-called torrid months? Maybe P & G discovered — even back in 1929 (when it entered radio) — that radio listeners are people, that people somehow continue to act and live quite normally during the summer. They eat. They wash themselves. They wash their clothes. And, they listen to the radio."

Four pertinent NBC facts are pointed out: "During the first four months of 1936 P & G increased their weekday daytime expenditures 68% over the corresponding period of 1935—all NBC. In 1935, advertisers invested $5,452,890 in NBC weekday daytime hours. During the first four months of 1936, advertisers spent $2,053,154 for NBC weekday daytime hours. 31.1% of all NBC sponsored programs are weekday daytime programs. Each week, on weekdays alone, advertisers (out to reach the women) now use 101 daytime periods on NBC."



Is Only ONE Out of THREE Listening to YOU?

IT'S AN AMAZING fact that TWO out of THREE listeners in Chicagoland are of *foreign* birth or parentage! Read that again, won't you please and you'll realize why WGES devotes so much time to *foreign language* programs. We talk (in their own language) to those two listeners you are overlooking and bring you 100% coverage in Chicago. We're doing a real job of Americanization and at the same time a swell job of selling. ***Yes, this is another of the big reasons WGES has more local Chicago business than any other Chicago station!***

WGES

"In the Heart of Chicago"

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!



Merchandising: Squads of Chicago police had to be called out recently when a WGES advertiser put on a sale of dresses. That fact isn't surprising — but it was unusual to find that one of our WGES salesmen pitched in at the store and sold dresses to the overflow crowd.

* * *

Illinois Bell Telephone Company found a new way to merchandise a reduced Sunday rate: Spots on WGES, WCBD and WSBC.

* * *

A phonograph record turntable arrangement designed at WGES is now in use by seven Chicago stations and quite a few out of town. We were glad to pass the idea along.

* * *

Montgomery Ward's entry into the retail store field was most accidental. The overstocks that immediately followed the World War had to be disposed of. A store was established at the Chicago mail order plant and millions of dollars worth of merchandise unloaded. This writer handled the advertising campaign. And, page Ripley, those were the days when newspapers were refusing advertising because they had too much!

* * *

Our selection as to radio's most capable all-around executive—and its happiest one: Glenn Snyder of WLS.

* * *



As we ruthlessly cut continuity the other day we contemplated brevity and a memory came to us of the shortest but most welcome telegram we ever got. We were editing an oil newspaper in Shreveport (1920) when we announced in the last publication ever to appear, that the 40,000 barrel oil gushers were in reality salt water—then we wired frantically hither and yon for a job. One of our wires was addressed to our friend, Don Davis (now President of WHB, Kansas City, and then a major executive with Montgomery Ward, Chicago) who wired back two words: "Come ahead."

* * *

The cash discount "problem" has never been such on WGES, WCBD or WSBC. Our advertisers are generally quite glad to pay their bills without a discount. Honestly!

Gene T. Dyer

New Extra-Broadcast Rules Are Given General Approval

Postponement Asked by Some Interests Before Apex Regulations Are Effective; Minor Changes Urged

NEW RULES governing all types of broadcast services other than those in the conventional broadcast band were agreed to in substance at a general conference held June 8 by the Engineering Department of the FCC with some 60 representatives of stations, networks and experimenters.

A plea for a 90-day postponement of the effective date of the rules, which have been promulgated to become effective July 1, in order to give further opportunity to study them, was made by Dr. C. B. Jolliffe, RCA engineer and formerly FCC chief engineer. after James W. Baldwin, NAB managing director, had sought a postponement to sound out reaction among his members. A 30-day postponement until Aug. 1 is indicated.

The postponement request was to be submitted to the FCC Broadcast Division by its Engineering Department, since it alone is empowered to change the promulgation date. Chief Engineer T. A. M. Craven and Assistant Chief Engineer Andrew D. Ring, who presided, asked adequate reasons for postponement.

A half-dozen suggestions for changes in phraseology in the new rules and for relaxation of certain provisions also were advanced and taken under advisement. These likewise are subject to Broadcast Division action.

Television Shift

ASIDE from the postponement plea, the only other serious discord resulted from the ordered shift of experimental television stations from the medium high-frequency channels to the ultra-high frequencies. Prof. R. H. George, representing the Purdue University television station operating in the 2750—2850 kc. band, opposed the transfer to the ultra-high frequencies on the ground that rural coverage would be lost. After Chairman Ring sought expressions from other experimenters in these medium bands, who total 11, and found no opposition to the shift to the ultra-highs, he ruled that the weight of engineering opinion was contrary to continuance in the lower range and denied the plea of Purdue. Purdue counsel afterward announced that a protest would be filed with the FCC, pursuant to the regulations. This means a hearing on the proposed shift.

In some quarters opposition was expressed to the plea for postponement of the regulations under any circumstances because of the possible effect upon the general ultra-high frequency hearings which were to begin June 15. If these channels for television, facsimile, very high frequency (apex), relay and international broadcasting are not definitely allocated by that time, with covering rules, it was felt they might be thrown into dispute, insofar as allocations are concerned, at the June 15 hearing. Thus the scope of these hearings would be enlarged.

Mr. Baldwin protested particularly the rules covering very high frequency assignments on the ground that their adoption would start a veritable land rush for assignments. Then, he said, these rules and allocations might be revised after the June 15 hearings, and after the broadcasting industry generally had become entrenched in heavy investments for equipment for "apex" broadcasting. He insisted he wanted to sound out his members first.

On the other hand, Commander Craven and Mr. Ring brought out that there are some 60 applications pending for new stations in the "apex" field and that they should not be held up unduly. For the last three months the FCC has not considered apex applications while awaiting promulgation of the new regulations which specifically cover such operation. Existing regulations cover only general experimental operations, in which category apex stations are placed.

Mr. Baldwin also raised a question about the television allocations, declaring he did not want the NAB placed on record as favoring only the ultra-high frequency experimentations. He said there might be adequate reason for preserving the lower band experimentations since it now appears that rural coverage by television can only be accomplished on these lower waves. In that

(*Continued on page 52*)

Text of Texans' Resolutions

WHEREAS, it is the understanding of this organization that certain applications are now pending before the Federal Communications Commission and others are contemplated, wherein licenses or permits are being sought authorizing the establishment of radio broadcasting stations with transmission power of five hundred (500) kilowatts; and

WHEREAS, such stations on account of their excessive power cover the entire United States; and

WHEREAS, on account of the excessive cost to establish such stations they can only be established by large accumulations of capital and in small numbers compared with the present number of stations of lessor power now being successfully operated; and

WHEREAS, such powerful stations tend to monopolize the radio broadcasting industry to the detriment and injury of the approximate six hundred thirty (630) independent broadcasting stations now established and representing to the owners and operators thereof valuable investments; and

WHEREAS, there is no necessity for stations of such excessive power as the country could be properly and efficiently furnished with broadcasting service without the issuance of any further license for such super-power stations.

THEREFORE, BE IT RESOLVED by the Texas Broadcasters Association, in general meeting assembled at Fort Worth, Texas, that in view of the facts related above and the certainty of the economic injury and ultimate economic destruction of the numerous presently established independent broadcasting stations which will result in the establishment of even a limited number of stations of such tremendous power, that Texas Broadcasters Association earnestly and strenuously objects to and protests the granting by the Federal Communications Commission of any other or further licenses or permits for stations of power in excess of fifty (50) kilowatts; and

BE IT FURTHER RESOLVED that the Secretary of this organization be instructed to furnish a certified copy of this Resolution to each of the members of the Federal Communications Commission with request that they and each of them refuse to grant any other or further such permits or licenses.

T. FRANK SMITH, *Chairman*
JAMES R. CURTIS, *Secretary*





TEXAS ASSOCIATION—Here is a head-on view of the organization meeting of the Texas Broadcasters Association in Fort Worth May 23, attended by some 50 representatives of Lone Star State stations. At left are (seated) James R. Curtis, KFRO, Longview, Tex., elected secretary-treasurer; James W. Baldwin, NAB managing director, principal speaker, and (standing, left to right) T. Frank Smith, KXYZ, Houston, president, and Ralph S. Bishop, KFJZ, Fort Worth, vice president.

Mutual's May Billings

MAY billings of Mutual Broadcasting System totaled $129,907, including basic and supplementary stations. The figure compares with $139,934 for April. The May basic income was $108,369.

Super-Power Held Basis of Monopoly

SUPER-POWER may become an issue within the industry on grounds of alleged "monopoly" and of detracting from the efficacy of low-power local and regional stations. The issue was touched off by the Texas Broadcasters Association, at its organization meeting last month in Fort Worth, and copies of a resolution opposing 500,000 watt grants have been sent to the FCC, the Texas delegation in Congress and to other parties in interest.

B. F. Orr, KTRH, Houston, introduced the resolution protesting against licensing of any additional stations with power in excess of 50,000 watts. A half-dozen applications for 500,000 watt stations now are pending before the FCC. "There is no necessity for stations of such excessive power, as the country could be properly and efficiently furnished with broadcasting services without the issuance of further licenses for such super power stations," he argued.

After considerable discussion, the association voted 14 to 8 in favor of adoption of the Orr resolution, with three stations not voting. Opposed were WFAA, WRR, WBAP, KFYO, KMAC, WOAI, KGKO and KGNC. Elliott Roosevelt, vice president of Hearst Radio, and in charge of KTSA, San Antonio and KNOW, Austin, recently purchased by Hearst, favored the Orr resolution. Martin Campbell, WFAA, Dallas, argued that opposition to super-power would be to block the progress of radio science and his views were supported by Hugh A. L. Halff, WOAI, and George C. Cranston, WBAP.

Following organization of the Texas Association, 27 stations made formal applications for membership. Dues were to be based on power, with a minimum of $20 per year for locals, and ranging up to $80 per year for stations of 5,000 watts or more. It was planned to have a meeting of the Texas Association coincident with the NAB convention in Chicago July 5-8. The state association is an affiliate of the NAB as are the some dozen others which have been organized.

Stations which have joined the association are KGNC, KNOW, KNEL, KGFI, KRLD, WFAA, WRR, KFJZ, KTAT, WBAP, KPRC, KTRH, KXYZ, KFRO, KFYO, KPDN, KIUN, KGKL, KABC, KMAC, KONO, KTSA, WOAI, KGKB, WACO, KRGV, KGKO.

New Station Calls

CALL letter assignments for new stations for which the FCC Broadcast Division recently authorized construction permits have been made public by the FCC as follows: WBLY, Herbert Lee Blye, Lima, O., 100 w. D on 1210 kc.; WDWS, *Champaign* (Ill.) *News Gazette*, 100 w. D on 1370 kc.; KRRV, Red River Valley Broadcasting Co., Sherman, Tex. (*Sherman Democrat*), 100 w. D on 1310 kc.; WSPG, Portland Broadcasting System Inc., Portland, Me. (*Portland Press-Herald*), 500 w. LS on 640 kc.; WAPO, W. A. Patterson, Chattanooga, Tenn., 100 w. D on 1240 kc.; KUTA, Utah Broadcasting Co., Salt Lake City, 100 w. on 1500 kc.

Introducing a New Name!

TECHNA CORPORATION

With a rich background of engineering experience in the design and manufacture of high quality broadcast, public address, recording and laboratory equipment.



TO MEET the growing demand for low-priced precision equipment with high performance standards, the Techna Corporation has entered the field of sound transmission equipment.

Executives and engineers of the Techna Corporation have behind them a record of outstanding contribution toward the progress of the radio industry. In the making of Techna Corporation's products a new schedule of plant production—unique in the industry—allows the precision manufacture of high efficiency equipment, at an unusually low cost.

With ample financial resources at its command—plus the seasoned experience of men well grounded in every phase of sound transmission, the Techna Corporation invites inquiries on the development, manufacture and installation of all types of broadcast, public address, recording and laboratory equipment.

TECHNA CORPORATION

926 HOWARD STREET · SAN FRANCISCO

CABLE ADDRESS: "TECHNA" BELL TELETYPE: "SF 329"

FULLY EQUIPPED BRANCH OFFICES NOW BEING ESTABLISHED IN CHICAGO AND NEW YORK

THESE MEN WILL DIRECT THE ACTIVITIES OF TECHNA



ROBERT B. WALDER

President and Chief Engineer

Widely recognized as a leading authority in the fields of Broadcasting, Public Address and Recording, Robert B. Walder has been associated with the industry since 1921. He built and operated one of the first West Coast radio stations, KJC. Later, he served as Chief Engineer of the Moving Picture and Sound Division of M. R. Martin & Co. He then accepted a position as Chief Engineer of the Remler Co., Ltd., where he established a Broadcast Public Address and Recording Division. Under his guidance this division rapidly attained national recognition.

* * *



EARL R. JONES

Factory Superintendent

Designed and developed the tool machinery for production of the Keyboard Marchant Calculator. Designed production equipment for Dean Electric Company, makers of telephones. Served as Plant Superintendent of Lathe Tool Works, Pacific Coast tool concern, manufacturers of motion picture and sound equipment. During the experimental stages of the Bakelite industry, Jones pioneered many important processes now widely used by manufacturers throughout America.

* * *



C. E. DOWNEY

Broadcast Research Engineer

C. E. Downey, formerly Chief Engineer with radio stations WAIU, WCAH, KROW, KFJF, KOMA and XENT (one of the first 150 KW stations in Mexico). He was also associated with the RCA Marine Corporation, and brings to Techna a rich background of radio experience. He developed the remote short wave indicator used Hydro-Electric projects. Another of Downey's achievements was the perfection of short wave automatic transmitters and receivers for marine use.

Chicago Expansion Is Planned by CBS

Modernizing of Plant Includes Elaborate New Studios

CBS not only will erect a big new skyscraper for headquarters in New York City and establish new studio and office facilities in San Francisco and Los Angeles, but during the next four months will expand its Chicago plant in the Wrigley Bldg.

This was disclosed early in June when plans for alterations to the present program offices of WBBM, Chicago key, were announced. The plans contemplate two new studios and complete new offices, to be followed by a gradual rebuilding and modernizing of the entire Chicago plant under the direction of H. Leslie Atlass, Chicago vice president, and Frank Falknor, Chicago division chief engineer.

As reported in the June 1 BROADCASTING, CBS last month purchased a 29,000-square foot tract at Park Ave. and 59th St., New York, for its new program and business headquarters, but this will probably not be completed until 1939 when the network's lease on its present quarters on Madison Ave. expires.

West Coast Plans

IN ADDITION, in July CBS Pacific Coast business headquarters will be established in San Francisco, probably under a vice president, and in Hollywood two theater type studios will be added to the present KNX studios when that station is taken over by the network under its recent $1,300,000 purchase deal which awaits FCC approval.

In San Francisco, where KSFO will either be leased or become affiliated in lieu of KFRC as the CBS outlet, it is planned to spend between $50,000 and $100,000 on building, and in Hollywood the added plant will cost about $175,000.

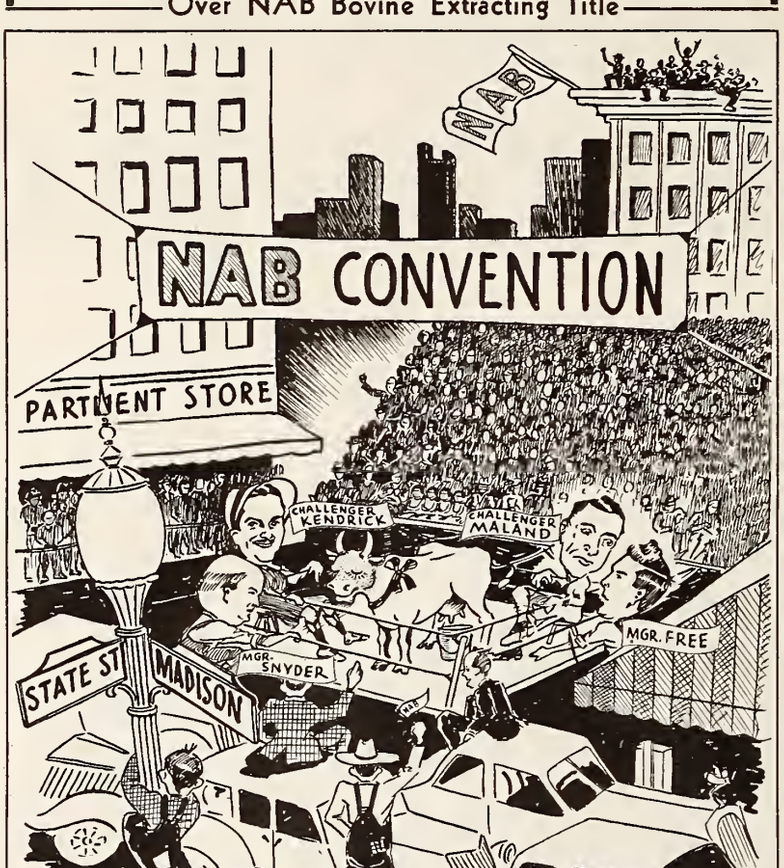
The new Chicago setup contemplates a *WBBM Air Theater* on the first floor of the north section of the Wrigley Bldg., with the entire studio and office plant centering around it. Instead of occupying scattered floors, all of the facilities will be concentrated on three floors. Executive, sales, program, publicity and engineering offices and Studios Five, Six, Seven and Eight, on the second floor will occupy the entire block now bounded by Michigan Boulevard, N. Water, Rush and Austin streets. More than half of the first floor and the lower level will be devoted to studios, shops, control rooms, music libraries, and artists' quarters.

Beginning with one small studio and a small office space on the lower level of the Wrigley Building in 1928, WBBM and CBS have repeatedly outgrown their quarters, necessitating elaborate studio additions in 1930, 1932, and 1934.

Expansion needs during the past year have been cared for through leasing the Medinah Club ballroom and the Civic Theatre for audience performances. The new *Air Theater*, or Studio No. 10, will provide comfortable seating for more than 400 persons in an intimate ultra-modern setting embodying the latest in acoustical and electrical engineering practice.

FROM ONE MILKER TO ANUDDER

Kendrick and Maland Interests Stage Verbal Feud Over NAB Bovine Extracting Title



AND MILK IS SO CHEAP!!!

COW-MILKING rather than account-milking, promises to be a central attraction at the NAB convention in Chicago. Raging within the industry at this time—with a group of broadcasters, station representatives and even a couple of agency folk as principals — is a controversy over the NAB cow-milking championship. Claimants to the title are J. O. (Squirter) Maland, udder-crushing hope of WHO, Des Moines, and D. E. (Unplugger) Kendrick, debonair impresario of WIRE, Indianapolis, and leading exponent of the "wrist wrench" stroke.

After much wrangling among participants, managers, judges and kibitzers, it was decided to hold the contest at the corner of State and Madison Streets, Chicago, at "high noon" on July 8—the closing day of the convention. Challenger and/or Champion Kendrick, originally had not planned to attend the convention, but became so incensed over Challenger and/or Champion Maland's contention that he was champion "by default" that he now has altered plans and already is in training at his Indianapolis ranch.

The principals really haven't had much to say about the event. Practically all of the propaganda has been spread by the respective managers of the contenders — Glenn Snyder of WLS, Kendrick's boss, and James L. Free (Free & Sleininger and its twin-brother, Free, Johns & Field), who manages Maland.

BROADCASTING Magazine has been severely taken to task by the Kendrick-Snyder clique for the story published in its last issue that Challenger and/or Champ Maland was claiming the "belt" because of C and/or C Kendrick's previously expressed inability to attend.

Individuals who thus far have participated in the embrogolio, waged almost entirely by mail, excluding the claimants and their managers include: William Rambeau, Chicago station representative; Ed Fellers, Fellers, Presba & Fellers; L. L. Jaquier, KTSA. San Antonio; Martin Campbell, WFAA, Dallas; Howard Wilson, Kansas City representative; M. H. Peterson, Hearst Radio Inc.; Hugh A. L. Halff, WOAI, San Antonio, and J. Leslie Fox, KMBC, Kansas City.

In an impertinent letter on June 3, Manager Snyder assailed BROADCASTING for its precontest story. In part, he wrote:

"Since your publication, in its issue of June 1, has seen fit to make a matter of public concern the cow-milking contest at the coming NAB convention, I think it desirable that I set you straight—in the interest of general as well as editorial accuracy on this event.

"Formerly, this cow-milking contest was a disconnected, unrecognized activity on the part of a very few disorganized radio common laborers. Entirely through my promotional efforts, it has this year become an inter-departmental activity of the NAB, and as the recognized agricultural expert of the radio industry, as evidenced by my handling of the pig sent you recently by Ed Craney, and as chairman of the Chicago NAB committee, who is better fitted than myself to handle the event?

"In your published mention of the contest, you refer to me as personal manager for Mr. D. E. "Plug" Kendrick, of WIRE, Indianapolis. I am honored by being appointed by Mr. Kendrick to represent him. He has been most wise in his selection and my experience, as well as my natural shrewdness in handling such affairs, assure him of victory at the July meeting."

On and on goes the Snyder missive, attacking those who have attacked his qualifications as the cow contest promoter. Since his innuendos against many gentlemen might be regarded as libelous, they are deleted.

And then, presumably by prearrangement, the same mail brought another bale of correspondence from Challenger and/or Champ Kendrick demanding that BROADCASTING "retract the misleading statement". Direct accusation is made that either Maland or Manager Free "misled" BROADCASTING. He contended that last year, at which time Maland was recognized as the champion cow-milker, that he (Kendrick) challenged Maland to a contest in the hotel lobby at Colorado Springs.

"Either through fear, or intoxication, or gross carelessness, Mr. Maland failed to appear at the appointed time and place. Therefore, I was conceded the championship title and belt by those members of the Association who were present to witness the contest. * * * I therefore dispute any claim made by Mr. Maland and herewith state that I am the champion cowmilker and in full possession of the championship belt and title."

Windy Epistles

ALL WOULD have been swell for your industrious reporters if the mail man, on each of his daily visits, hadn't unloaded another batch of insidious propaganda favoring one side or the other in the milk-mulcting melee. Ed Fellers in a missive a yard long, wanted the world to know he had been designated "chief judge".

Came C and/or C Maland with a fiery retort (since he received carbon copies of all letters) alleging that all of the letters were being written for the purpose of "stirring me up to the point where I would make unguarded statements". And all of the letters, he said "contain much more copy than allowed by WHO." Sounding more like a lawyer than a station rep, Manager Jim Free crashed through with a legalistic document in which he said "it is my duty to object to the reference", etc. made to his stooge. In wading through this unbrief brief, your correspondent discovered a reference to a "substantial cash guarantee" before his principal would meet any challenger. It is assumed, of course that Manager Free will procure his usual 15%.

[Editor's Note: We will award a chromium-plated kilocycle collector to the winner.]

WALA Shifts Net In Contract Mixup

WALA, Mobile, Ala., returned to the CBS network June 10 after an eight-day "vacation" during which time negotiations were on and then off with NBC. The unusual situation, which is without precedent in network broadcasting, developed from an apparent misunderstanding between the two networks and the station and a misinterpretation of the WALA contract with CBS.

It develops that CBS contract with WALA contained a three-year renewal option, exercisable as of June 2. On that date, however, WALA refused CBS service, after which William Pape, owner of the Mobile station, negotiated with NBC and contracted for its service, to begin June 9. When notice of this went to the trade, CBS brought out that its WALA contract still had three years to run.

When the existence of the CBS-WALA contract continuance became known, NBC did not deliver its contract or begin service. On June 10 Mr. Pape, accompanied by Rep. Frank W. Boykin, (D-Ala.) discussed the matter again in New York with Herbert V. Akerberg, CBS station relations manager. Service was resumed immediately to the station.

The original contract with WALA was signed in 1934 by CBS on a five-year basis with the option clause. NBC had been told, it is reported, that WALA was entirely free to negotiate, and at the time did not know of the existence of the contract provision for another three years service.

Gillin Is Honored



Mr. Gillin

ONE of radio's youngest executives, John J. Gillin Jr., manager of WOW, Omaha, on June 6 was elected director of the National Junior Chamber of Commerce at its Memphis convention. Mr. Gillin, who is 31, has been president of the Omaha Junior Chamber of Commerce and is the youngest member of the NAB board of directors. He started in radio in 1926 and has managed WOW since 1932.

KFPY HELPS OUT

Provides Almost Entire Staff For Canadian Event

WHEN CJAT, at Trail, British Columbia, wanted to celebrate its boost to 1,000 watts, KFPY, Spokane, sent two buses to Trail, 125 miles away, with 32 staff members, to help celebrate the event. The program was broadcast transcontinentally.

In the KFPY group were two technicians, two announcers and 28 artists and the program was under the direction of James B. Clark, KFPY musical director. Since they were paid by a local theatre for putting on the program, they were required to pay Canadian income tax before leaving the Dominion.

KFPY had to cancel all local programs except news for the day.

KSD IN ST. LOUIS

Another Incident in the Commercial Advertising History of KSD

Airy Fairy Cake Flour Gets Department Store and General Distribution Through KSD Broadcasts

. . . . With Greatly Increased Sales

As a direct result of 26 half-hour Sunday afternoon programs on KSD, Airy Fairy Cake Flour sales increases were speeded up to a high percentage, establishing Department Store and general distribution in the St. Louis area. A voting contest in 13 of the programs in which box tops were the votes, brought such a satisfactory response that the KSD contract was renewed for 26 weeks. Inquiries for further information invited.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



T. P. Kennedy, Jr., President O'Bryan Brothers, Inc., Manufacturers of the famous Duck Head Overalls

"No Other Advertising So Enthusiastically Received,"

Says Prominent Manufacturer

• Proof of the effectiveness of an advertising campaign lies in the reception of it by dealers and their customers. But let T. P. Kennedy, Jr., President of O'Bryan Bros., Inc. tell you what happened when his company went on the air over WSM.

"We have found WSM an invaluable medium both in stimulating sales among our old dealers and in securing new accounts. And no advertising we have ever done has been so enthusiastically received by our dealers and their customers." T. P. KENNEDY, JR.

Ask your dealers and jobbers about WSM's sales influence in the South!

WSM 50,000 WATTS

National Representatives, EDWARD PETRY & CO., Inc.

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

Nashville, Tennessee

Breaks Into Midwest

PACIFIC AMERICAN CANNERIES, Terminal Island, Cal. (Shore Dinner fish products), on June 15 switched its weekly five-minute transcribed program in Los Angeles from KHJ to KFI. Because of the fishermen's strike, the firm has not operated to capacity in recent months. With the cessation of the strike in May, the canneries have increased production and will increase sales territory and radio schedule. KMBC, Kansas City, will be used, starting in July, to open territory in Missouri, Oklahoma and part of Texas. The transcriptions are produced at Radio Recorders Inc., Los Angeles, with Charles H. Mayne Co., Los Angeles, as the agency.

NEW

WROK · Rockford

Full Time Operation

240′ Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS
SOUTHERN WISCONSIN

Broadcast Stations in Mountain States Showed $1,760,684 Revenue Last Year

TOTAL receipts of the 42 broadcast stations in the Mountain States, from sale of radio time during the year 1935, amounted to $1,760,684, it was revealed June 13 by Director William L. Austin, Bureau of the Census, Department of Commerce, in the fourth report of the new Census of Business series on broadcasting. The report includes all broadcast stations in the eight Mountain States which sold time during 1935.

About three-fifths (61.1%) of the time sales of stations in the eight states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than three-fifths (62.1%) of the total time sales of stations in the Mountain States was received by Colorado and Utah stations. Colorado led the other states with total time sales of $593,226, of which $364,441 (61.4%) was local advertising. Utah was second with $500,268 revenue from the sale of time, of which $218,593 (43.7%) was local advertising.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts. The 42 Mountain Stations employed a total of 436 persons (monthly average) with an annual pay roll in 1935 of $634,160. More than 91% of this pay roll was paid to full-time employes.

There was no seasonal fluctuation apparent in station employment in 1935. The number of persons employed ranged from a low of 408 in January to a high of 479 in December. The number of employes was smaller for the first few months of 1935 partly because of the opening of a new station later in the year. Monthly employment figures for those stations in operation continuously throughout 1935 indicate a gradual increase in numbers rather than a seasonal fluctuation.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 471 full-time and part-time employes was reported. Of this number 375 (or 79.6%) were men and 96 were women. Part-time employes accounted for 25.9% of the number and received 11.8% of the total pay roll.

Station talent, consisting of artists and announcers, totaled 149, or about one-third (31.6%) of total station employes. Of these, however, 72 (or 48.3%) were employed on a part-time basis, and they accounted for 59% of all part-time employes. Artists alone accounted for 42.6% of all part-time employes. Station talent, including both artists and announcers, received 21.9% of the total pay roll for the week.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers, but received a greater portion of the total weekly pay roll. They accounted for 25.3% of all employes and received 27.6% of the total pay roll for the week. Other functional groups reported by the stations include office and clerical workers, supervisors, and executives. Salesmen, continuity writers, and also persons performing a variety of functions, have been grouped together as "other" employes.

All employment data apply strictly to persons employed and paid by the stations. In addition there are artists and others employed by advertisers and radio networks who contribute to radio programs, but are not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of the broadcasting business in the United States.

Tabular data on the Mountain States follows:

Area	No. Sta.	Total	Nat'l & Regional[1]	Local[2]
Mt. States	42	$1,760,684	$684,101	$1,076,583
		100%	38.85%	61.15%
Ariz.	7	217,837	67,482	150,355
Col.	12	593,226	228,785	364,441
Ida.	6	126,968	23,248	103,720
Mont.	6	207,782	63,629	144,153
N. Mex.	5	46,341	9,916	36,425
Utah	3	500,268	281,675	218,593
Nev.	1	68,262	9,366	58,896
Wyo.	2			

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as time sold directly by stations to national and regional advertisers. Data showing the amounts received from network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

[3] Data other than number of stations are combined to avoid disclosure of individual figures.

Station Pay Roll

Area	No. Stations	Sta. Employes[1]	Total	Full-time	Part-time
Mt. States	42	436	$634,160	$578,635	$555,525
			100%	91.25%	8.75%
Ariz.	7	69	85,529	69,292	16,237
Col.	12	165	241,511	212,548	28,963
Ida.	6	41	46,423	41,517	4,906
Mont.	6	45	69,077	65,797	3,280
N. Mex.	5	26	27,643	27,328	315
Utah	3	68	131,240	139,416	824
Nev.	2	22	32,737	31,737	1,000
Wyo.		2			

[1] Monthly average, based on number of full-time and part-time employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

General Mills on WBT

A DAILY total of 30 minutes for a year has been signed on WBT, Charlotte, N. C., by General Mills Inc., Minneapolis. WBT is not carrying the General Mills hour program heard daily on CBS. On the WBT schedule are two quarter-hour transcriptions, *Hymns of All Churches* to promote Red Band flour and *Betty & Bob* for Wheaties. As a merchandising effort, General Mills has sent letters to all Carolina clergy inviting them to listen to the Hymns series and write brief comment. The program carries no commercial material except mention of the sponsor at beginning and end. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Dryden & Palmer on Mutual

DRYDEN & PALMER Inc., Long Island City (Gravy Master) on Sunday, June 14, 10:15-10:30 a. m. began a series of musical programs, with Bernie Ackerman and Louise Wilcher, over 3 Mutual stations (WOR, WFIL, WNAC). The program originates from WOR and the contract is signed for 13 weeks. Samuel C. Croot Co. Inc., New York, is the agency.

It's Your Dollar . . .

You'll get the most out of it in your next advertising campaign by spending 15 minutes with the dynamic little booklet, "Beyond A Shadow of Doubt."

Write for it now.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

WSOC Charlotte, N. C.

W ashington's
O wn
L ocal station
Washington, D. C.

Copyright Measure Has Little Chance

Slight Flurry of Activity in House After Senate Scolding

A FLURRY in the Senate over the failure of the House to report out the Duffy Copyright Bill, which would strip ASCAP of its arbitrary powers and which has already passed the Senate, caused the House copyright subcommittee named to draft the bill to awaken from its lethargy during the week of June 8, but chances for its enactment still are slight.

After Senator Duffy (D-Wis.) assailed the House committee's dilatory tactics and threatened to have the Senate ratify the International Copyright Treaty, upon which his bill hinges, Chairman Sirovich of the House Patents Committee made several moves, but with adjournment of Congress expected by June 19 little chance is held out for passage. Sirovich named Rep. Kramer (D-Cal.) chairman of the subcommittee in lieu of Rep. Lanham (D-Tex.) who is at home to mend political fences. Then Kramer called a couple of meetings but had difficulty in getting together his committee of 10 members.

It was learned that the subcommittee will "attempt" to draft an amendment to existing radio law, rather than enact the Duffy Bill, as a temporary expedient. This amendment would cover such things as toning down of the present $250 statutory minimum damage provision, and would specify that copyright owners must give notice in advance of purported infringements before filing suits. Thus it would be restricted entirely to the alleged infringements mentioned in the notices, rather than the blanket threat of infringements on all numbers. Stations, and other alleged infringers then would be given opportunity to "cease and desist" from performing the numbers.

The subcommittee apparently is in substantial agreement that the $250 minimum should be reduced, and leave the amount perhaps to the discretion of the courts, except for a minimum of $25 or so. Presumably the plan for temporary legislation includes the reduced statutory damage provision, plus the requirement for notice. As far as is known, the subcommittee has agreed that the proposal for American entry into the International Copyright Union is undesirable.

In the Senate on June 8, Chairman Pittman (D-Nev.) of the Foreign Relations Committee served notice that at the next session he would seek ratification of the treaty whether or not accompanying legislation was enacted. He declared the treaty could not be ratified at this session because of the agreement that the Duffy Bill first would be enacted to make it possible for American entry on a proper basis.

½ million lbs. of copper a day means men are working in
BUTTE
Home of
KGIR

Sponsored Bout

ROYAL WISEMAN, youthful announcer recently added to the staff of KROW, Oakland, Cal., in giving a cut-over cue for the boxing broadcast on May 27 announced: "We now transfer control to the Oakland Auditorium for the broadcast of the boxing matches with Schwartz versus Grodin to be featured in the main event." Wiseman later learned that the main eventers were Frankie Hammer and Ivan Wilson. Schwartz & Grodin were merely the sponsors of the broadcast.

WSM, Nashville 50,000 watter, has issued a new rate card effective July 1, with contracts placed prior to June 30 protected at present rates for one year. Class A service, 6 to 11 p. m. and after 12:30 p. m. Sundays, is listed at $350 per hour.

Edgar Bill Becomes Head Of WDZ; Hull Manager

OPERATING under the direct supervision of Edgar L. Bill, owner of WMBD, Peoria, Ill., the WDZ Broadcasting Co., recently incorporated to take over WDZ, Tuscola, Ill., has announced the retirement of Mrs. J. L. Bush as manager and the appointment of Clair Hull, formerly with WMDB. The station, established in March of 1921 and one of the oldest in the country, specializes in rural programs, operating with 250 watts daytime on 1020 kc.

WDZ was sold by Mr. Bush, local grain dealer who with his wife established it, to the new corporation, retaining 25% of the stock, with 25% each held by Mr. Bill, Dale Morgan, Peoria attorney, and Horace Lohnes, Washington radio attorney. The purchase price for the 75% stock was $7,500. In addition, $20,000 is to be spent for a new transmitter, for which Jansky & Bailey are surveying for a site.

Augusta Local Sold

SALE of the stock in Augusta Broadcasting Co., licensee of WRDW, Augusta, Ga. local, to Arthur Lucas, William K. Jenkins and Frank J. Miller, local theater men, was disclosed in an FCC application June 10. The purchase price was not stated. The transfer of stock from J. J. Powell, Louise Powell and A. Groom requires FCC approval. The price was $25,000.

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History



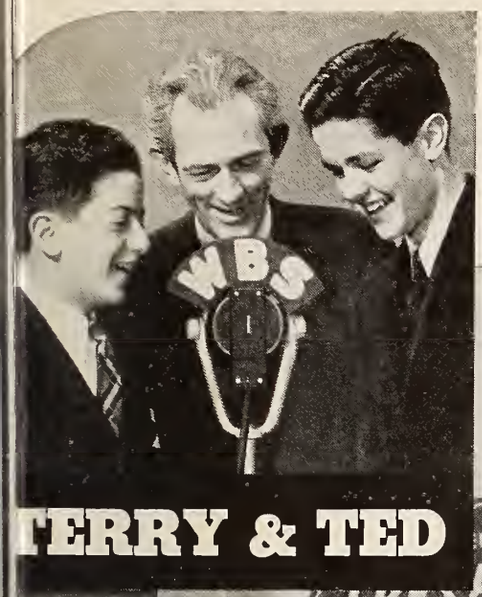
Bond Bakers "network" their own territories

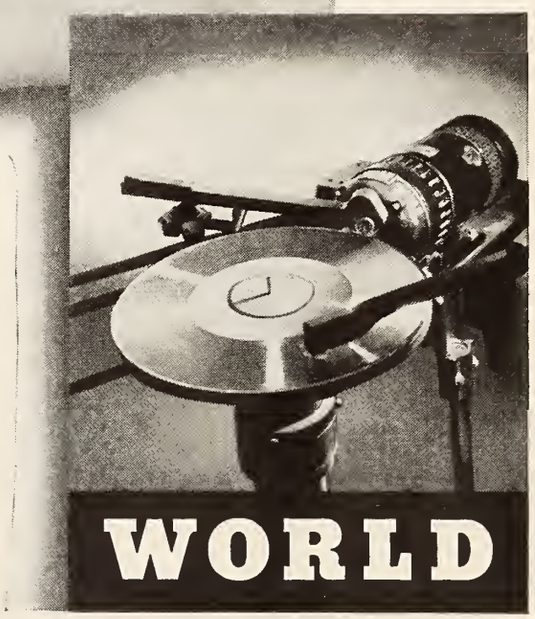
The Bond Bakers selected "network" consists of 9 stations — in 9 active markets of special interest to General Baking Company, where intensive sales promotion is desired . . . Proctor & Gamble (Drene) "networks" its sales message over 5 stations. Drano, on the other hand, uses one! Kroger Grocery sells coffee through 10 stations, while Goetz Beer uses 20. Richfield Oil, on the west coast, lists 15 stations, and the Chevrolet Dealers campaign has 378. And they're all WBS outlets.

This gives you some idea of what you can do by "networking" precisely the markets you want, through the WBS method of selective broadcasting. A lot like setting up your own newspaper list, isn't it? And

WORLD BROADCASTI

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES





your WBS discs are distributed to stations with the greatest of ease . . . "WBS selective broadcasting" is another way of saying "highly selective marketing—unlimited marketing flexibility — definite marketing economy" . . . There's much more to this than meets the casual eye. Give it your ear, too — and ask questions!

G SYSTEM

SAN FRANCISCO

WBS facilities include: *expert production assistance*, when desired, for program building; *station relations division*, an aid in clearing time; *shipping division*, for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Sensing Summer Dollars

LIKE Fido's devoted master, pioneer radio advertisers used to put on the muzzle when the first sniff of summer was wafted through the window. Unlike Fido, however, they didn't know what they were missing.

The summer sign-off habit grew as radio grew, with advertisers apparently ignoring the fact that people eat in summer, that they wear somewhat different clothing (a natural opportunity); that they wash their faces with soap; that they powder their noses; that they drive their autos more than ever (and listen to 3,000,000 auto radios); that they still like luxuries and need necessities.

But if any skeptical time buyers or advertisers still have any doubt about radio's efficacy as a summer sales inducer, we recommend to their attention the excellent promotion material that networks and stations are circulating. A few minutes with *NBC's Good New Summertime* (BROADCASTING May 15) or CBS' *A Summary of Summer* (June 1), to take two examples, will upset just about all the mildewed fallacies that have managed to survive the years of radio progress.

And if there are any who still are skeptical about both summer and daytime broadcasting, a glance at what Procter & Gamble—one of the biggest of all radio users—is doing in the daytime and in the summer, as described on another page, will prove enlightening.

Crackpot Haven

EVER HEAR of Housewives Inc.? Remember Gov. Talmadge's outpourings about radio—and GOP Chairman Fletcher's? Comes now the "Women Investors of America Inc.", holding a "finance congress of women" in Chicago this month, with the usual outcry against the radio networks, which declined to broadcast the proceedings of their conclave for the good and sufficient reason that the ladies represent a minority group with no great popular interest.

Result: The usual charges of "red and pink and communist" influences dominating radio—and the usual run of press associations and newspaper stories discrediting radio. America being a nation of joiners, what would happen to our radio if each and every letterhead organization could command time on the air, if each and every zealot and crackpot was heeded in his demand for radio time? Well, anyone apparently can crack the pages of the newspapers with any outcry against anything pertaining to radio, but happily for radio the public can easily see through these obvious publicity seekers even if the city editors can't—or won't.

Convention Issues

BROADCASTERS have never been faced with a bigger crop of issues of basic importance than will confront them at the forthcoming NAB convention. Aside from such perennials as copyright, Audit Bureau and the like, the membership will be confronted with new and far-reaching matters. These embrace the movements afoot to have the government enter directly into the broadcasting field, the use of ultra-high frequencies for broadcasting, television and other new services, and the very existence of the NAB itself.

Ed Craney, operator of KGIR, Butte, has advanced an interesting point in his proposal that 5% of available time be alloted to non-profit organizations. All broadcasters are familiar with the onslaughts of certain groups to chisel station facilities, even though that issue at the moment appears dormant.

In the face of the opposition we know this proposal will arouse, we are inclined to feel that it has merit. Whether it should be in the way Mr. Craney proposes we are not prepared to say, but we do appreciate the necessity of working out a mutually satisfactory arrangement whereby the constant time demands of unqualified groups can be resisted.

One other proposition destined to develop at the Chicago sessions is that of the creation of separate, autonomous organization representing class groups in broadcasting. That, to us, appears to be a wrong tack and one that might spell the doom of a strong industry trade association. Factionalism in trade association groups, as far as we know, has never worked efficiently.

Cash Discounts

THERE may be real merit in the proposal of L. T. Bush, secretary-treasurer of Blackman Advertising Inc., that stations generally adopt a 2% cash discount for payment of bills on certain dates. Practically all of the older established media allow cash discounts, which makes it possible for the agency to get its money promptly from its client and then promptly to remit to the medium.

While we like Mr. Bush's general idea and recognize its value, we do not believe that stations should allow the discount out of present rates, which would mean a 2% reduction in net. By and large, we believe, station rates are too low when contrasted to rates of other media and in the light of results achieved for the advertising dollar.

Instead, it is our view that stations, in readjusting their rates, might figure in a cash discount so there would be no loss in net. Thus it would not cost the station anything to allow the cash discount. On the other hand, stations would benefit to whatever extent agents or advertisers fail to take advantage of the cash discount due to slow payment.

With a rate readjustment to absorb the cash discount, the agency then is in the position of showing its client that the net cost is exactly the same as formerly, but that in order to get this net figure the client must pay his bills on a specific date.

We think the NAB would do well at its Chicago convention next month to consider seriously the suggestion advanced by Mr. Bush, but with the provision for absorption of the discount in increased rates.

Good Law or Bad?

FOR better or worse, the restrictive Davis Amendment, which for eight years has been on the statute books as a sort of stop-sign for the licensing of additional facilities when the regulatory authority wanted to deny such requests, has been repealed. Last March, when it appeared repeal was imminent, we stated editorially that whether it would serve for good or for evil would depend upon the manner in which it is administered. We said then:

> Now we look with some misgiving upon the impending repeal of the Davis Amendment. It served a good purpose because it prevented the indiscriminate licensing of new stations. It appears now that saturation has just about been reached in the broadcast band and that few additional stations can be licensed. With the repeal of the Davis Amendment the FCC will find itself with a new power to allocate and license. We hope it will use that power judiciously and with an infinite degree of caution. Failure to do so might undermine the whole broadcasting structure as it has grown up during the last 15 years.

We feel now as we did then. We feel sure that Chairman Prall's statement that the FCC "will use and not abuse" the new law is sincere. But we know that inevitably there will be pressure, political and otherwise, to ignore technical limitations and sound economics for the licensing of additional stations. Only by turning deaf ears to these entreaties can any great good come from the new law. If improperly administered, repeal of the provision can easily become a Frankenstein that will turn upon broadcasting and reduce it to an impotent, interference-ridden industry.

The RADIO BOOK SHELF

LISTENING habits in the Philadelphia area, with emphasis on habitual listening, are set forth in one of the most elaborate station brochures on the subject ever published, issued by WCAU this month. The first part of the study is a survey conducted with the aid of 350 troops of local Boy Scouts who distributed more than 35,000 questionnaires. The second section is devoted to a six-month mail response analysis of more than 300,000 pieces of program mail.

A GUIDE to sources of radio market research data has been published by the U. S. Department of Commerce in its 1936 edition of *Market Research Sources*. The booklet provides a bibliography of a number of radio market studies.

We Pay Our Respects To —



GEORGE BARRY BINGHAM

YOUTHFUL radio, largely manned by relatively young men who are too intent upon their day-by-day tasks to concern themselves much with tradition, has drawn extensively upon the journalistic profession for its executives. Thus in many instances it is adding the tradition of journalism to its own efforts, which will inevitably develop a tradition for the art of broadcasting as the years progress.

When a publishing house like the *Louisville Courier-Journal* and *Times*, of Marse Henry Watterson fame, assigns George Barry Bingham to radio; when great newspapers like the *Des Moines Register & Tribune* and the *Detroit News* have Gardner Cowles Jr. and William J. Scripps, respectively, supervising their radio activities; when Publisher Roy Howard sends his young son Jack to one of the Scripps-Howard stations; when Publisher Hearst has his son George working with radio—when these heirs apparent o great newspaper interests turn to radio, it would seem to solidify the relationship between radio and the press as well as bring established tradition to radio station operation.

Almost coincident with the announcement that Station WHAS. of the *Louisville Courier-Journal*, had joined the ranks of seekers after 500,000 watts superpower, it was announced a few weeks ago that George Barry Bingham had become copublisher of the newspapers along with his distinguished father, Judge Robert Worth Bingham, now American Ambassador to the Court of St. James. The duties of publisher, it was made known, carried with them direct supervision over the 50,000-watt WHAS, though the veteran Credo Harris remains as active manager and Lee Coulson as commercial manager.

Barry Bingham, as his friends call him, has just turned 30 and hasn't made himself very well known in the radio profession as yet. But that is not to say that he is a tyro at radio for, after being graduated *cum laude* from Harvard in 1928, his first assignment was "just a plain job" on the staff of WHAS. His name might as well have been Johnny Jones for all the favors that were shown him.

Even before he began his apprenticeship in the news room of the *Courier-Journal* and *Times*, he spent a whole year with WHAS. He wrote continuity, filled in occasionally on the announcing staff, took character parts in script and actively engaged in sales contacts. He made friends at the station, where he was plain Barry, a "regular guy", rather than the owner's son.

When he finished his tour of training at radio and then at news and advertising, he expressed himself thus to his colleagues: "Radio and newspapers are the greatest partnership since Damon and Pythias. Team-work between the two can produce unlimited results." Certainly this is a far cry from the expressed and reflected theories of many older men in the newspaper business!

George Barry Bingham was born in Louisville Feb. 10, 1906, attending the Richmond School of Louisville, Middlesex School at Concord, Mass., and then Harvard University. After terms with the radio station, the newspapers and the Washington bureau of the newspapers, he returned to Louisville to be elected vice president of both the newspaper and radio corporations. In the meantime, in 1931, he married Miss Mary Caperton, a Richmond belle, who was a 1928 graduate of Radcliffe where she won the Charles Elliot Norton Fellowship which gave her a term at the American School of Classical Studies in Athens, Greece.

They have two children, Robert Worth Bingham II, 4, and George Barry Jr., 2½. Barry Bingham's chief hobby is amateur dramatics, which gives him a particular kinship (in addition to a blood relationship) with Credo Harris, author of several books and plays and standby of Louisville theatrical circles in the production of local shows and pageants. Barry Bingham's clubs are the Wynn-Stay, Pendennis, Arts, Players and Louisville Country Club and the National Press Club of Washington.

PERSONAL NOTES

STEPHEN R. RINTOUL, station relations manager of World Broadcasting System, was to leave June 16 with Mrs. Rintoul for a three-week vacation to the Pacific coast and the Canadian Northwest. He planned to conclude the trip in Chicago with the opening of the NAB convention.

SAM PICKARD, CBS vice president, left New York June 17 for his new farm at Flat Rock, N. C., where he plans to remain for the summer with his family. He disposed of his home in Rye, N. Y., prior to his departure, by sale to Clem J. Randau, general business manager of United Press Associations.

BETHUEL M. WEBSTER Jr., formerly chief counsel of the old Radio Commission, on June 1 joined in a law partnership with former Municipal Judge Charles Garside of New York, with offices at 15 Broad St., New York City.

R. S. BISHOP, manager of KFJZ, Fort Worth, has been elected president of the Fort Worth Advertising Club.

SAM HENRY, sales promotion manager of World Broadcasting System, was to leave June 15 for two weeks active service with the New York National Guard near Watertown.

OTIS WILLIAMS, of the sales staff of WOR, Newark, is the father of a boy born May 28.

DALE L. TAYLOR, managing director of WESG, Elmira, N. Y., was married to Elizabeth Jane Turnbull, of Elmira, on June 1.

RICHARD CONNOR, manager of KMPC, Beverly Hills, Cal., who has been ill for several weeks, expects to return to his desk by July 1.

TRACY MOORE, NBC salesman in San Francisco, has been transferred to Hollywood as assistant to Sydney Dixon, Southern California sales representative of the network. Announcement was made by Harry Anderson, NBC western division sales manager in San Francisco. Moore joined the NBC sales staff two years ago coming from Portland, Ore., where he was with KGW and KEX.

ED SIMS has joined WMFJ, Daytona Beach, Fla., as advertising director and sports announcer.

CHET MITTENDORF, commercial manager of KFWB, Hollywood, is taking a three-week business trip in the Northwest.

DAN DWYER, who has been connected with the advertising staff of WSYR, Syracuse, for more than a year, was just elected vice president of the Advertising Club of Syracuse. Mr. Dwyer formerly was on the advertising staffs of both WESG, Elmira, and WFBL, Syracuse.

JULES DANIEL, sales manager of WBAL, was the sole nominee for vice president of the Baltimore Advertising Club. Bill Freart, advertising manager of Schluderberg Kurdle Co., was named president.

DALE COE, formerly with WMBD, Peoria, Ill., has joined the sales staff of WDZ, Tuscola, Ill., under Clair Hill, new manager.

DAVID BRINKMOELLER, former manager of WGST, Atlanta, has joined the sales staff of WCKY, Cincinnati.

LE ROY MARK, owner of WOL, Washington, left June 6 for Rochester, Minn., for observation at the Mayo Clinic. He has suffered from heart trouble for some months.

GABERT STEVENS, formerly of KFAC, Port Arthur, Tex., has joined KFJZ, Fort Worth.

W. R. CLINE on June 1 was named sales manager of WLS, Chicago. Mr. Cline has been with WLS for five years, serving as announcer, studio director, program writer, commercial copy writer, and for the last two years with the sales department as assistant to Glenn Snyder, station manager.

VINCENT F. CALLAHAN, commercial manager of WRC and WMAL, Washington, is recuperating from an arm operation in Mt. Alto Hospital, Washington.

EUGENE CARR, assistant manager of WGAR, Cleveland, as ex-officio member of the public speakers group of the Great Lakes Exposition, during the last two months has been speaking before service clubs throughout Northern Ohio on behalf of the Great Lakes Exposition which gets under way in Cleveland June 27.

CESAR SAERCHINGER, European representative of CBS at London, who came over on the maiden voyage of the *Queen Mary* with Mrs. Saerchinger, addressed the Overseas Writers Club of Washington June 4. He expects to return to London in latter June of the *Aquitania*.

C. W. MYERS, manager of KOIN, Portland, Ore., is making a tour of the country, combining business and pleasure, before attending the NAB convention at Chicago.

HARRISON HOLLIWAY, who recently resigned as manager of KFRC, San Francisco, was honor guest at the Los Angeles Advertising Club June 2. On June 15 he takes up new duties as executive head of KFI-KECA, Los Angeles. He was given a farewell dinner by friends and employes before leaving San Francisco.

DR. FRANKLIN DUNHAM, NBC educational director, was official representative of the Music Educators National Association at the Federal Conference on Art, Music and Drama called in Washington June 1 and 2 by Dr. John W. Studebaker, U. S. Commissioner of Education.

SIDNEY DORAIS, NBC general accountant in San Francisco, was married June 6 to Jessye Stevens, former NBC employe.

PHILIP G. LASKY, manager of KSFO, San Francisco, has been promoted from a lieutenant junior grade to senior grade in the U. S. Naval Reserve.

CLYDE COOMBS, NBC account executive, has been appointed chairman of the radio departmental for the San Francisco Advertising Club for the ensuing year, succeeding Ralph Brunton, general manager of KJBS, San Francisco, and KQW, San Jose. Members of the departmental committee include Philip G. Lasky, manager KSFO; Edward McCallum, manager KYA; Carleton Coveny, commercial manager KJBS and KQW; Henry Jackson, commercial manager KFRC; Glenn Ticer, NBC account executive; Lindsey Spight, Pacific Coast manager, John Blair & Co.; Walter A. Burke, radio research manager, McCann-Erickson Inc.; Will Russell head of Will Russell Co., advertising agency, and Frank Huseman, district sales manager of Champion Shoe Machine Co.

TRACY MOORE, NBC salesman in San Francisco, on June 15 was transferred to the Hollywood office. He had been with KGW and KEX in Portland, Ore., before joining NBC two years ago.

JAMES E. SAYRE, formerly in the RCA statistical department, has been transferred to NBC. He will do special work in statistical research for sales and program promotional ideas.

BRADFORD SIMPSON, formerly of NBC and CBS, and recently with Jimm Daugherty Adv. Agency, St. Louis, has been named sales promotion director of WTMV, East St. Louis.

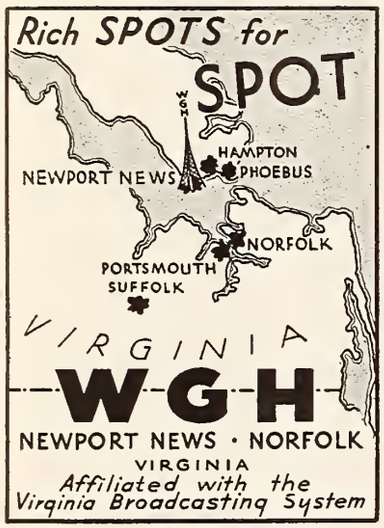
BEHIND THE MICROPHONE

GEORGE GATES, formerly of WHN, New York, replaces Walter King on the announcing staff of WCAU, Philadelphia. King is free lancing on commercial programs.

PAUL LUTHER, formerly of WGN, Chicago, and who has been working on the CBS *Romance of Helen Trent* series, on June 1 joined the announcing staff of WBBM, Chicago.

JOSEPH PARKER, news editor of KGFJ, Los Angeles, in June was named production manager.

CARLTON KADELL, who announces the "Strange as it Seems" transcriptions, will announce the Amos 'n' Andy programs from Hollywood for 13 weeks.



GORDON KERR, known to radio as Don Kerr, is now working with Garnett Marks in the haseball series on WMCA, New York. Until recently he was chief announcer of WTAR, Norfolk, and had previously been heard on WOR, WAAM, WHK and WTAM.

MARGARET HECKLE, for the last two years dramatic director of WCLO, Janesville, Wis., has joined the headquarters production staff of the Affiliated Broadcasting Co., Chicago.

WILLIAM HOLBROOK, formerly of the *Providence Journal* and prior to that with the *Springfield* (Mass.) *Republican*, has joined the NBC press department in Radio City.

ROBERT S. PRITCHARD, formerly of WLW, Cincinnati, has joined WWVA, Wheeling, as an announcer.

CHARLES ARLINGTON, recently of Yankee Network News Service and before that with WFBL, Syracuse, has joined the announcing staff of KYW, Philadelphia.

LOUIS SCHAEFER has been named publicity director of WKRC, Cincinnati, succeeding Chuck Wise, who resigned.

STANLEY SCHULTZ, recently in a number of Hollywood musical productions, has joined WPRO, Providence, as musical director.

AMONG annonncers who have joined the staff of the Texas Centennial Exposition at Dallas are James Crocker, formerly of WOAI, San Antonio; Margery Leuthi, former continuity writer of KNOW, Austin, Tex.; Gertrude Gale, formerly of KMOX, St. Louis, and WMCA, New York, handling copyright clearance and music; Lewis Lacey and David Clark, formerly of Southwest Broadcasting System; Dudley Williamson, formerly of KFJZ, Fort Worth, and West Coast stations.



FIRST YEAR — WTMV, East St. Louis, Ill., celebrated its first birthday recently with a birthday party and anniversary programs. Here is Bill West, manager, cutting the cake as Lester E. Cox, president, watches. Members of the local Chamber of Commerce paid tribute to the rapid progress made by WTMV during the year.

PETER de LIMA, associate director of the CBS Artists Bureau Inc., New York, will be transferred to the West Coast in July with headquarters at KNX, Hollywood.

PAGE GILMAN, 18-year-old son of Don Gilman, NBC Pacific division vice president, who is known as "Jack Barbonr" of *One Man's Family*, has been elected to Stanford's Hammer & Coffin fraternity made up of men on the comic publications. The young actor's drawings appear regularly in the *Stanford Chaparral*.

LEW STARK, chief announcer of WHAM, Rochester, is taking a leave of absence for the snmmer due to illness. Tom Murray, nemo announcer and member of the dramatic staff, taking his place.

MRS. DAVID BAYLOR, wife of the WGAR, Cleveland, announcer, is confined to an Oil City, Pa., hospital following an appendectomy. Mrs. Baylor is the former Alice Abbott (home counselor) of WCAE, Pittsburgh.

HAL HUBERT, formerly of WXYZ, Detroit, and recently added to the program staff of WGAR, Cleveland, has been appointed copyright manager.

HAROLD HUGHES, formerly of WAIU, Columbus, has joined the summer staff of KOIL-KFOR-KFAB, of Central States Broadcasting System. Don Finlayson, new to radio, will work with Bruce Wallace in promotion and publicity.

WILLIAM FULLER, formerly on the production and announcing staff of KYA, San Francisco, has joined the continuity department of KJBS, that city.

HERMAN NEUMAN, musical director of WNYC, New York municipal station, has been granted a three-month leave of absence to study education by radio abroad and to conduct All-American concerts over 10 government owned stations in Europe. He sailed June 9 on the *Bergenfjord* for Oslo, Norway, where he will conduct his first concert.

VICTOR CRAZE, medal winner at University of Texas for journalistic achievements, has joined the news staff of WOAI, San Antonio. Kay Burton, famed as the first woman on the scene of the Dillinger capture and formerly with Transradio Press, *Chicago Daily News* and *Pittsburgh Post-Gazette*, also has joined the staff.

JOHN HALLAM, annonncing on KFI, Los Angeles, as Bud Heistand, early in June was married to Miss Jean Wood, daughter of Sam Wood, film director.

JACK BRASHEAR, formerly advertising director of Ambassador Theatre, St. Louis, has been named publicity director of WTMV, East St. Louis. Fred Moegle, recently of WKBB, Dubuque, Ia., has returned to the WTMV announcing staff. James Gillis, announcer and singer, will play in stock at Colorado Springs this summer. Woody Klose, WTMV program director, who was married in May to Miss Mary Virginia Taylor, is expected back from his honeymoon June 15.

JOHN K. CHAPEL, announcer and continuity writer of WOW, Omaha, leaves July 1 on a lecture tour in a number of Western states. Mr. Chapel, a former Count of Pskov, will describe present and past conditions in Russia.

ZACH HURT, announcer and guitarist, formerly of KGKO, Wichita Falls, Tex., has joined KFJZ, Fort Worth.

BEN SWEETLAND, formerly of WJR and WWJ, Detroit, as the "Friendly Counsellor", early in June joined KNX, Hollywood, for a daily morning program.

VERA OLDHAM, writer of the *Drums* series on the Don Lee California network, and staff memher of the Raymond R. Morgan Co., Hollywood radio agency, sailed June 4 for Tahiti on the *Makura* to gather material for next winter's copy.

WALTER KNOBELOCH, former announcer of WCSC, Charleston, has joined WIS, Columhia, S. C. Francis Fitzgerald, formerly of WIS, is now with WCSC.

BOB CUNNINGHAM, production manager of KOIL, in Omaha, addressed a vacation class at Omaha Tech High School, describing operation of a radio station. R. Bruce Wallace, Central States Broadcasting System promotion manager, addressed the Ladies Night meeting of the Syracuse, Neb., Community Club.

ROLAND BRADLEY, formerly of WGY, Schenectady, and nntil recently program manager of WINS, New York, has transferred to WBAL, Baltimore.

DOROTHY SHANNON, whose real name is Dorothy Shanman, has replaced Miss Marnie Campbell and Miss Joan Davis as the fillers of the *Daily Market Basket* on WGY, Schenectady. She gave fashion talks at one time for WTAM, Cleveland.

GARNET GARRISON, program director of WJIM, Lansing has resigned to spend the summer in graduate work at the University of Michigan and join the faculty of Wayne University, Detroit, in the fall, teaching speech and radio broadcasting.

HAROLD SOUTHARD, son of Edythe Fern Melrose, manager of WJAY, Cleveland, will act as page in the WJAY exeentive offices during the summer. He is a high school student.

The Only Single Medium For Reaching at the Same Time the Multiple Texas Centennial Market

THE TEXAS QUALITY NETWORK

Always a desirable market, the Lone Star State this year offers advertisers a huge plus value. Centennial celebrations throughout the State add outside wealth, put thousands to work, attract millions of spending visitors . . . loft the "bright spot of the nation" to a new peak of prosperity.

The Texas Quality Network, with an audience of over a million radio families, affords the sole means of reaching simultaneously all the units that make up the huge Texas Centennial Market. Strategically located, high-powered NBC affiliates provide the only complete, effective coverage of Texas (plus Oklahoma and portions of five adjacent states) with one program . . . at one cost.—Productive, economical, an important influence on the prosperous consumers of the Southwest, TQN is an outstanding advertising buy for 1936!

50,000 Watts	50,000 Watts	5,000 Watts (D.)	50,000 Watts
WFAA	WBAP	KPRC	WOAI
DALLAS	FORT WORTH	HOUSTON	SAN ANTONIO

National Representatives: Edward Petry & Co.

7 out of 10
Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

IN THE CONTROL ROOM

HAROLD HIGGINS, engineer of WCAU, Philadelphia, assigned to Boake Carter, made the trip to Havana recently with Carter and is handling the controls on Carter from the political conventions.

A CLASS of 30 was graduated June 5 from the Capitol Radio Engineering Institute, Washington, having completed the one year engineering course. An annual graduation dinner was held that evening at the Willard Hotel, presided over by E. H. Rietzke, president of the Institute. Several of the graduates already have obtained radio jobs.

R. C. STINSON, chief engineer of WBAP, Fort Worth, is recovering from an operation and expects to be back at work early in July.

ESMONDE C. LITTLER, chief engineer of J. B. Chandler & Co., operators of 4BC in Brisbane, Australia, and various other Australian stations, has concluded a four-month tour of American stations. He was accompanied by Frank B. Chandler, who came over to develop American accounts and who expects to remain in this country as representative of the groups.

HARVEY ADERHOLD, chief engineer of WRDW, Augusta, Ga., on June 7 was married to Miss Vivian Washington, of Augusta.

LEON LLOYD, formerly of Tampa, has joiued WMFJ, Daytona Beach, Fla., as operator, filling the vacancy caused by the departure of John Tobola for KELD, El Dorado, Ark.

AL TRANKLE, formerly of the Chicago and San Diego expositions, is handling sound control at the Texas Centennial.

ART STEWART, transmitter engineer of KOIL, Council Bluffs, is the father of a girl born in May.

WALTER WIDLARI, of the engineering staff of WJAY, Cleveland, is the father of a boy born in May.

WALTER H. JOHNSON, engineer of WIBM, Jackson, Mich., is the father of a boy born May 27.

STANLEY WALTERS, formerly chief engineer of the Tobe Deutschmann Co., Canton, Mass., has joined the engiueering staff of Cornell-Dubilier Corp., New York.

CLIFTON M. TODD, former chief operator of WNAX, Yankton, S. D., has been named chief engineer, succeeding Harry A. Seils.

MOODY McDONALD, former chief engineer of KTHS, Hot Springs, Ark., on June 10 joined the engineer staff of WLW, Cincinnati.

THOMAS F. BAKER, chief engineer of the Press Wireless station at Hicksville, Long Island, has resigned effective June 15.

Sleep

SO listeners may enjoy their radios without disturbing the sleep of others at night, WOR, Newark, has started its annual "Be Kind to Your Neighbor" campaign. Every night WOR broadcasts a brief suggestion that perhaps the loudspeaker can be dialed down a bit so neighbors won't be annoyed.

GLENN D. GILLETT, Washington consulting radio engineer, underwent an appeudectomy at Emergency Hospital, Washington, June 6, following an acute attack. He was recuperatiug nicely, according to his physician.

RAYMOND W. ROGERS Jr., formerly of RCA and WHAT, Philadelphia, who has been making a survey for the New Jersey Police Radio Commissiou, has been named to the engineering staff of WOR, New York. Cryler Tuthill, formerly with Eastern Service Co., Paramouut, NBC and a ship operator, also has joined the staff.

CHESTER BOGGS, formerly a souud engineer at Paramount studios in Hollywood and for six years design engineer with Bell Laboratories, has been appointed chief engineer of Jean V. Grombach Inc., New York transcription producers.

BILL CRUICKSHANK, new to broadcasting, has been uamed assistant chief engineer of CKNX, Wingham, Ont.

CHARLES HENRY, operator at the KROW, Oakland, Cal., transmitter for the last four years, resigned Jun 1 to ship as radio operator on the *S. S. H. F. Alexander*, which plys between Seattle and San Diego.

MARSHALL JEWELL, of the engineering staff of WGN, Chicago, is the father of a boy boru in Evanston Hospital.

W. E. PLUMMER, NBC engineer in New York, arrived in Hollywood early in June on network business.

Raymond F. Ozier

RAYMOND F. OZIER, 26, chief technician of KEHE, Los Angeles, the past five years, died May 26 at Olive View Sanitarium, San Fernando, Cal. He was a native of Glendale, Cal., and was buried at Forest Lawn Memorial Park in that city.

Nunns Sell Station

SALE OF KPDN along with the *Pampa* (Tex.) *Daily News* to R. C. Hoiles and his son C. H. Hoiles, who own the *Santa Ana* (Cal.) *Register*, was disclosed early in June. The Pampa station and newspaper were owned by J. L. Nunn and his son Gilmore Nunn, who recently bought the *Lexington* (Ky.) *Herald* and took an option to purchase WLAP, Lexington. The Nunns also own KGGM, Albuquerque, N. M. and have one-third interest in KICA, Clovis, N. M., and are understood to be negotiating for the purchase of other stations.

ACCURACY

PRECISION FREQUENCY CHECKS

A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week Measurements..... 5.00 per month

TRU-AXIS CRYSTALS

*LOW DRIFT

Fully mounted in Isolantite variable air-gap type mounting. $42.50

* Drift guaranteed LESS than 3 CPS per °C per Megacycle.

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

SOLVED!
the instantaneous recording problems of station "A"



PRESTO DRAMATICALLY TESTED IN ACTUAL STATION EMERGENCY

"This political campaign is knocking our schedule into a cocked hat—we must have recordings of at least a dozen programs right away. We've got to get a recorder!"

Station "A", a midwestern broadcasting station, was in a tight spot—without a recorder at a crucial moment.

"Phone Presto!" the chief ordered. A few minutes later Station "A" was in touch with the Presto Recording Corporation in New York City. A frantic question—could a recorder reach them that same day? No!—a half a continent's distance was too great. But Presto engineers offered a suggestion. *"Get in touch with Station 'K' in a neighboring city and ask them to lend their Presto Recorder."* Another long distance call—Station "K", they learned, couldn't spare their Recorder—it was in constant use. They in turn, suggested Station "M". Station "M" flashed. *"Yes, ours is available!"* Within the hour a Presto Instantaneous Recorder was being flown by plane from Station "M" to Station "A".

NOTE—This is a short excerpt from the file of actual occurrences in which Presto has played a part in helping stations solve their instantaneous recording problems.

PRESTO . . . AS AN OUNCE OF PREVENTION

The possibilities of emergency in your own station must not be overlooked. You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering Department for the most economical equipment. Whether you are considering the purchase of a complete Instantaneous Recorder or of a needle, rely on the carefully coordinated facilities of Presto . . . and remember the Green Seal Discs!

MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Mrs. Belmont Appointed To NBC Advisory Board

MRS. AUGUST BELMONT, New York social leader who before her marriage was prominent on the stage, on June 5 accepted Chairman Owen D. Young's invitation to become a member of NBC Advisory Council, succeeding the late Mrs. John D. Sherman, former president of the General Federation of Women's Clubs. Mrs. Belmont becomes chairman of Council's committee on women's affairs.

The NBC Advisory Council's members include, besides Mr. Young, Merlin H. Aylesworth, Newton D. Baker, Paul D. Cravath, Ada Comstock, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, James G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Elihu Root, David Sarnoff and Felix M. Warburg.

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History

WFIL ON ITS OWN
To Have Separate Equipment at Democratic Session

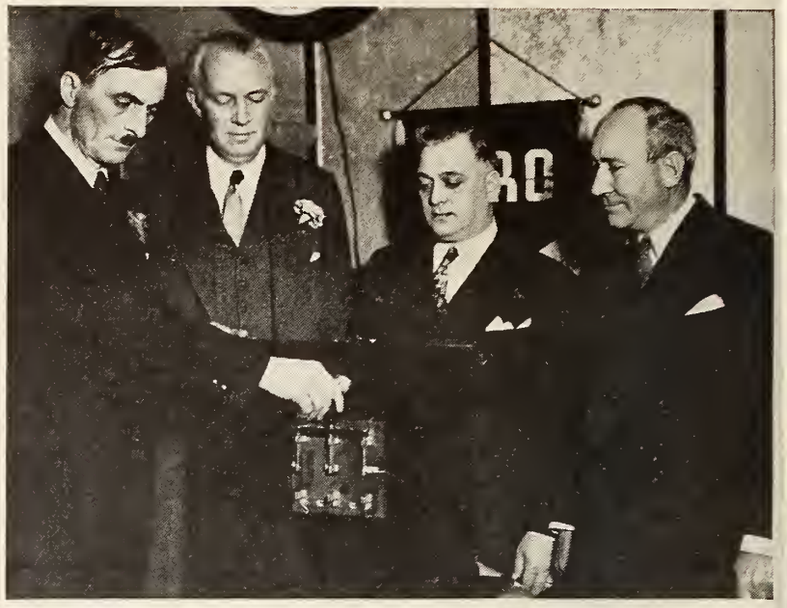
WFIL, Philadelphia, will have its own broadcasting setup at the Democratic party convention which convenes June 23 in Philadelphia Municipal Auditorium, according to Donald Withycomb, manager, and will be the only local station represented by its own equipment. The broadcasts will be fed to Inter-City Group.

With its own booth on the speaker's platform adjoining NBC, CBS and Mutual, WFIL will make all of its own pickups to enable presentation from a local viewpoint. The WFIL remote studio on the second floor of the auditorium building will serve as a liaison for delegates from surrounding states. Studios will be maintained at the Ben Franklin and Bellevue-Stratford hotels, convention headquarters.

Heading the WFIL staff will be Mr. Withycomb, aided by Roger W. Clipp, of the executive staff; Isabelle Hewsom, feminine commentator; Al Stevens, chief announcer; Joe Connolly, head of the news bureau. Frank Becker, chief engineer, is supervising technical arrangements.

Mattress Firm Plans

SEALY MATTRESS Co., Memphis (Sealy-rest mattress) will place eight one-minute WBS announcements on an unannounced list of stations shortly. Walker & Downing, Pittsburgh, placed the account.



KIRO STEPS UP—Clarence D. Martin (left), governor of Washington, closing the switch that increased the power of KIRO, Seattle from 500 w to 1,000. Others, left to right, are David Whitcomb, Seattle C. of C.; James Scavotto, member of council; Louis K. Lear, president of Queen City Broadcasting Co., owning and operating KIRO.

Budget for Advertising Is Curtailed by Sunkist

THE California Fruit Growers Exchange, Los Angeles, which was to spend $648,763 for the fiscal year starting Nov. 1 on its advertising appropriation, will curtail its budget, handled through the Los Angeles office of Lord & Thomas. The original estimate of 28,085 cars of oranges has been revised to 21,000 cars for next season. Since the shipments will not amount to the original estimate, the advertising fund will decrease correspondingly.

The association's share of money for advertising is based on five cents a box for oranges and ten cents for lemons, and not on the basis of the market price. The first of the year the group used the *Sunkist Magazine of the Air* and *Golden Valley*, transcriptions, in the East spots for a test campaign with the expectation of using radio to a larger extent next year. While executives of the exchange indicate that they were well satisfied with the radio test, the present plans for November do not call for any money to be spent in radio. Officials say, however, that if the budget becomes more flexible they will use a few spots for another brief test later in the season.

Social Work Conference Lauds Radio Assistance

THE IMMENSE value of broadcasting in the furtherance of social welfare work was recognized formally by the recent annual convention of the National Conference of Social Work at Atlantic City, which voted its distinctive award for outstanding educational contributions in that field to WBBM, Chicago, for its Saturday *With Other People's Money* series.

The programs, presented by WBBM in cooperation with the Council of Social Agencies of Chicago and written by Kaye McLaughlin, each week dramatize the work of a different Chicago charity from actual cases taken from charitable agency files. Production and supervision of the program is under the direction of John D. Fitzgerald, CBS Chicago public events and special features director.

4 times as big!!
VARIETY
WBNX Power Boost
WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.
SPEAKS THE LANGUAGE
SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP
OF YOUR PROSPECT
WRITE FOR FULL INFORMATION AND RATES

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives
Sell Tacoma-Seattle at ONE Low Cost
KVI gives strong signal strength and CBS program preference over entire Puget Sound area. KVI's transmitter, located midway between Tacoma and Seattle, gives ideal reception which reflects in "mailbag" results. 1000 watts 570 kc.
Pioneer CBS Station in Pacific Northwest

State Operation of KOB Rejected and Station Is Sold to T. M. Pepperday

REJECTING the plan for state ownership and operation of KOB, Albuquerque, as a publicity vehicle for the State of New Mexico, the New Mexico State College of Agriculture & Mechanic Arts, licensee of the 10,000-watt station, which shares the 1180 kc. clear channel with KEX, Portland, Ore., has entered into an agreement with interests headed by T. M. Pepperday to sell the station for $25,000 cash conditional upon FCC approval.

Mr. Pepperday is publisher of the *Albuquerque Journal*, which has operated the station for several years under lease, and he is also business manager of the Rocky Mountain division of the Scripps-Howard newspapers. Scripps-Howard publishes the *Albuquerque State Tribune* and while it has no corporate interest in the *Journal*, it has a working arrangement with Mr. Pepperday.

Under the deal, the Albuquerque Broadcasting Co. is organized, with Mr. Pepperday as 100% stockholder, and with Reagen E. Brewer, business manager of the *Journal*, as an officer together with Mrs. Pepperday. It is proposed to spend about $30,000 on improvements, and to make it available as a mouthpiece for the state and its educational institutions without cost. The station for some years has been operating at a loss.

Last January state officials were given a report by H. A. Engel, executive secretary of the National Association of Educational Broadcasters, recommending the operation of KOB on a non-commercial basis by a public advisory council and its support by a tax on increased gas receipts derived from the tourist traffic its broadcasts might attract.

Beauty Mist Test

LINDSAY RIPE OLIVE Co., San Francisco, has appointed Doremus & Co., San Francisco, to handle national advertising for its Don Lin Roco Beauty Mist (cosmetic), and along with other media on June 10 started a 13 weeks test campaign on NBC-KGO, using five minutes participation thrice weekly in Hugh Barrett Dobbs' *To the Ladies*. Lucrezia Kemper is the agency account executive in charge.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

"A Large Army of People-Listen"

To K·F·B·K·

Monticello, Calif.
May 11, 1936.

Radio Station KFBK,
Sacramento,
California.

Dear Sirs:

I am writing you to thank you for your excellent work during frost season. We appreciated it very much and it certainly saved us a lot of worry and gave us plenty of time to get ready for lighting when it was going to be necessary to do so. We had never listened to your Radio Station until frost time. Mr. Janofsky told Mr. Meek of your broadcasts each evening at 8 o'clock, and now we never tune in any other station. We had a frost station here on the N. T. Meek Ranch during the frost period and took the reading each day for the weather man and it was very interesting to follow it up with your final frost warning each evening.

We want to thank you, each and everyone for this fine service you have given the fruit men of the Valley during the past frost period -- and hope you will be with us next year at the same time again. It is a wonderful and helpful service to those who are in the fruit business. We shall continue to listen to your fine programs through out the year.

Very sincerely,
Mrs. Percy Baker

UNITED STATES DEPARTMENT OF AGRICULTURE
WEATHER BUREAU
SACRAMENTO, CALIF.

April 25, 1936.

Radio Station KFBK,
The Sacramento Bee,
Sacramento, Calif.

Gentlemen:

With reference to the broadcast of weather reports that is provided by Radio Station KFBK, this office desires to express its appreciation for the valuable and efficient service you are rendering.

Reports from field agencies in different parts of the Sacramento Valley indicate that reception is clear, free from interference and comes in with good volume.

An increasingly large number of persons, many with important interests to serve, tell us that they depend upon the broadcasts of Station KFBK for complete weather information daily, such as, weather forecasts, frost warnings and river reports.

This office refers many persons to your broadcasts for regular advices in regard to weather, and many say that the service is excellent and just what they have always desired --a reliable source from which to obtain the latest Weather Bureau reports.

Yours service is especially valuable and unique because of its regular and frequent announcements. Some radio covering all phases of weather information. stations broadcast weather reports sporadically, and therefore those desiring the information regularly are often disappointed.

The Weather Bureau is highly appreciative of your splendid cooperation and the service it affords the people, and in this we bespeak the sentiment of a large army of persons who have use for weather reports.

Very truly yours,
E. H. Fletcher
E. H. Fletcher,
Meteorologist.

Superior California depends upon its crops - the crops depend upon timely weather forecasts and the growers depend upon the weather service of Radio Station KFBK.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 North Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

1038 Exchange Building
Seattle, Wash.

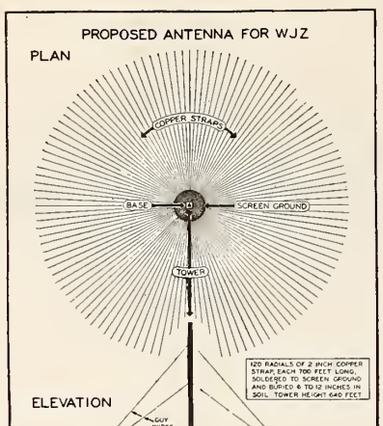
5000 WATTS ★ K·F·B·K ★ SACRAMENTO

Louisville people have nearly 3 times MORE DOUGH per capita than out-of-towners!

So far as *money-to-spend* is concerned (and what else interests you?)—the 350,000 people in Louisville average a per-capita spendable income of $669 per year, whereas the people in the rest of Kentucky average only $269. And to thousands of Louisville people, our NBC programs make Station WAVE the *favorite* spot on the dial . . . 830,080 first-airea listeners; 1,132,692 total listeners — and nary a back-woods section on our map!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



WJZ Radiator Plans Approved

PLANS for the construction of the new 640-foot vertical steel antenna for WJZ, New York, were recently approved by the FCC and bids for construction of the radiator are now being received by NBC. The single tower will be supported by two sets of steel guy stays and will be located on the same site as the present type of antenna with its two towers supporting the copper wire antenna.

The new radiator is expected to improve the WJZ signal. It is planned to have the radiator installed and in operation within the next five months. The tower will be painted in alternate stripes of white and orange as an aid to aviation and at night it will be brilliantly lighted and topped with a flashing red aviation beacon.



NO *Sales Bugaboo* This Summer

Advertising on WLS this summer is the heaviest in station history. The old summer bugaboo doesn't exist any longer. Summer business (spot) just secured includes Chevrolet, Feature Foods, Allis-Chalmers, ABC Washer, Electrolux, Reliance Big Yank Shirts, Conkey Feeds, Jelsert, Griffin Shoe Cleaner, Graef-Cowen Fly Ribbon and Ball Bros. With one exception, all have used WLS before.

THEY KNOW WLS!

50,000 Watts WLS clear channel

Prairie Farmer Station, Chicago
Burridge D. Butler — Glenn Snyder
President — Manager

National Representatives: John Blair and Company

VOCATIONAL RADIO
Study of Personnel and Duties To Be Undertaken

TO LEARN about the vocational aspects of radio, William B. Levenson, director of radio activities of West Technical High School, Cleveland, is conducting a survey for the Graduate School of Western Reserve University, Cleveland.

Questionnaires to be sent to stations this month will provide easily filled blanks covering age, sex, years in radio, previous position and education of employes. A second group of questions lists the duties these employes perform. In addition the following information is asked: Five important specific duties of program director; five duties of production men; personality traits of successful leaders in radio program production; what supplementary school train (subjects) would be most helpful in production and direction.

Mr. Levenson hopes to arrange a standard curriculum for radio instruction and later plans to delve further into the vocational subjects at network headquarters. He has been active for years in Ohio educational circles.

RadioEmployment Office Is Started in Cleveland

CLEVELAND Vocational Bureau, located in the Schofield Bldg., Cleveland, an old-line employment agency, has announced the establishment of the first employment agency for the broadcasting industry. This branch of its activities will be directed by Stanley F. Babington, formerly associated with various Cleveland stations.

The agency will act as a clearing house for the employment of radio executives, salesmen, announcers, engineers and artists, charging a fee of 10% for temporary positions or half of one month's salary for placements in permanent jobs. Artists and announcers will be required to file recordings of their work with their applications, these to be made available to station executives.

No More Records

THE Los Angeles Broadcasters Association on June 4 voted to place all arrangements for programs or announcements by civic groups, luncheon clubs, convention publicity and the like under J. Howard Johnson, radio consultant, as a clearing house. Discussion, without being put to a vote, was made on the demands of the American Radio Telegraphists Association. Discussion also centered around the American Society of Recording Artists. Three Los Angeles stations have signed with the group. It was the concensus among the broadcasters that they should act as a unit—all signing or all not signing—but no official action was taken. The Association voted to broadcast no more phonograph records.

DODGE DEALERS ASSN., Chicago, through Ruthrauff & Ryan Inc., Chicago, after an absence from broadcasting, has resumed its Sunday *Gloom Dodgers* transcription program on WBBM, Chicago.

EQUIPMENT

RCA MFG. Co. Inc., Camden, has issued promotion material covering a number of new types of equipment, including a transmitter for high-frequency broadcasting. Classified as 100-F, the transmitter has a frequency range from 30-41 mc. The catalogue offers a discussion of high-frequency broadcasting and its advantages. Another booklet covers Type 1-D, 1 kw. transmitter now used by some 20 broadcast stations. Also announced is a new modulation monitor, Type 66-A and 66-B, for which a number of advantages are claimed.

AMPERITE Corp., New York, has developed a new input transformer of the cable type to operate low impedance microphones directly into amplifiers having high impedance input. The microphone cable may be as long as 2,000 feet and high gain amplifiers are thus made adaptable to any location. Hum neutralization is claimed. Either 50 or 200 ohm impedance can be fed into the standard input impedance of 200 ohms. As many as four velocity microphones can be fed into one transformer.

TWO new crystal headphones have been announced by Brush Development Co., Cleveland, to supplement the Type A 2-phone model. The first is a single 'phone instrument with head band and soft rubber pad. The second, also single, has the 'phone mounted on a 12-inch lorgnette handle, with five-inch extension. Rugged construction and light weight are claimed for the new equipment.

KEHE, Los Angeles, will completely reorganize its technical equipment, including the installation of a vertical radiator, which will be 350 feet high. Increase to 5,000 watts will be made late in July. The new transmitter will probably be in the western portion of the city. It was previously at Santa Monica.

WNAX, Yankton, S. D., is installing complete new Western Electric speech input equipment and constructing new control room and announcers booth.

William T. Pierson

WILLIAM T. PIERSON, former program director of WMAL, Washington, and a pioneer in capital broadcasting circles, died at his home May 31 at the age of 57 after a long illness. A native of Washington, Mr. Pierson was with the old WCAP (now WRC) when founded by the local telephone company. He first auditioned Kate Smith and other notables of today's radio. He was also a writer of numerous sacred and patriotic songs.

★ ★ ★ ★
WNOX
Knoxville, Tennessee
COMPLETE COVERAGE of the RICHER TVA MARKET

More Freedom in Sponsored Broadcasts Hoped for in Proposed Canadian Change

By JAMES MONTAGNES

"WE AFFIRM the principle of complete nationalization of radio broadcasting in Canada. Pending the accomplishment of this, radio listeners will continue to be dependent on private stations for much of their entertainment."

This is part of Paragraph 7 of the unanimous report of the Parliamentary Committee on Canadian broadcasting tabled in the House of Commons May 26 by Arthur Beaubien, chairman. It apparently leaves little doubt as to the ultimate fate of broadcasting in Canada, but it does not eliminate private broadcasting at once.

The preliminary to the report shows that private broadcasting will have a long time on the Canadian air, for "it has been made evident to your committee that the establishing of national broadcasting in Canada presents many difficulties, for the correction of which time, experience, and large expenditures of public money will be necessary." This preliminary to the 1936 report was the conclusion of the 1934 report of another Parliamentary committee.

Administrative Change

THIS year's committee recommended the disbanding of the present three-man Radio Commission, to be substituted by a corporation on the lines of the British Broadcasting Corp., with a board of nine governors representing all parts of Canada, who would in turn recommend to the government a general manager and an assistant general manager. The governors would serve without pay and the general manager "should be an executive of the widest experience in the field of radio broadcasting". He would be responsible to the board of governors.

Possible general managers have already been mentioned but none have been officially named or considered, since the board of governors has not yet been appointed and the necessary legislation to create the corporation has at this writing not yet been placed before parliament. Gladstone Murray of the BBC and Reginald Brophy of NBC, have been named as possible holders of the position, simply because they are the only two Canadians outstanding in the broadcasting field with wide experience in large scale broadcasts. Only a Canadian will be picked for this position, and Murray has already been consulted by the previous government on the broadcasting problem. It may be that the board of governors may recommend a Canadian already in Canadian broadcasting.

The corporation is to have control of all programs, political and advertising, broadcast by private or publicly-owned stations, and of all wire networks. It will not be part of the Civil Service, since the committee recommends full freedom for the corporation in the hiring and dismissing of employes. The corporation will be enabled to borrow sums up to $500,000 for the establishment from time to time of new stations.

The control of licensing broadcasters, assigning wavelengths and power. collection of license fees, etc., will all be under the radiotelegraph branch of the present Department of Marine (shortly to be merged into a new Ministry of Transport). There is to be close cooperation between the Minister of Marine and the corporation.

Legislation is to be provided for the taking over of any private stations, compensation not to include the value of the license or of the channel used by the station. No station has a proprietary right to any channel and no compensation will be paid for change of a channel or the cancellation of a channel allotment, according to the report.

The report mentions close cooperation between the corporation and the Canadian Press, a review of wire line network contracts, no political broadcasts on election day or two days previous, equitable time allotment to all political parties by the corporation, no dramatized political broadcasts and only fully-sponsored political broadcasts.

Legislation supplementing the report is expected to be passed at this session of Parliament, and is so recommended by the committee, which means an early operation of the new system.

The present three commissioners in being dismissed are expected to be looked after, especially Chairman Hector Charlesworth, it having been announced that a post will be found for him under more "congenial" surroundings. Vice Chairman C. A. Chauveau will likely go back to his law practice while Commissioner W. A. Steel is expected to go back to the Signal Corps of the Canadian Army.

Toronto broadcasters are of the opinion that the new setup will not greatly affect broadcasting and perhaps give more freedom in advertising.

The recommendation for nationalized radio was the only solution possible for broadcasting from a political standpoint, it is said, since the Liberal Party first appointed the Aird Commission to look into broadcasting. This commission recommended nationalization. Before legislation could be enacted the party was out of office, and the Conservative Party implemented the report by forming the present Radio Commission and started nationally-owned broadcasting. The present Liberal government was in the majority on the present committee, and other parties in the House of Commons are socialistically inclined, thus also in favor of public operation of broadcasting. Thus all government parties are recorded in favor of some form of nationalized radio service.

Of special interest is a clause in the report which recommends legislation enabling the radio branch of the Department of Marine to force owners of electrical apparatus interfering with broadcast reception to install equipment to eliminate the interference. Canada has 34 specially equipped cars throughout the Dominion hunting up this type of radio interference, but to date has no power to force owners of such equipment as oil furnaces, heating pads, flash signs, etc. to eliminate interference caused by the electrical equipment.

Must Have Radio

WHEN WMEX, Boston, moved from the Hotel Manger, the hostelry noted a considerable drop in business. Manger executives in New York advised the Boston management to buy time from WMEX and the hotel now is sponsoring *Sportlights With Al Pierroti* nightly except Sunday for a quarter-hour.

Too BUSY to write an ad!

Installing our NEW 5 KW Transmitter — at —

KFPY

Spokane's Pioneer Broadcasting Station

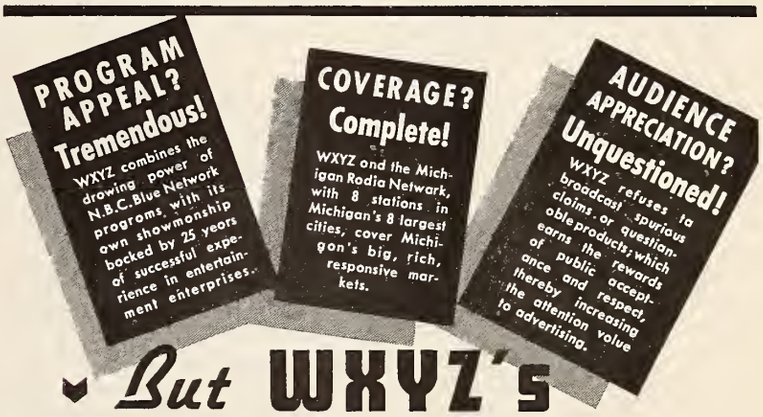
SPOKANE, WASHINGTON

Over 2500 paid 25c each to the WJBY BARN DANCE May 16

WJBY Gadsden, Ala.

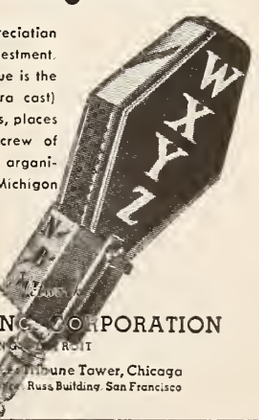
Here Next Month: Tru-Fidelity by THORDARSON

Most Sensational Audio Development in Radio History



But WXYZ's PLUS Value is in its Great Merchandising Service

Program Appeal, Coverage, and Audience Appreciation pay quickest dividends for radio advertising investment. However—WXYZ offers PLUS Value. That PLUS Value is the WXYZ Merchandising Service, which (at no extra cost) secures distributors and dealers, sells initial orders, places advertising displays and checks credits. Our crew of trained field men become as a part of your selling organization. New products can be introduced in Michigan quickly. Write or wire for full particulars.



WXYZ N. B. C. Blue

KUNSKY-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING DETROIT

WM. G. RAMBEAU CO. Representatives. Home Office: Tribune Tower, Chicago

Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAU, Philadelphia

Drug Trade Products Inc., Chicago (Peruna, Kolorbak, etc.), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Ageucy, Chicago.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
California Fig Syrup Co., Wheeling (proprietary), 4 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
E. I. Dupont de Nemours Co., Wilmington, Del. (paint), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc. N. Y.
General Mills Inc., Minneapolis (Wheaties), 6 weekly baseball.

KMOX, St. Louis

Lambert Pharmacal Co., St. Louis (Listerine), 66 *sp*, thru Lambert & Feasley Inc., N. Y.
American Soda Water Co., St. Louis (soft drinks), 156 *sa*, direct.
Lane Bryant Co., St. Louis (women's ready-to-wear), 260 *sa*, direct.
Drug Trade Products Inc., Chicago (Peruna, Color-bak), 312 *sp*, thru Benson & Dall Inc., Chicago.
Frigidaire Corp., St. Louis (refrigerators), 18 *sp*, direct.
Jel-Sert Co., Chicago (Flavor-Ade), 30 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Greise Dieck Bros., St. Louis (beer), 312 *sa*, thru Anfenger Adv. Co., St. Louis.
Benjamin Moore & Co., Philadelphia (paint), 13 *sp*, direct.
Pen-Jel Co., Kansas City, Mo. (jelly), 78 *sa*, thru R. J. Potts Adv. Co., Kansas City.
Falstaff Brewing Corp., St. Louis (beer), 39 *sa*, thru Gardner Adv. Agency, St. Louis.
Sno-Flake Products Co., Detroit (shoe cleaner), 65 *sa*, thru Chas. A. Mason, Detroit.

WNAC, Boston

Boston & Maine R. R., Boston (transp.), 2 daily *sa*, thru Doremus & Co., Boston.
Sears Roebuck & Co., Boston (retail), 4 daily *sa*, thru Chambers & Wiswell Co., Boston.
Short Line of Connecticut, Hartford (bus line), 8 *sa*, direct.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 2 daily *sa*, thru Joseph Katz Co., Baltimore.
Norwalk Tire & Rubber Co., Norwalk, Conn. (tires), weekly sp. direct.
Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *t*, thru Mitchell-Faust Adv. Co., Chicago.

WAAB, Boston

F. B. Washburn Co., Brockton, Mass. (Walico candy), weekly *sp*, thru Broadcast Adv. Inc., Boston.
Procter & Gamble Co., Cincinnati (Drene), 5 weekly *sa*, thru Blackman Adv. Inc., N. Y.
Waterbury Brewing Co., Waterbury, Conn., daily *sa*, thru Charles W. Hoyt Inc., N. Y.

KFRC, San Francisco

Pacific Greyhound Lines Inc., San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman Inc., San Francisco.

WBT, Charlotte, N. C.

Free State Brewing Corp., Baltimore, 25 *sa*, thru Harry J. Patz Co., Baltimore.
Griffin Mfg. Co., Brooklyn (shoe polish), 5 weekly *ta*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Webster-Eisenlohr Inc., New York (Cinco cigars), weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Snow White Co., Salisbury, N. C. (Roso-Clean), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Nu-Shine, Reidsville, N. C. (Nu-Shine), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
General Mills Inc., Minneapolis (Red Band flour, Wheaties), 2 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WHIO, Dayton

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 6 *ta*, thru Brooke, Smith & French Inc., N. Y.
Chocolate Products Co., Chicago (Stillicious), 65 *t*, thru J. L. Sugden Adv. Co., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KSFO, San Francisco

Standard Oil Co. of California, San Francisco (gas and oil), 18 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
General Brewing Co., San Francisco (Lucky Lager beer), 6 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

WMAQ, Chicago

Kellogg Co., Battle Creek, Mich. (corn flakes, Pep, etc.), 5 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Calox, Abolene, etc.), 14 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

KGO, San Francisco

Lindsay Ripe Olive Co., San Francisco (cosmetics), 3 weekly *sp*, thru Doremus & Co., San Francisco.
Bulova Watch Co., New York (watches), 36 weekly *sa*, thru Biow Co. Inc., N. Y.

KDKA, Pittsburgh

Ball Brothers Co., Muncie, Ind., 26 *sp*, thru Applegate Adv. Agency, Muncie.
Westinghouse Elec. & Mfg. Co., Mansfield, O., 4 *sp*, thru Fuller & Smith & Ross Inc., Cleveland.
Reliance Mfg. Co., Chicago, 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Acme White Lead & Color Works, Detroit, 18 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Chr. Hansen Laboratories, Little Falls, N. Y. (dessert), 27 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Oakite Products Inc., New York (cleanser), 13 *sp*, thru Calkins & Holden, N. Y.
Procter & Gamble Co., Cincinnati (soap), 105 *ta*, thru Blackman Adv. Inc., N. Y.
Duff-Norton Mfg. Co., Pittsburgh 18 *t*, thru Walker & Downing, Pittsburgh.
Hartz Mt. Products Co., New York (bird food), 13 *sp*, thru Hirsch Turpen Inc., N. Y.
M. J. Breitenbach Co., New York, 6 *ta*, thru Brooke, Smith & French Inc., N. Y.

WFBL, Syracuse

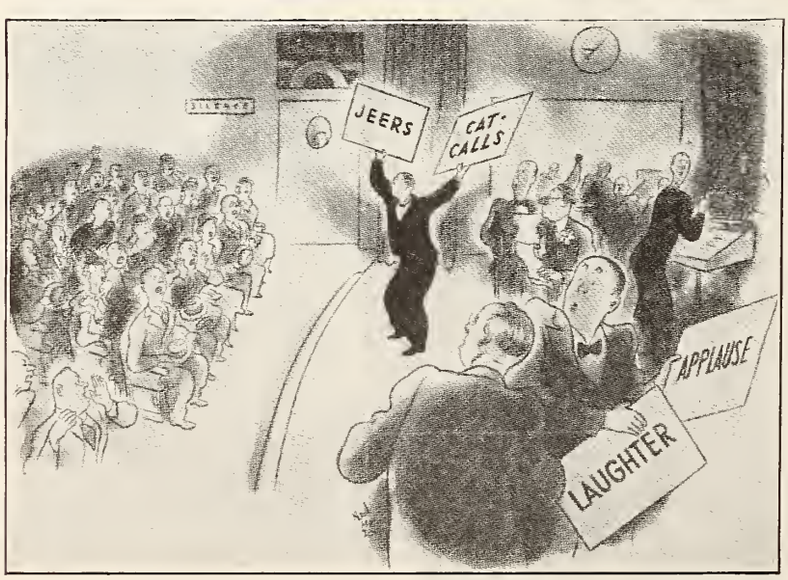
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), daily *sa*, thru Joseph Katz Co., N. Y.
N. Y. State Guernsey Breeders Assn., Syracuse (milk), daily *sa*, thru John Youkers Agency, Syracuse.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 weekly *t*, thru Roche, Williams & Cuunyngham Inc., N. Y.

WOR, Newark

Camel Pen Co., Orange, N. J. (fountain pens), 2 weekly *sp*, thru Mackay-Spaulding Co. Inc., N. Y.
Slide Fasteners Inc., New York, 2 weekly *sp*, thru G. Lynn Sumner Co. Inc., N. Y.
Gold Dust Corp., New York (Shinola), 3 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WGN, Chicago

General Mills Inc., Minneapolis (flour), 5 weekly *sp*, thru Blackett, Sample & Hummert, Inc., Chicago.
National Biscuit Co., New York (Shredded Wheat, etc.), 38 *t*, thru McCann-Ericksou Inc., N. Y.



From Life

"Somebody's been practical joking."

WLS, Chicago

Acme Feeds Inc., Forest Park, Ill. (livestock feeds), 78 *sa*, thru K. E. Shepard Adv. Agency, Chicago.
Acme White Lead & Color Works, Detroit, Michigan (paints), 18 *sa*, thru Henri, Hurst and McDonald Inc., Chicago.
Babson Bros., Chicago (cream separator), 6 *sa*, thru Matteson-Fogarty-Jordan Co. Inc., Chicago.
Carter Medicine Co., New York (liver pills), 228 *ta*, thru Street & Finney Inc., N. Y.
Corn Belt Hatcheries, Kankakee, Ill., 3 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
G. E. Conkey, Cleveland (poultry feeds), 5 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Foley & Co., Chicago (Foley's honey & tar), 156 *sp*, thru Lauesen & Salomon Adv. Agency, Chicago.
Gardner Nursery Co., Osage, Ia. (plants, shrubs), 18 *sp*, thru Northwest Radio Adv. Co., Seattle.
Gateway Sporting Goods Co., Kansas City, Mo., 3 *sa*, thru R. J. Potts & Co., Kansas City.
Graef-Cowen Corp., Allentown, Pa. (Aeroxon fly ribbon), 9 *sa*, thru John L. Butler Co., Philadelphia, Pa.
Illinois Agricultural Assn., Chicago (farm bureau), 24 *sp*, thru Critchfield Co., Chicago.
Jel-Sert Co., Chicago (Flavorade), 24 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Eleanor Martin, Chicago (yarns), 2 weekly *sa*, thru Morenus Adv. Agency, Chicago.
Squire-Dingee Co., Chicago (Ma Brown's pickles & jams), 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Servel Inc., Evansville, Ind. (Electrolux), 52 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Walker Remedy Co., Waterloo, Iowa (Walko Remedy Tablets), 18 *sa*, thru Weston-Barnett Inc., Waterloo, Iowa.
C. S. Welch Co., New York (Bathasweet), 12 *sa*, thru H. M. Kiesewetter Adv. Agency, N. Y.

KNX, Los Angeles

Chocolate Products Co., Chicago (Stillicious candy), 3 weekly *t*, thru J. L. Sugden Adv. Co., Chicago.
Ward Refrigerator & Mfg. Co., Los Angeles (Olympic refrigerators), daily *sa*, thru Logan & Stebbins, Los Angeles.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KPO, San Francisco

Standard Oil Co. of California, San Francisco (gas & oil), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

KJBS, San Francisco

Schwartz Ginger Ale Co., San Francisco (Lem-Lur-beverage mixer), 2 weekly *t*, thru Frank Wright & Associates, San Francisco.

KQW, San Jose, Cal.

Schwartz Ginger Ale Co., San Francisco (Lem-Lur-beverage mixer), 2 weekly *t*, thru Frank Wright & Associates, San Francisco.

WEAN, Providence, R. I.

Wehle Brewing Co., New Haven, 104 *sp*, thru William B. Bennington, Springfield, Mass.

WGN, Chicago

Kroger Grocery & Baking Co., Cincinnati (grocers), 104 *t*, thru Ralph H. Joues Co., Cincinnati.

WEAN, Providence

Sherwin-Williams Co., Cleveland (paint), 6 weekly *sa*, thru T. J. Maloney Inc., N. Y.

WEAF, New York

Modern Iudustrial Bank, New York (loans), 2 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

FRIGIDAIRE SALES Corp., Dayton (refrigerators) on June 26 starts for 13 weeks, *Clara, Lu 'n' Em* and orchestra on 59 NBC-Blue stations, Fridays 9:30-10 p. m. Agency: Lord & Thomas, Chicago.

H. C. BRILL Co., Newark (E-Z Freeze) on June 3 started *Take It Easy* on 6 Mutual stations, Wed., 9:30-9:45 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

DRYDEN & PALMER Inc., Long Island City, N. Y., on June 14 started *Bernice Ackerman, Louise Wilcher* on 3 Mutual stations (WOR, WNAC, WFIL), Sun., 10:15-10:30 a. m. Agency: Samuel C. Croot Co. Inc., N. Y.

GOLDEN GLOW BREWING Co., San Francisco (beer), on June 5 started for 26 weeks *The County Fair* on 8 CBS-Don Lee stations, Fridays, 8:30-9:00 p. m. (EST). Agency: Leon Livingston Adv. Agency, San Francisco.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on June 2 started for 26 weeks *Good Morning Neighbors* on 12 CBS-Don Lee stations, Tues., Fri., 10:15-10:30 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

LINCOLN & ULMER Inc., New York (O-Nic-O cigarettes and cigars) on June 19 starts for 13 weeks *Secrets of Secret Service*, dramatizations with Capt. Don Wilkie, narrator, on 5 NBC-KPO Pacific Red stations, Fridays, 7:45-8:00 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Renewals

WARD BAKING Co., New York on June 16 renews *News of Youth* on 20 CBS stations, Tues., Thurs., Sat., 6:15-6:30 p. m. Agency: Fletcher & Ellis Inc., N. Y.

RADIO CORP. OF AMERICA, New York (radio sets, etc.) on July 5 renews *RCA Magic Key* for 13 weeks on 59 NBC-Blue stations, Sundays, 2-3 p. m. Agency: Lord & Thomas, New York.

FORD MOTOR Co., Detroit (motor cars) on July 3 renews *Fred Waring and His Pennsylvanians* for 26 weeks on 58 NBC-Blue stations, Fridays, 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

FORD MOTOR Co., Detroit (motor cars) on June 30 renews for 26 weeks *Fred Waring and His Pennsylvanians* over 81 CBS stations, Tuesdays, 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

KAY JEWELRY Co., Oakland, Cal. (jewelry) on July 26 renews for 52 weeks in *The Kay Matinee* on NBC-KPO, Sundays, 3:15-3:30 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Network Changes

WASEY PRODUCTS Inc., New York, on June 9 shifted *Voice of Experience* on NBC-Red network to Mon., Wed., Fri., 11:45-12 noon, Tues., Thurs., 7:15-7:30 p. m. Sunday half-hour program has been cancelled.

S. C. JOHNSON & SON Inc., on June 29 shifts *Fibber McGee & Molly* to NBC-Red network, Mon., 8-8:30 p. m.

ICE MFRS. ASSN. on June 7 shifted *Parties at Pickfair* to Sunday, 10-10:30 p. m.

STUDEBAKER SALES Corp., South Bend, Ind., on June 15 shifts *Richard Himber* to Mon., 9:30-10 p. m., on NBC-Red.

FREE TIME ASKED BY ENCYCLOPEDIA

NATIONAL ENCYCLOPEDIA, 250 Park Ave., New York, has invited broadcast stations to donate five minutes time every week to a series of advertisements bearing the title *Birth of the News*. In letters to stations it is explained that the advertisements "are being offered without charge as an educational feature of unusual listener interest."

A sample continuity contains these opening statements: "To understand today's news, and to guess tomorrow's, you have to know yesterday's news, which is called history. The National Encyclopedia presents the facts of the past, to show the significance of the present and the possibilities of the future."

The continuity closes with this: "So there's the background, from the National Encyclopedia, showing the far sources of today's news . . ."

A post card is enclosed, addressed to Edward Anthony, radio service editor, and it contains this provision: "We will be glad to receive free of charge the weekly radio continuity *Birth of the News*, and will use it with credit to The National Encyclopedia."

AFA Names Mrs. Proetz

EDGAR KOBAK, vice president of Lord & Thomas and chairman of the board of the Advertising Federation of America, announces the appointment of Mrs. Erma Perham Proetz, vice president of the Gardner Adv. Co., St. Louis, and a member of the board of the Federation, to fill the unexpired term of vice president and chairman of the Council of Women's Advertising Clubs, left vacant by the death last month of Miss Josephine Snapp. Mrs. Proetz was elected to the AFA Board of the Federation for a three year term, at the convention in Chicago in 1935. She is a prominent member of the Women's Advertising Club of St. Louis, served the club this past year as program chairman, and is president-elect for the coming year.

R & R Starts on WJZ

RICHARDSON & ROBBINS Co., Wilmington, Del. (boned chicken) on June 15 was to start a musical program *R & R Entertainers* on WJZ, New York, 6:35-6:45 p. m., Mondays, Wednesdays and Fridays. The program is signed for 52 weeks. Charles W. Hoyt & Co., New York, is the agency.



★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

KMBC of KANSAS CITY

FREE & SLEININGER, National Representatives

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

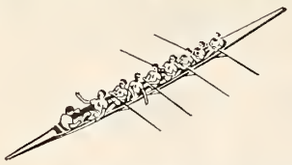
Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT
Jersey City, Northern New Jersey



You can't win with 6 OARS!

You've simply gotta have

Balanced Coverage

... and that's just one of the important things you get from

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

WE could talk a lot more than we do about audience mail, because we've a lot to talk about. But here's the BIG point. From all over Northern California, mail comes in proportion to the distribution of radio homes. KSFO covers the area like a size eight hat on a size six head.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

AGENCIES AND REPRESENTATIVES

STANLEY G. BOYNTON, advertising and promotion director of WJR, Detroit, has joined with Frank M. Wardle, formerly with MacManus, Johns & Adams, Detroit agency, and V. L. Poleni, formerly with Detroit financial houses, in forming a new advertising agency in the Stephenson Bldg., Detroit.

BASIL LOUGHRANE, program director of Lord & Thomas, Chicago, went to Hollywood to audition announcers for Amos 'n' Andy to fill in for Bill Hay during his vacation.

ROBERT A. SMALLEY, of Pedlar & Ryan Inc., has been named manager of the New York office of Joseph Katz Co.

GEORGE WELLS and Robert Colwell, of the New York office of J. Walter Thompson Co., have been transferred to Los Angeles to aid in the production of the Lux Theatre of the Air, of which Cecil B. DeMille is director. Frank Woodruff, of the Los Angeles office, is production supervisor.

DANIEL H. STOREY - RICHARD F. BELLACK Adv. Agency has been formed at 1111 First St., Wausau, Wis.

LORD & THOMAS has elected the following officers: Albert D. Lasker, president; Sheldon R. Coons, executive vice president in charge of New York office; Don Francisco, executive vice president in charge of Pacific Coast offices; David M. Noyes, executive vice president in charge of Chicago office; L. M. Masius, vice president in charge of European offices; Albert W. Sherer, M. H. Hackett, Thos. M. Keresey, Edgar Kobak, vice presidents; Wm. R. Sachse, secretary, treasurer.



WIFE SAVER — That's the role Allen Prescott plays in a new NBC-Red series sponsored by Manhattan Soap Co., New York, for Sweetheart toilet soap and soap flakes. For more than three years Prescott has played his role of kidding housewives into enjoying household duties and showing them detours around drudgery. He got his start on WINS, New York. Peck Adv. Agency, New York, has the Manhattan Soap Co. account.

W. C. BEAUMONT, of Beaumont & Hohman Inc., San Francisco, is in Alaska combining business and pleasure and will return to his desk June 20.

ROGERS PORTER, recently added to the radio production department of the Sidney Garfinkel Adv. Agency, San Francisco, has severed his connections with the organization.

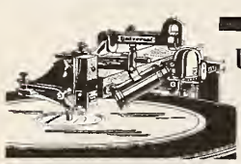
WALTER BIDDICK Co., station representatives with offices in Los Angeles, San Francisco, Seattle and Denver, has been appointed Pacific Coast representative for the McClatchy Newspaper stations, KOH, Reno, Nev., and KWG, Stockton, in addition to KFBK, Sacramento, and KMJ, Fresno.

DONALD A. BREYER, radio account executive of Sidney Garfinkel Adv. Agency, San Francisco, has announced his engagement to Miriam Jane Lubin of that city. The wedding will take place in August.

TOM BICKMORE, formerly publicity director of KJBS, San Francisco, and KQW, San Jose, Cal., is doing free-lance research work for various San Francisco advertising agencies.

DAVE STRECH, staff pianist at KFRC, San Francisco, has resigned to join Blackett - Sample - Hummert Inc., Chicago.

WIND, Gary, Ind., announces appointment of Sleminger Inc. as Eastern representatives.



UNIVERSAL
Professional
Recording
Machine

Designed and built to insure Highest Class Results. Solid, heavy, dependable —Precision machined thruout: — 16 in. distortion-proof turntable disc—Constant speed rim drive without "waver" or "wow"—110 volt A.C. 100% synchronous, reversible motor — Solid steel bar slide — Special Universal power cutter with four adjustments for damping—Engineered by Universal to provide the best in instantaneous recording equipment.

Write for detailed description

UNIVERSAL MICROPHONE CO., Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.

Form Script Service

HEADED by Charles S. Maxwell as sales manager and Burke Boyce, former NBC continuity editor, as production manager, a new script service has been formed in New York to offer a regular syndicate service to radio stations. It is Star Radio Programs, 250 Park Ave., and its first copyright offerings are Sport Sidelights and Highlights, Good Morning Neighbor! and The Voice of Science. Prices are graduated according to station power and plans are under foot for group station sales to national advertisers.

New Houston Agency

STEELE ADVERTISING AGENCY Inc. is a newly organized concern at Houston, Tex., which not only handles the Duncan Coffee Co. and Cloverdale Creameries Inc. accounts but also has installed a recording service. It will also produce programs and handle talent. Officers of the new firm are W. Wirt Steele, president; W. M. Riddick, vice president, and Samuel H. Peak, secretary-treasurer.

Davis Amendment

(*Continued from page 13*)

censes and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.

This provision replaces not only the Davis Amendment but also the provision added in the Communications Act of 1934 authorizing the licensing of 100-watt stations without regard to quota provisions. This provision was designed to place stations in areas not having service. However, in actual operation, of the some 65 stations licensed under this provision, about two dozen have gone into populous urban areas, to the chagrin of stations already there. They have contended that the 100-watt provision had been misused.

Roughly there are 630 licensed stations, with some 15 others shortly to go on the air as a result of construction permits, or a total of 645 licensed outlets. This compares to 595 when the Communications Act was approved in 1934 with its 100-watt station provision. In addition, however, there are approximately 300 applications pending for new stations, many of them from newspapers or subsidiaries. Most of these obviously will go into discard because of conflicts with regulations, improper financial responsibility, lack of need for additional facilities and the like.

KEHE, Los Angeles, has tentatively adopted a ruling of handling small local accounts only through a recognized agency. It will be tried several weeks on an experimental basis.

STANDARD RADIO INC

Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO



RADIO ADVERTISERS

UNIVERSAL BRANDS, New York (Vita-Col toothpaste) has named Monroe F. Dreher Inc., Newark, as its agency and is planning a radio campaign.

MALTEX CEREAL Co., Burlington, Vt. (Maltex) has named J. M. Mathes Inc., New York, to service its account.

H. D. LEE MERCANTILE Co., Kansas City (Unionalls) has transferred its account to J. Stirling Getchell Inc., Kansas City.

CHICAGO & SOUTHERN AIR LINES Inc., Chicago, has placed its account with D'Arcy Adv. Co., St. Louis.

HUBBARD MILLING Co., Mankato, Minn., radio user, is placing advertising through Addison Lewis & Associates, Minneapolis.

FIDELIO BREWERY, New York, has named Street & Finney Inc., New York, as its agency.

EKHARDT & BECKER BREWING Co. Inc., Detroit (beer), has named C. F. McIntyre & Associates, Detroit, to handle its account.

ATLAS BREWING Co., Chicago, has shifted its account to Sellers Service Inc., Chicago.

CANDY COD LABS. Inc., New York, is advertising through Mackay-Spaulding Co. Inc., New York.

SAMUEL P. FASS Co., New York, distributor of Fryer's British tobaccos, is planning a radio campaign to be placed by Le Poer Trench Inc., 512 Fifth Ave., New York. Newspapers also are to be used.

PRESCRIPTION LABS Inc., Detroit (Ka-Fen tablets, etc.), using radio, is advertising through Charles A. Mason Adv. Agency, Detroit.

LOFT Inc., Long Island City (candy) has appointed Erwin, Wasey & Co., Inc., New York, to handle their advertising account. The Shirley Wynn Public Health Laboratories radio program on Inter-City and WEAF is being serviced by Neff-Rogow, Inc., New York.

ANGOSTURA WUPPERMAN Corp., Norwalk, Conn. (bitters), has appointed the Long Advertising Service, San Francisco, to direct its Northern California advertising. Radio is being considered along with other media.

VOIGT PROS'T BREWING Co. (brewers) has placed its advertising account with C. E. Rickerd Adv. Agency of Detroit. A widespread introductory campaign for the new Voigt-Pros't beer is contemplated.

Conover Starts Rep Firm

H. K. CONOVER Co., a new firm of station representatives, has been started in Chicago with offices at 360 N. Michigan Ave. H. K. Conover, head of the firm, was formerly with Fergason & Aston, Chicago, and also was associated with WIND, Gary, Ind., and WDZ, Tuscola, Ill. With him in the new firm are E. H. Conover and associates.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

Collect Pickups

THE Collins Carpet Cleaning Co., Cleveland, used an announcement campaign on WGAR to advertise its collection service on rugs to be cleaned. A WGAR announcer unwittingly read "pickup" instead of "collection" and the next day the company drivers collected plenty of overtime dollars because housewives referred to the radio announcement and demanded that the drivers take up the rugs and deliver them to the cleaning establishment. Strangely enough, the rug company didn't seem to mind because the volume of business warranted the overtime costs.

FTC Stipulations

STIPULATIONS to cease from certain advertising practices have been signed with the Federal Trade Commission by Wyeth Chemical Co., Jersey City, agreeing to revise claims for Freezone corn remover; E. L. Knowles Inc., Springfield, Mass., agreeing to limit claims for Rub-ine; Piso Co., Warren, Pa., agreeing to limit claims for cough medicine. The Commission charged Plough Inc., Memphis, with violating the law in its advertising of St. Joseph Aspirin; Soap Lake Products Corp., Soap Lake, Wash., with exaggerated claims for Mother Nature Soap Lake Salts.

Thad Brown Gets Degree; Lincoln U. Receives CP



Mr. Brown

A NEW broadcasting station for the university and an honorary law degree for the commencement speaker were exchanged at commencement exercises June 1 at the Lincoln Memorial University, Harrogate, Tenn. FCC Commissioner Thad H. Brown delivered the address and had conferred upon him the honorary degree of Doctor of Laws. At the same time he was made a member of the board of directors.

At the conclusion of his address, Col. Brown presented to the University a construction permit for a new 100-watt full time station authorized by the FCC on 1210 kc. channel at its meeting May 28. Col. Brown paid tribute to the university for its foresight and initiative in keeping pace with modern scientific achievements by application for the station, which was granted without a hearing. Present at the commencement exercises were Former Gov. Myers Y. Cooper, of Ohio, Senator Bone (D-Wash.), and Maj. A. V. Dalrymple, FCC legal staff.

SINCLAIR REFINING Co., relinquished the Southwest group from its June 8 NBC-Red network program to permit A & P, holding the opposite spot on NBC-Blue, to salute the Texas Centennial.

KWTO
SPRINGFIELD, MO.
KCMO
KANSAS CITY, MO.
WTMV
E. ST. LOUIS

YOU NEED THESE THREE

. . . TO SATURATE THE MISSOURI MARKET

National and Regional accounts are finding the "Missouri Triangle" a profitable investment—
It increases turnover for their products and services, and creates new outlets.

•

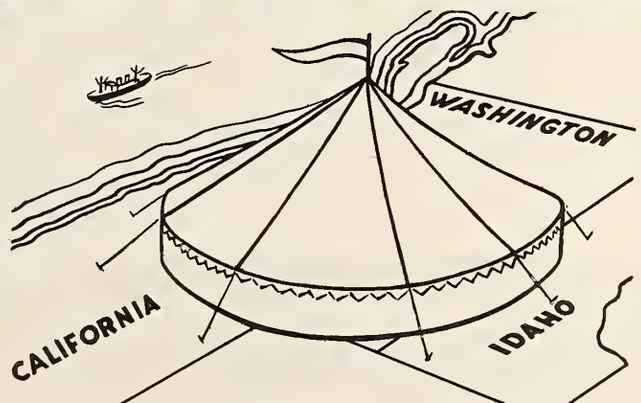
Write any station listed below for rates and time available.

KWTO - KGBX
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

COVERAGE



KEX—Oregon's most powerful Radio Station—operates on 5000 watts both day and night, covering the Oregon market like a "circus tent". It is the *Buy of Buys* because it reaches a potential audience of 1,142,251 listeners, in an area where buying power is one-third more than the national average—and at one of the lowest time rates in America!

KEX
5000 WATTS—1180 K.C.
NBC Blue Network
The only station in Oregon operating on a clear channel

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operates station KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

PROGRAM NOTES

A SERIES of programs arranged to salute 14 cities in Eastern Pennsylvania, New Jersey and Delaware has been started by WCAU, Philadelphia. These weekly broadcasts have been arranged with mayors and Chambers of Commerce in each city. The first program, May 31, was dedicated to Harrisburg, Pa., and Mayor John A. F. Hall delivered a short address.

EDITORIAL comment on civic affairs is a new feature started on a sustainiug basis as the *Editorial Voice of WOL* over the Washington local, which has engaged Charles Benford, capital newspaperman, for the nightly five-minute program. The program is an opinionated commentary as distinguished from a news feature.

A STATE softball tournament for both male and female teams will be staged in Fort Worth in September by WBAP, Fort Worth, and the Fort Worth *Star-Telegram*. At present WBAP is broadcasting a series of softball programs.

THE *Early Risers Club*, 7-8 a. m., on WMCA, New York, includes the brighter side of the news, homey poetry, dance transcriptions and provides information for anglers. Bob Carter, sports announcer, handles the program. Anniversaries of historical dates, birthdays of important persons in history, and similar facts are given.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Now — Double Business in the WWNC area!

From now to September, tourists and summer folk will flock to cool Asheville and Western North Carolina. Double population — double business! Get your share—by using WWNC.



SPECIAL PROGRAM—WHAT, Philadelphia, on May 25 celebrated the 1000th consecutive Dorothy Dix Dramatization. Chester a' Beckett has announced nearly all of the programs. Participating are, left to right, back row, C. Warwick Ogelsby, Chester a' Beckett, Ralph Minton (director); middle row, Howard Brown, Edith Goodman, Edythe Roday, Ruth Sheehan, Ann Mary Lawler (script writer), Milton Laughlin (production manager); front row, Paula Markmann, Doris Sagendorph, Jeannette L. Vertner and Dixie Lee (script writers), Alma Mackenzie.

KFAC, Los Angeles, has invited five Los Angeles orchestras for guest periods of one week each. Listeners will be asked to register their preference, with the winning group being appointed as the regular station orchestra in July.

KFEQ, St. Joseph, Mo., received 43,319 votes in a recent 13-week amateur contest sponsored by Commerce Loan & Investment Co., St. Joseph. Votes were in the form of cards and letters. The hour program has been renewed by the sponsor for 52 weeks.

WFBL, Syracuse, has completed a series of seven broadcasts in the form of a contest for schools. Each week a series of 25 questions were asked of four teams of students each representing a different high school. The team winning at the end of the series received a trophy from the station. The individual who scored the highest in each test was awarded a separate prize. The publicity on the program was extensive because of the school tieup.

WTMV, E. St. Louis, has started *Everybody Sing*, patterned on the lines of old community sings. It is carried by remote from the Majestic Theatre, with theatre and station both promoting it.

LEE WILEY, songstress, on June 10 made her CBS debut with a weekly quarter-hour sustaining program. She is also heard on the Tuesday night *Nocturne* programs on CBS.

A NEW program on KNX, Hollywood, titled *On the Dog*, is used to sample skits and drama material that have been filed. The series will also show the KNX audience's program preferences.

ARTHUR R. LINDBURG, Westinghouse dealer in St. Louis, is sponsoring a 15-minute tie-in program with the Muny Opera productions over KMOX every Sunday evening. The program is devoted to telling the story of the forthcoming opera which opens the following evening.

THE *Tenth Inning* broadcasts of WBBM, Chicago, which is being conducted by the station's "man on the street" introduced a new wrinkle. John Harrington, the announcer, is stationed under the grandstand of Wrigley Field and Comiskey Park and immediately after the last out of each Chicago home game, interviews fans. Questions of general baseball knowledge and incidents of the day's play will feature the broadcast. Programs are sponsored by Nelson Brothers Storage & Furniture Co., Chicago.

A NEW program on WFBL, Syracuse, broadcasts religious news. Titled *Religious Signs of the Times*, half of the program covers "religion in the news"; the other half consists of an interview with a Syracuse pastor who tells the interesting anecdotes in his experience. Programs are conducted by Rev. Henry Harrison Hadley, of the New Berlin Episcopal Church.

THE *True Stories of the New York State Police* presented by the Rochester Gas & Electric Corp. on WHAM, Rochester, are to continue through the summer months. Arthur P. Kelly, public relations manager of the Corporation, announced that the weekly presentation will continue as long as WHAM's audience expresses a desire for this dramatic type of program.

COMPLETE casting, costuming and production of the *Babes in Radioland* kiddie revue which opened at the Minnesota Theatre in Minneapolis for an entire week starting June 12, was provided by the WCCO Artists Bureau, it was announced this week by Al Sheehan, director. Assisted by two former theatrical production men, John Williams, dance master, and Jack Kilmartin, stage manager, both members of the WCCO Artists Bureau staff, the broadcasting theme is exemplified in the stage show by means of a stage set which appears as a giant radio receiver. Child performers will enter the stage through the loud speaker, giving the effect of a television performance.

EIGHT graduates voted "the most likely to succeed" from eight universities and colleges in the metropolitan New York area, were interviewed on WNEW, Newark, June 10, by one who said he failed — Alan Courtney, elected "The most likely to succeed" a few years ago. According to Alan, he failed because he is a radio announcer.

KMTR, Hollywood, for the summer months will stage its programs from the transmitter site at Cahuenga & Santa Monica Blvd. and will temporarily close its main studios on the United Artists lot in Hollywood.

BECAUSE of the increased cast employed on *Five Star Final* and other dramatic programs produced at WMCA, New York, the quarters allotted to the dramatic department on the 12th floor of the WMCA Building have been enlarged. In addition to larger space for script writers and reference library, a new rehearsal studio is being equipped for the department.

KNX, Hollywood, has started *Reunion of the States*, a weekly hour in the form of a radio salute to each State in the Union. Edward Lynn will write scripts with the cooperation of the Federation of State Societies, Los Angeles. Forest Lawn Memorial Park Association sponsors the series with the Dan B. Miner Co. as agency.

ROBERT G. SOULE, vice president of WFBL, Syracuse, lectured to the radio class at Syracuse University. During his talk he told the students of the *Program Builders* series planned for WFBL in which listeners were asked to build good radio programs and vie for prizes. Mimeographed sheets prepared for distribution during this contest were distributed in the classroom and the students went to work on building programs. The sheets listed transcription numbers, their timings, orchestras, singers, etc. Each student was asked to build a 28-minute program of continuity and music. Two voices besides the announcer's could be used if the student wished to include short dramatizations in his script. The University professor kept the programs for grading, and included the marks in the year's grades.

A NEW program, *Speaking of Women*, on WINS, New York, features prominent women in interviews by Grace von Hoffman.



ARE YOU GETTING YOUR SHARE of Western Business?

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEW MEXICO
NEVADA
OREGON
UTAH
WASHINGTON
WYOMING

WALTER BIDDICK COMPANY
• Station Representatives

LOS ANGELES 568 C. of C. Bldg. | SAN FRANCISCO 1358 Russ Bldg. | SEATTLE 1038 Exchange Bldg.

Business doubled over last year
Reason — Results
"ASK GEORGE ROESLER"
WLBC - Muncie

From Summer Home

WHILE he is at his summer home, Erling C. Olson, executive vice president of Fitch Investors Service, New York, who broadcasts for his company on WMCA, New York, six nights a week, will record his programs at the Edwin Strong studios, Jackson Heights, Long Island. The evening program will be transcribed each morning and sent by messenger to WMCA.

Fairchild Buys Proctor; Offers Recording Devices

ACQUISITION of the manufacturing and sales rights of the B. A. Proctor Co. Inc., New York, manufacturers of pickups and recorders, by the Fairchild Aerial Camera Corp., of Woodside, Long Island, was announced June 11. The Fairchild company in recent years has developed high-fidelity recording apparatus in addition to the manufacture of aerial cameras and aviation equipment.

The first public exhibition of the Fairchild-Proctor sound recording equipment will be made at the NAB convention in Chicago, July 6-8, showing both the 45-pound portable and studio type machines already in production. Fairchild-Proctor also announces the development of a "word-spotter" device that permits accurate and automatic reproduction of any selected part of a recording and that has special advantages for use in creating sound effects. The Fairchild-Proctor machine records on both aluminum or acetate over a 40-10,000 cycle frequency range.

Standard Oil Orchestras

STANDARD OIL Co. of California, on June 4 started for five weeks, giving recognition to non-professional symphony orchestras of the Pacific Coast and to the communities that maintain them. During the *Standard Symphony Hour* broadcasts over the NBC-Pacific Red network on Thursdays at 8:15 p. m., the first 45 minutes by the Standard Symphony orchestra, under direction of Alfred Hertz, is dedicated to the community being honored. The guest orchestra broadcasts the last quarter of the hour.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Payne Reappointed



Mr. Payne

PRESIDENT Roosevelt on June 3 sent to the Senate the nomination for the reappointment of George H. Payne, New York Republican, for a seven year term as a member of the FCC. Mr. Payne's original two-year term was to expire July 1. His nomination was confirmed by the Senate June 8. Mr. Payne, who is a member of the Telegraph Division, last month published a book titled *The Fourth Estate and Radio and Other Addresses*, which included his recent speeches before university groups in which he severely criticised certain practices in the broadcasting field.

Federal Radio Activity Expanded as Two More Programs Are Launched

IN PROMOTING educational broadcasting, the U. S. Office of Education, already on the air with five network programs, will cooperate with New York University in a summer radio workshop. Training in script writing, production, music and directing technique will be given during the course, which lasts from July 6 to Aug. 10.

The Federal radio activities, financed by a $75,000 allotment from Works Progress Administration, are budgeted through the summer and employ some 75 persons, most of them culled from relief rolls. Production has been shifted from Washington to New York because of talent availability but administrative details still are handled in Washington under the direction of William D. Boutwell, who handles the Office of Education's radio demonstration projects.

If further funds are obtained in the autumn, plans for audience preparation and group instruction by radio probably will be carried out, perhaps augmented with visual instructional aids.

Five programs are now being broadcast on networks by the Office of Education. They are:

NBC-Blue—*Have You Heard*, Tues., 2:45 p. m. (EST).

NBC-Red—*Answer Me This*, Thurs., 4:30 p. m.

NBC-Red—*Education in the News*, Mon., 6:45 p. m.

CBS—*Safety Musketeers*, Monday, 3 p. m. The program is just a month old.

NBC-Blue — *The World Is Yours*, newest of the productions, Sundays, 10:30-11 a. m., in cooperation with Smithsonian Institution.

MR. & MRS. F. M. Lindley, of 244 Oak St., East Montebello, Cal., became the parents of a 6½ pound boy late in May and have named him Don Lee Lindley in honor of the Don Lee Broadcasting System.

Five Newscasts Daily
Amateur Hour - Radio Plays
Carnivals
Showmanship in Broadcasting make

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

A Popular Radio Station

TRANSCRIPTIONS

CONQUEST ALLIANCE Co., New York, specializing in Latin American time placements, has issued a brochure detailing its transcription and custom-built features, the latter being a new service for local merchants using radio. The company is expanding in the domestic as well as foreign fields.

SALES manual inserts designed to sell *Thesaurus* transcription programs "as programs" have been announced by the NBC Transcription Service. First in the series is the Radio Night Club group. The sheets are sent to stations for insertion in sales manuals and are also designed with station letterhead for direct mail promotion.

R. U. McINTOSH & ASSOCIATES, Los Angeles transcription firm, on June 1 temporarily closed its studio quarters and removed to the Dominguez Wilshire Bldg., 5410 Wilshire Blvd., where it will carry on administrative activities and prepare new productions. The organization expects to move into a new building of its own in Hollywood the first of the year, according to R. U. McIntosh, president.

STATIONS subscribing recently to World Program Service, library of World Broadcasting System, are WKBB, Dubuque, Ia.; WOC, Davenport, Ia.; WJNO, W. Palm Beach, Fla.; CJRC, Winnipeg, Manitoba.

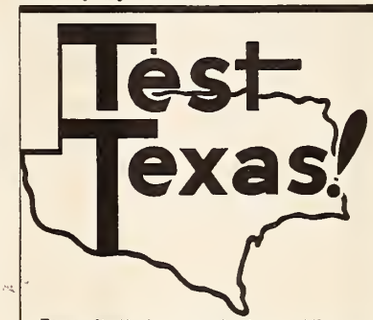
CECIL LEWIS, former chairman of the British Broadcasting Corp. program board, who spent several months in 1934 as guest producer with NBC, has been named specialist in topical and experimental programs of the BBC television division.

Ford Billings in West

TO ADVISE on the plans for the new KEHE, Hearst Radio station in Los Angeles, Ford Billings, manager of Hearst's WCAE, Pittsburgh, spent latter May and was to spend most of June in and around Los Angeles and San Francisco, where Hearst operates KYA. Mr. Billings' assignment was largely in the nature of "trouble shooting", according to official sources, and he will return to Pittsburgh late in June.

NBC is organizing an All-American orchestra to encourage music-making in the home and in groups, with Ernest La Prade synchronizing performances all over the country by radio.

Test Texas!



Texas itself is one of the world's great markets, and this Centennial year its wealth will be increased by millions of visitors. To test Texas, and get a share of that additional wealth, select KFRO as your first test station, covering East Texas. Investigate.

KFRO

VOICE OF LONGVIEW, TEX.

W-I-N-D

560 Kc. — 5,000 Watts Day — 1,000 Nites

"The Tip-Top Spot on the Dial"

ANNOUNCES

the appointment of

SLEININGER, INC.

as eastern representatives

at 350 Madison Ave., New York City

Hibbard Ayer, Mgr.
Telephone Murray Hill 2-2046

National Advertising Office
201 North Wells St., Chicago
Telephone State 5472

Studios—504 Broadway, Gary, Ind.

WJAY

ACCOUNTS
on
WJAY
now profiting by
WJAY'S
MERCHANDISING
SERVICE

Cardinal Laboratories
Blackett-Sample-Hummert, Inc.

Dixie Margarine
Placed direct

Drums Dry Cleaner
C. C. Winningham

Gold Cross Milk
Erwin-Wasey & Co.

La Choy Products
Placed direct

Quick-Serve Beans
Martin Incorporated

Cleveland is o BETTER morket this yeor thon ever before—Send for WJAY'S rote cord.

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

FCC Hearings Point to Future

(Continued from page 7)

waves for broadcasting — namely from 180 to 210 kc., and also the long-wave channels of 520, 530 and 540 kc. On these frequencies are operating government, ship and other non-broadcasting services. While it is well recognized that these channels are ideal for broadcasting purposes, the services on them are so well entrenched as to give little possibility of their assignment for broadcasting.

In the ultra-high range, the NAB recommendation seeks assignments in the bands from 25.6 to 26.6 megacycles for aural and facsimile services; from 36 to 38 for aural and facsimile; from 38 to 56 for television; from 62 to 64 for aural and facsimile; from 64 to 94 for television, from 94 to 100 for aural, facsimile and frequency modulation services, and from 100 to 120 megacycles for auxiliary broadcast service such as point-to-point relay for broadcasting, synchronization, mobile voice and facsimile pickup.

In the bands ranging from 180 to 1600 kc., the NAB recommendation is that they be used both for aural and for facsimile transmission. This evidently envisages the day when facsimile adjuncts to conventional receivers will pick up photographic material during the early morning hours or when the aural or sound transmissions are silent.

Mr. Baldwin further specifies that a minimum of 25 experimental television channels of 6 megacycles width be set aside in a manner consistent with the needs of other services, beginning at about 130 megacycles. There are also requests that existing international broadcasts bands be enlarged with the objective of eliminating interference.

The Baldwin recommendations were so devised as not to interfere with the amateur band now in use between 50 and 60 megacycles, and with the Army and Navy channels now in use between 56 and 62 megacycles.

In a letter to his board members on June 2, Mr. Baldwin explained that since it was necessary to file the FCC hearing notice by June 1, he was "precluded from obtaining prior board approval".

RMA vs. NAB Demands

THE recommendations of the Radio Manufacturers Association, representing set manufacturers, originally were in sharp conflict with those of the NAB. Originally, the RMA sought a continuous band ranging from 36 to 90 megacycles, with the objective of developing a "continuous band" television and ultra-high receiver. At a meeting of RMA executives called June 5, however, these recommendations were modified to specify a band from 30 to 42 megacycles and from 90 to 120 megacycles for television with the amateur band from 56 to 60 left undisturbed.

For other services, RMA recommended that the standard broadcast band range from .5 mc. (500 kc.) to 1.6 mc. (1,600 kc.) as against the present range from 550 to 1,600 kc. Then it proposed that there be a continuous band for ultra-high frequency broadcasting and facsimile ranging from 37 mc. to 42 mc.

"It is recommended", continued the RMA exhibit, "that all assignments to aural broadcasting be made eligible for commercial facsimile broadcasting as an adjunct service (midnight to morning operation)." It also recommended that the band "37 mc. to 42 mc. be allocated to aural broadcasting and to facsimile broadcasting as a primary service, assignments to aural broadcasting to be made at the higher end of the frequency band and the division of the band between aural and facsimile broadcasting to be made as the future needs of these services will indicate".

In opening the hearing, Mr. Prall said the general purpose is:

(1) To determine the present and future needs of the various classes of service for frequencies above 30,000 kc, with a view toward ultimately allocating such frequencies to services;

(2) To secure for the public and the Commission a keener insight into the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the service of the public;

(3) To guide experimentation along more definite lines as may be justified from the evidence presented at the hearing;

(4) To review present frequency allocations to services in the radio spectrum below 30,000 kc, and

(5) To assist the government in its preparation for the International Telecommunications Conference at Cairo in 1938.

"Neither individual applications nor individual assignments within service bands are relevant at this hearing," he declared. "For example, the detailed question of the relative merits of high power cleared channel broadcast stations versus lower power regional stations is not relevant at this hearing. Such matters may more properly be taken up at hearings which the Commission proposes to hold at a later date, on more detailed subjects such as frequency assignments to stations within the broadcast band, details with respect to television, etc.

"This hearing should deal with development trends, general procedure and general frequency allocations to services. At this hearing the Commission is interested in such subjects as the relationship between frequency allocation, and the design, manufacture and sale of radio equipment.

"We are, and we believe everyone else is, tremendously interested in intelligent estimates of the future trends of radio. For example, will the trend of practical application of radio to the service of the public be toward the greater and more effective use of ultra high frequencies by existing services; or will the use of such frequencies be confined naturally to new services such as television, facsimile broadcasting, two-way police communication, aids for blind landing of aircraft, etc.? In estimating trends, it seems that we should also take into consideration the possible effect a new service may have upon an established service.

"For instance, assuming that television ultimately will be practical, what indirect effect would it have upon existing broadcasting, and would this effect be such as to result in the use by regular broadcast stations of the ultra-high frequencies for urban service rather than the existing medium frequency broadcasting band? In this connection, it must be remembered that we must safeguard the public's investment in receivers, and give consideration to the investment of the industry in existing facilities for the production and transmission of programs. Hence, we are particularly interested in information relative to this phase of the problem.

"Some feel that ultimately, through the progressive development of facsimile transmitters and receivers, it will be entirely

WAY OUT IN FRONT



KWK

When it comes to giving large sales returns for the money invested, KWK is way out in front and just breezing along. Through definite concentration on the St. Louis market, we are able to show extremely satisfying results.

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

SELL ALL SOUTH CAROLINA
5000 WATTS
G. RICHARD SHAFTO
MANAGER
WIS
COLUMBIA
560 KILOCYCLES
FREE, JOHNS & FIELD, INC.
NAT'L REPRESENTATIVES

practicable from a technical standpoint to print a newspaper in the home. I do not think it entirely unfeasible to anticipate such an application of radio to the service of the public in the future, because news service is dependent primarily upon speedy communications for the collection and dissemination of news to the public. In other words, time-saving is an absolute necessity and news loses its value as a marketable product immediately after it has become known to the public. Therefore, if there should be developed a practical facsimile receiver for home use at a reasonable cost, newspapers might desire to make use of this system to distribute news to the public, and if such news distribution system proved to be practical from both technical and economic standpoints, and provided such a service proved to be of sufficient importance, demands might be made upon the Commission to endeavor to provide space in the ether for this service to the public. On the other hand, if today it is the concensus of opinion that such a development is unlikely to occur, there would be no great need for extra space.

"As is well known, there is a physical limitation on the number of frequencies in any one band which are available for assignment at a given time for use in one area, depending on the existing state of the art.

Crowded Traffic

"IN ADDITION to this physical limitation, this Commission has placed upon its administrative limitations in making allocations of frequencies to commercial and private agencies. For example, the Interdepartment Radio Advisory Committee must determine the needs of the various government departments for portions of the radio spectrum, and in this connection we hope that the evidence presented here by commercial enterprise will be of assistance to the I. R. A. C. in arriving at a just balance between government and commercial uses of the radio spectrum, and that as a result thereof the I. R. A. C. will present a constructive recommendation to the President of the United States with respect to allocation of frequencies to the various government services.

"Likewise, in so far as international communications and interference are concerned, we are bound by Article 7 of the Regulations of the Telecommunications Convention of 1932, held at Madrid, Spain. The Regulations will be in effect until superseded by international agreement to be reached at the coming Conference at Cairo in 1938."

Mr. Prall explained that in addition to securing agreements among nations of the world respecting these allocations, it is necessary to work out amicable agreements with other North American nations, on use of frequencies. These regional agreements, he said, will have a specific bearing upon ultimate allocation of frequencies.

Commander Craven called the hearings a "crossroads", where the government and the radio industry are meeting to consider the radio problems of the immediate future. He sketched briefly past radio development and experience "in the hope that it may be useful information to use in our present planning for the future radio technique and its application to the service of the public".

Arriving at conditions today, he said that the developed portion of the radio highway "is badly congested from 10 to 20,000 kc. and rapidly becoming so between 20,000 and 30,000 kc., as well as in each portion allocated to individual classes of service.

"We also find that there are demands for new services such as television and facsimile for both ordinary communications and broadcasting. We find also that aviation is requiring more frequencies to afford better navigation in the air, and hence greater safety of life in the aeronautical industry. With the increasing use of modern developments by criminals of today, we find police departments all over the country feel that they need radio in order to facilitate the detection and prevention of crime. Demands are increasing for public radio telephone service both in marine and overseas circuits. We also know that the government must keep abreast of progress in its direct use of radio by the various departments and bureaus.

"Fortunately the scientists at this time have shown us that the useful portion of the radio frequency spectrum can be widened, so that we may soon have available frequencies from 10 to about 100,000 kc. The band from 100,000 kc. to 200,000 kc. while still in the laboratory, shows signs of soon being valuable for practical application, and in the band from 200,000 to 500,000 kc., we can see probabilities of future practical application to the service of the public. The spectrum from 500,000 to 10,000,000 kc. lies before us in the dim future, and I am unable to say anything about it, except to express faith that science can conquer it ultimately.

"The vacuum tube is useful today on frequencies up to about 100,000 kc., although improvements must be made in the efficiency of its operation thereon. Vacuum tubes for use on higher frequencies are in the process of development, and while there are extreme difficulties which may make permanent accomplishment a matter of slow progress, I see no reason why the engineering talent of this country, as well as of the world, cannot also solve that problem ultimately.

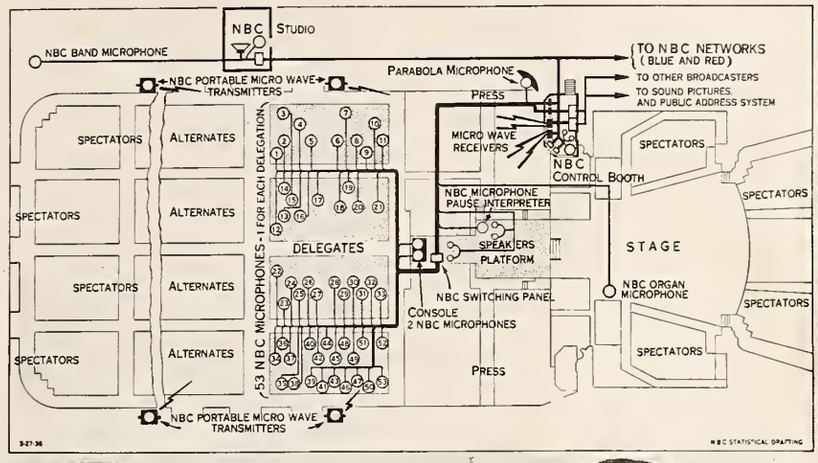
Government Needs

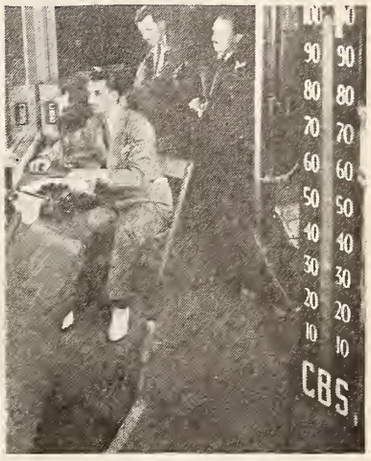
"AMONG the important obstacles to be overcome is that of man-made interference, such as created by automobile ignition systems, X-ray machines, diathermy apparatus, and other industrial electrical apparatus. These can be overcome by effective cooperation between engineering scientists, all industry, and the government, and if the public demand for satisfactory radio is sufficiently great, I have no doubt of the successful solution of this phase of future radio problems.

"So this brings us to today, when there are about to take place three important events which might affect the radio industry as a whole. The first is the fact that certain government departments feel that they have sufficient information with respect to the efficacy of the new portion of the spectrum to invest large sums of money in equipment to be used therein, and are desirous of obtaining allocation of certain frequencies for their exclusive use.

"It has been suggested that the Interdepartment Radio Advisory Committee, which is a committee consisting of representatives from various government departments and is charged with making recommendations on frequency allocations to the President, be called together this summer for the purpose of ascertaining what allocations of frequencies in the new portions of the spectrum should be made to the government services. Their conclusions will form

COVERING THE REPUBLICAN NATIONAL CONVENTION









CONVENTION—The NBC radio facilities at the Cleveland GOP convention, with 53 microphones, were assembled as shown in the chart (upper left). The CBS nerve center at the GOP session was in the master control booth (upper right), where (left to right) Bob Trout, announcer, Bob Trago, control engineer, and Henry Grossman, chief engineer, were on the job. With them in the booth is a big "demonstragraph" developed by CBS to show the amount of noise on the floor. Edwin K. Cohan, CBS engineering director (lower left), with a portable transmitter and candid camera combined in a Graflex chassis. Lower right is Robert Morris, NBC development engineer, with a tiny NBC microwave transmitter.

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History

BOUND



To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

a recommendation to the President of the United States, who may, under authority of Section 305 of the Communications Act of 1934, approve the recommendation if he deems it proper to do so.

"The next important event is our preparation for the International Telecommunications Conference to be held in Cairo in 1938, at which various nations of the world may attempt to come to a new agreement with respect to allocation of frequencies to services. * * *

"The third event is that recent scientific developments have indicated new uses for radio in new portions of the radio spectrum, and thus it would appear that we might be at the threshold of creating a new and important branch of the radio industry."

Commander Craven pointed to the desirability of a coordinated plan of development in these new radio fields. He said it is desirable to proceed with a frequency allocation to services at the earliest time possible is the relation between allocation and equipment design. Early information with respect to the space in the spectrum that will be assigned particular services will enable crystallization of the specific problems confronting the design engineer and assist in planning future manufacturing processes.

Avoiding Mistakes

"IN PLANNING this hearing," he added, "the purpose is to avoid the pitfalls in allocation of which we learned in the past. This Commission feels that foresight of this nature should result in orderly development of these new bands.



TEST ANTENNA—When WRAK, Williamsport, Pa., wanted to try out some transmitter sites, it used the local fire department's hook-and ladder truck for a portable antenna, lashing a 20-foot pole to the top of the 75-foot ladder. A portable transmitter was installed in the auto (foreground). Little time is required to raise or take down the antenna.

It desires to bring about, through cooperation between the government and the industry, a coordinated plan of allocation which will result ultimately in the maximum benefits to the public, the industry and the government alike.

"The whole thought in calling this hearing is one of bringing about a sound cooperative plan of procedure for the future application of radio to the public service. * * *

"Today's hearing is a first general step. It will be followed by more specific steps, such as the meeting of the Interdepartment Radio Advisory Committee, and detailed hearings such as those concerning improvements in regular broadcasting and those involved in television, when such hearings become necessary. In other words, today's hearing is for the purpose of planning a procedure along broad cooperative lines, as well as for the purpose of guiding generally the communication industry.

The Engineering Department realizes the difficulty of estimating future requirements and technical trends, but in spite of it this it is our opinion that the existing situation, as well as the past experience of the industry, should make apparent the necessity of making as intelligent an estimate of future requirements and future technical trends as is humanly possible for us to do. Certainly our experience prior to 1927 should demonstrate to all of us that timely intelligent cooperative planning for the future is a more logical policy than one which permits chaotic conditions to develop."

Dr. J. H. Dellinger, radio chief of the Bureau of Standards, was to present the case for government services as spokesman for IRAC. He was slated to follow the opening statements by Chairman Prall and Chief Engineer Craven.

The general order of appearances of witnesses identified with broadcasting and related fields as announced by the FCC, was to be as follows (witnesses named in parentheses):

General Testimony: Radio Corporation of America (David Sarnoff); Columbia Broadcasting System (William S. Paley); American Federation of Labor (William Green); Chicago Federation of Labor (Edward N. Nockels); American Telephone & Telegraph Co. (Dr. Frank Jewett); Hearst Radio Inc. (T. J. White); National Advisory Council on Radio in Education (Dr. Chase); National Association of Broadcasters (James W. Baldwin); Radio Manufacturers Association (James M. Skinner, A. F. Murray and L. C. F. Horle); International Scientific Radio Union (Harry Rowe Minna, Hawaii); International Association of Chiefs of Police Associated Police Communication Officers (Capt. D. S. Leonard); International Catholic Truth Society (Rev. Edward Lodge Curran); Major Edwin H. Armstrong; Darby & Darby (Samuel E. Darby Jr., representing radio set manufacturers); Don Lee Broadcasting System (Harry R. Lubke); Evening News Association Inc., Detroit.

Bureau of Air Commerce, Dept. of Commerce (Eugene Vidal); Aeronautical Radio Inc. (Paul Goldsborough); American Medical Association (Dr. H. B. Williams and H. A. Carter); Shortwave Institute of America (Oswald F. Schuette).

Specific Testimony (more than one service); Federal Communications Commission (E. K. Jett, A. D. Ring and L. P. Wheeler); American Telephone & Telegraph Co. (Dr. H. S. Osborne, L. Espenchied and E. L. Nelson); City of New York, Department of Plants & Structures (F. J. H. Kracke); Globe Wireless Ltd. (Jack Kaufman); Hearst Radio Inc.; Mackay Radio and Telegraph Co. (Ellery Stone, Haraden Pratt and Dr. F. A. Kolster); Press Wireless Inc. (L. G. Caldwell); Radio Corporation of America (C. B. Jolliffe); Finch Telecommunications Laboratories (W. G. H. Finch); International Business Machines Corp. (Walter S. Lemmon); Westinghouse Electric and Mfg. Co., and Weston Electrical Instrument Corp.

Broadcast Service: National Association of Broadcasters (Dr. Charles B. Aiken); American Newspaper Publishers Assn. (Elisha Hanson); Buffalo Evening News (A. H. Kirkhofer); Chicago Federation of Labor (Maynard Marquardt); Columbia Broadcasting System; DeForest Television Corp. Ltd. (R. D. Lemert).

Ben S. Fisher, representing KOMO and KJR, Seattle, KPRC, Houston, KGMB, Honolulu, KGFJ, Los Angeles, WLBC, Muncie, WELI, New Haven, WTMJ, Milwaukee, WPHR, Petersburg, WCOP, Boston, KSL, Salt Lake City, KNBC, New Britain, Conn., WBAP, Ft. Worth, WTBO, Cumberland, Md.

Farnsworth Television Inc. (Philo T. Farnsworth and Donald K. Lippincott); International Television Radio Corp. (William H. Priess); St. Louis Star Times (R. V. Hamilton); Television Research Corp. (Gerald N. Goldberger); WLW, WSAI and W8XAL; Worldwide Broadcasting Corp., and Yankee Network (Paul de Mars).

State of Washington (Clarence C. Dill); Edison Electric Institute (Herbert W. Eales); Southern California Edison Co. Ltd.; American Radio Relay League (Paul M. Segal, Maj, K. B. Warner, A. L. Budlong and Ross Hull).

Motion Picture Stations: Twentieth Century Fox Film Corp. (E. H. Hansen); Research Council of the Academy of Motion Picture Arts & Sciences (E. H. Hansen).

P. LORILLARD Co., New York (Briggs tobacco) on June 1 started a five-minute baseball resume six nights a week on WFBM, Indianapolis, with Ben Riley of the station as announcer. It will continue for the remainder of the baseball season. Lennen & Mitchell Inc., New York, placed the account.

WFBR
Success Stories



The Story of the Ambitious Soup-Maker

PHILLIPS DELICIOUS is good soup--and Colonel Phillips wants to tell the world about it. In Baltimore he picked Station WFBR to do the job. Every week day at 8 A. M. "Phillips Delicious" sponsors the morning broadcast of Trans-Radio Press News.

Started on February 28, 1935. By February 28, 1936, over 50,000 housewives had joined the Phillips Jingle Parade! Today Phillips is still on the air--and still going strong --on WFBR in Baltimore!

In* BALTIMORE *they listen to
MARYLAND'S PIONEER BROADCAST STATION

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO

WFBR
BASIC N.B.C. RED NETWORK

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

FCC Report Based On Network Status

Stations' Commitments Said to Justify WHB Power Boost

FOR THE first time within the recollection of practioners before the FCC, an examiner of that agency has taken cognizance of the "network commitments" of affiliated stations in clearance of time, using that as the primary basis for a favorable recommendation for allocation of full time to an "independent" station which might better serve local needs.

Examiner Melvin H. Dalberg, of the FCC, in a report made public June 1 on the application of WHB, Kansas City, for full time on 1120 kc. in lieu of its present daytime assignment on 850 kc., discussed at length the use of time by networks over the principal outlets in Kansas City. In his conclusions, he said:

"In order to render a local service to listeners in Kansas City and the surrounding area, a regional station such as is proposed by the applicant operated upon an independent basis, would be to the interest and advantage of the community involved. The record in this case clearly shows that the other broadcasting stations now serving Kansas City, which are of the highest excellence in their respective spheres, cannot satisfactorily render a local service at nighttime by reason of their network commitments.

Room for Independent

"BECAUSE of these commitments and the use of their time at night in this connection, it is not believed that the other stations now operating in the Kansas City area would be adversely affected from an economic standpoint by the granting of this application inasmuch as it is obvious that a large percentage of evening broadcasts on the two regional stations now operating at night consists of network programs."

Mr. Dalberg brought out that the respondents in opposition to the WHB application, with one exception, "predicate their opposition largely upon the fact that the granting of WHB's application would result in increasing competition to their stations, a curtailment of their business and a consequent reduction in their incomes." He added that an analysis of the typical weeks' programs broadcast by these stations "indicates that such condition is not entirely correct." Further, he said, it appears that should the application be granted WHB would be in a position to offer Kansas City advertisers desirable nighttime hours "which are not available to them from other regional stations because of network commitments."

WHB for several years has sought full-time operation, but has been blocked by quota and other technical barriers. The case on the new application was heard April 9 by Examiner Dalberg, with KMBC, WDAF, W9XBY WJBO and WLBF opposing.

AMPERES WASTED
WABC Towers Take Lightning Valued at $20,000

THE record hit by lightning in the New York area during the past year occurred at the transmitter mast of WABC, at Wayne, N. J., according to CBS, when a direct blow of 77,000 amperes was taken. That energy, according to E. K. Cohan, CBS technical director, "would save us about $20,000 a year in power bills if we could only find some way to harness it."

A survey was made by General Electric Co., cooperating with CBS, of lightning currents in the New York area. The 77,000 ampere shot put the transmitter off the air 17 seconds.

GOLDBLATT BROTHERS, Chicago, operators of chain department stores in Chicago, contracted WGN, Chicago, for a daily 7-8 a. m. series, placed direct.

Appeal Is Filed by KNX To Reversal of Decision Awarding Libel Damages

AN APPEAL from the decision of the Los Angeles district court of appeal, which on June 2 reversed the decision of the lower court awarding libel damages to KNX, Hollywood, from the *Los Angeles Times*, has been filed by Lawrence Beilenson, counsel for KNX. The appeal is being carried to the state supreme court.

KNX last fall was awarded $2,500 compensatory and $1 punitive damages by a jury in superior court after a trial in which the station sued the newspaper for $500,000. This judgment was reversed on the newspaper's appeal, the appellate court holding that "the mere fact that an article is unpleasant or hostile does not make it defamatory."

The suit grew out of an editorial in the *Times* aimed at KNX in connection with the newspaper-radio controversy over the broadcasting of news, in which KNX took a leading part in the early days of the radio-news squabble. The *Times* had eliminated KNX program schedules, later reinstated.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

NEBRASKA

- outstanding in income from live stock and grain crops
- FIRST in "farm income per capita"
- whose towns and cities, backed by exceptional farm wealth, offer one of the richest markets for your products
- is unusually easy to cover—all or any section.

WRITE for Nebraska Facts

May we mail you complete data about the rich Nebraska market—and proof of radio's remarkable pulling power in this state? Write the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. · KOIL Omaha, Nebr., and Co. Bluffs, Ia. · KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. · KGBZ York, Nebr. · KGFW Kearney, Nebr.
WJAG Norfolk, Nebr. · KGNF North Platte, Nebr.

1—
2—
3—
4—
5—

One - Two - Three - Four - Five! Saturday, May 30, we celebrated our Fifth Anniversary as a member of the Columbia Broadcasting System. And what an intensely interesting five-year period was represented in that celebration! There were five years of climbing — five years which started from "scratch" and ended with sensationally good business, a host of friends and a firm grip on the title "The Friendly Voice From Out of the Hills of West Virginia"!

We are humbly proud of five years of association with Columbia and of our sincere efforts to be worthy of their "company".

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.
•
Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

NAB Faces Split in Ranks

(Continued from page 9)

dent Fitzpatrick of the Nominating, Resolutions, Credentials and Elections committees. The first session will adjourn after this, leaving the afternoon free for group meetings, caucuses and the like.

Both AIRS and NIB plan to hold membership meetings during the convention and it is believed the Monday afternoon free time will be utilized by them for that purpose. AIRS plans to base its future course upon the outcome of the NAB sessions and probably will hold another meeting immediately following the elections Tuesday afternoon. Edward A. Allen, NIB president, already has stated he intends to rally his membership of some 105 independent stations to the support of Managing Director Baldwin if that contingency arises.

At the Tuesday morning session Mr. Sandage will deliver his census address. This will be followed by a panel discussion on how to organize a broadcasting station for selling. The discussion will be led by H. K. Carpenter, general manager of WHK, Cleveland. At the Tuesday afternoon session there will be the election of officers and directors. The annual banquet will be held Tuesday night.

At the concluding session on Wednesday the membership will hear the reports of the Commercial, Engineering and Resolutions committees. At the afternoon session there will be general discussion and installation of new officers. Upon *sine die* adjournment the new board of directors will be convened and will consider, among other things, the reappointment of Mr. Baldwin as managing director, since his term expires annually with the election of the new board.

Two resolutions offered at the last convention by Ed Craney, president of KGIR, Butte, Mont., are expected to precipitate considerable floor discussion. One would provide for election of directors by zones, with three from each of the five former radio zones, and one of whom shall be a local station representative. It specifies that active NAB members in each zone elect additional directors as may be needed to fill the places of those from their respective zones whose terms expire at the annual meeting.

The second would provide that the NAB board make effective a provision whereby non-profit organizations or groups would be given use of station facilities in time units of 5% or more to be prorated equally among stations in particular communities. In full text, this proposal reads:

Article VI — Insert after section (d) a new section as follows:

"(e) To more effectively carry out the objects set forth in this article of this Constitution and in order to more effectively preserve the present system of American broadcasting, it shall be the duty of the Directors of this Association to immediately put into effect and operation, upon such terms and conditions to the membership as may be necessary, a plan designed to make the facilities of all licensed broadcasting stations in these United States available impartially to all bona fide non-profit organizations, or groups of like character. That such facilities shall be equally available on the stations operated by members of this Association in time units of 5% or such other and increased percentages or allotments of time as the membership may hereafter approve, provided, however, such allotments of time in excess of 5% shall not be used on any one member station until that amount has been used on all member stations. It is the intendment of this amendment that radio time should be thus given to only bona fide groups or bodies of non-profit organizations or character including religious, fraternal, educational labor organizations, and such other organizations as the Directors shall hereafter define as being non-profit, who will furnish their own programs, defray all costs and expenses therefor, and conduct them under their own supervision and responsibility. It shall be the duty of the Directors of this Association to make such rules, regulations, and provisions as are necessary and proper to carry out the terms of this amendment, and they have power to create a special department of this organization for that purpose. All programs of non-profit organizations carried over national networks shall count as part of the said time and the member affiliated stations agree, by the passage of this amendment, and their membership agreements herein, to allot solely by the provisions of this amendment for the purpose herein."

Demands for Time

THIS plan is designed to check the demands of many unqualified groups for time and at the same time provide adequate facilities on a non-commercial basis to bona fide organizations. The zone proposal was offered by Mr. Craney at the last convention but consideration was blocked by the provision of the NAB constitution specifying 30 days advance notice to the managing director and 15 days additional to the membership.

Action on the proposal respecting election of directors is problematical. Since this resolution presumably will not be considered until the new officers and directors have been elected (on the preceding day) it could not become effective until next year. It would be possible to invoke the provision this year if action on the resolution were called for prior to the election.

The drastic effect upon the present board membership of the Craney Resolution is shown in a breakdown of the present status of board members. In the First Zone, comprising the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, Delaware, Maryland and District of Columbia, there are at present five board members. Under the Craney resolution this membership would be cut to three. Terms of three of these members expire, namely, William S. Hedges and Frank M. Russell, NBC, and I. R. Lounsberry, WGR-WKBW, Buffalo. Thus, there actually would be only one vacancy and that would have to be filled by a local station man.

In the Second Zone, comprising Pennsylvania, Virginia, West Virginia, Ohio, Michigan and Kentucky, there are only two present members — W. Wright Gedge, WMBC, Detroit, and H. K. Carpenter, WHK, Cleveland, whose term expires. Thus there would be two vacancies to be filled in that zone.

In the Third Zone, comprising North and South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas and Oklahoma, there are two members, Edwin W. Craig and S. Gordon Persons, both of whom remain in office. Thus there would be one additional director to be elected, a local station man.

In the Fourth Zone, comprising the states of Indiana, Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa, Nebraska Kansas and Missouri, there are at present four directors. The terms of two expire — Arthur B Church and Gardner Cowles Jr Since there would be only one vacancy to be filled, and since neither of the retiring members are "local" station men, it would mean the designation of a local representative.

The Fifth Zone comprising Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California, at present has two directors. They are Ralph R. Brunton and T. W. Symons Jr., both of whom continue in office. The new man would have to be a local station representative.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

The Good Old Summer Time

Is a good time to have your special program electrically transcribed for fall broadcast. Write us for our low prices for recording it here in the sound center of the world where the best in talent is always available.

THE GOOD OLD SUMMER TIME
is also transcription time.

Write us for new low summer prices on the following programs:

BILL, MACK AND JIMMY	100	episodes
ADVENTURE BOUND	65	"
HOLD THE PRESS	65	"
*REPORTER OF ODD FACTS	100	"
*YESTERDAY BRINGS YOU TOMORROW	39	"
CONTRACT BRIDGE SERIES	78	"

** Five Minute Spots.*

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. ● LOS ANGELES, CALIF.

RCA

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Warner Withdraws 40 Station Suits; May Rejoin ASCAP

Defendants Requesting Costs For "Old-Fashioned Mother"

WARNER BROS. music publishing houses, which have indulged in an orgy of infringement suits against broadcasting stations, have instructed their counsel to discontinue 40 actions against CBS affiliates alleging infringement of *That Old-Fashioned Mother of Mine* which Warner charged had been broadcast as a part of a network program.

This action seemed to lend credence to repeatedly published reports that Warner would return to ASCAP, from which it withdrew Jan. 1 and caused a furore of unprecedented proportions on copyright performance. In some quarters it is openly stated that Warner will be back in ASCAP by July 1.

Motions to discontinue the actions, it was learned June 12, now are being made in the various jurisdictions in which the suits were filed. Counsel for the broadcasting stations in each case are applying to the court for payment of costs and counsel fees to them by Warners. This move to discontinue, it is learned, followed the service of notice to take depositions of witnesses in all 40 cases, the notices having been sent to the stations involved by counsel for ASCAP, which of its own volition has been assisting all stations in their defense of Warner actions.

As a result of this action, it developed, Warner Bros. found that the selection had not been played. Following normal procedure Warners will be required to pay not only the expenses of their own attorneys, but also the defendants' court costs and lawyers' bills.

Based on Wrong Tips

IT IS GENERALLY felt that a large proportion of the some 200 alleged infringement suits filed by Warner houses, asking upwards of $4,000,000 in damages, are based on erroneous information. It is anticipated that Warners will have to follow the same course in a large number of the pending cases. Many of the infringement suits were filed haphazardly and upon flimsy information.

Thus far it is not known how much the *Old-Fashioned Mother* blunder will cost Warners. It is estimated, based on previous experience, that the cost to Warners will be at least $250 per case. The lowest has been $75, plus $20 costs, and the highest is in a case where Warner local counsel is offering to settle at $500, rather than go to court at all. The amounts granted will depend upon the local judges. There also must be taken into account payments by Warners to its own counsel and the costs. The *Old-Fashioned Mother* error alone therefore may cost Warner between $15,000 and $20,000.

The stations involved in the *Old-Fashioned Mother* action were KGKO, KMOX, KOMA, KSCJ, KTRH, KVOR, WACO, WADC, WBNS, WBRC, WBT, WCAO, WCAU, WDAE, WDBO, WDNC, WDOD, WDRC, WESG, WFBL, WFEA, WGST, WHAS, WHEC, WJAS, WJR, WKBW, WKRC, WLAC, WMBG, WMBR, WOKO, WQAM, WREC, WSBT, WSPD, WTOC, WWL, KLRA, WLBZ.

BULLETIN

A PLEA for perhaps two dozen ultra-high frequency broadcast channels for possible use by state and municipal educational organizations may be made at the June 15 shortwave hearings before the FCC by the U. S. Office of Education, Dr. John W. Studebaker, director. Such a project, it is understood, is being seriously considered and may be presented. It is also indicated that the American Federation of Labor may seek a block of channels for a "labor network" in the short waves.

Four Programs Sign Off In Latter Part of June

BOTH the *General Motors Concerts* and the *Ford Sunday Evening Hour* are signing off for the summer this month, although it had previously been announced that the former at least would remain on the air through the year. The General Motors symphonies on the NBC-Red network Sundays 10-11 p. m. terminate with the June 28 program, but will return in September. The Ford programs on CBS sign off with the June 21 broadcast, but Ford will keep both Fred Waring periods on the network through through the summer.

Harold F. Ritchie & Co.'s *Eno Crime Clues*, on NBC-Blue since January, 1933, quits with the June 30 broadcast. Realsilk's Sunday evening program with Jack Hylton on NBC-Blue terminates June 28. Standard Oil's *Esso Marketers* on CBS Monday nights with Guy Lombardo's orchestra ends with the June 29 program.

Cigar Features News

EXTENSION of its radio campaign to a list of 19 stations has been disclosed by Webster-Eisenlohr Inc., New York (Tim Moore, Henrietta, Girard and Cinco cigars). Among new programs promoting Tom Moore cigars are: KLZ, Denver, three weekly 15-minute night news reports from July 6; KSO, Des Moines, and WMT, Waterloo, five weekly 5-minute INS news reports from June 15; WOAI, San Antonio, Sunday night 15-minute Transradio news reports from June 7; KRLD, Dallas, six weekly night 15-minute INS reports from June 8; WTMJ, Milwaukee, six weekly night 5-minute UP reports from June 1; WGN, Chicago, Quin Ryan's Sunday night sport flashes from May 31. In addition, for Cinco cigars, the company started May 31 to sponsor Sunday UP news on WBT, Charlotte, N. W. Ayer & Son Inc., New York, is the agency.

WILLIAM R. WARNER Co., New York, for Albodon Toothpaste, is considering a radio campaign for the fall, to be handled by Cecil, Warwick & Cecil, New York.

RAY LINTON, Chicago station representative, has added WIP, Philadelphia, to his group of stations.



"I don't care if the program is over—I could go on talking like this for hours!"

From New York American

General Foods Spots

GENERAL FOODS Corp., New York (Satina ironing aid) in late June will start a series of spot announcements on household programs. The schedule calls for 5 weekly participations in *Martha Deane* on WOR for 8 weeks; 5 daily spot announcements 5 days a week on WHIO, Dayton, for 8 weeks; 3 weekly participations in *Polly the Shopper* on KSTP, St. Paul, for 16 weeks. Young & Rubicam Inc., New York, has the account.

Big Accounts Returning

SHERWIN-WILLIAMS Co., Cleveland (paints and varnishes) will return to the air next autumn with its *Metropolitan Auditions* for a half hour Sunday afternoons, but no network has yet been selected. William R. Warner Co., New York, for Sloane's Liniment, will again sponsor Warden Lawes in *20,000 Years in Sing Sing* over a network to be selected this fall. Both accounts are handled by Cecil, Warwick & Cecil, New York.

1,000 Watts for WFIL

WFIL, Philadelphia, on June 12 was authorized by the FCC to increase its power from 500 w. to 1,000 w. unlimited time, provisional upon installation of a vertical antenna, removal of transmitter locally and installation of new equipment. The station had been receiving month-to-month temporary authority to use 1,000 watts.

Minit-Rub Placing

BRISTOL-MYERS Co., New York (Minit-Rub) is planning a series of 5 weekly spot announcements to be placed in Louisville and Des Moines. Young & Rubicam Inc., New York, is the agency.

Schrafft Takes Muzak

THE Schrafft store on E. 57th St., New York, is the latest commercial client of Muzak Inc. wire radio service.

AMERICAN OIL Co., Baltimore (Amoco) is starting a series of six weekly RCA transcriptions in some 50 stations in its Eastern territory.

FCC Sets Hearing On 500 kw. Pleas

Will Consider Applications at Special Session Sept. 24

A GENERAL hearing before the FCC Broadcast Division on applications for authority to use superpower of 500,000 watts was ordered set for Sept. 24 by the FCC Broadcast Division at its meeting June 12.

Now pending are five applications for authority to use superpower equal to that employed by WLW, Cincinnati, world's most powerful station. The applicants are KNX, Los Angeles; WHAS, Louisville; WGN, Chicago; WHO, Des Moines, and WJZ, New York. It is expected that other applications for that power will be filed prior to the hearing.

Rule Change Involved

IN DESIGNATING the September date the Broadcast Division presumably has in mind a procedure similar to that followed in 1930 when it heard applications for horizontal increases in clear channel station power from 5,000 to 50,000 watts. The present regulations specify that the maximum power to be used on clear channel regulation is but 50,000 watts. To permit these other stations to increase to 500,000 watts there would have to be a revision of this provision raising the power limit.

In the case of WLW, which during the last two years has proved the efficacy of superpower operations, it is licensed regularly for 50,000 watts and uses the additional 450,000 watts on an experimental basis. The experience of WLW has shown that the ratio of coverage of the station increased more than three to one with the tenfold increase in power.

The Broadcast Division paved the way for consideration of superpower applications in May when it denied long pending requests for the breakdown of three additional clear channels. Definitely involved in these superpower applications are proposals for realignment of the broadcast structure through reduction in the number of clear channels and horizontal increases in the powers of stations on both regional and local channels.

NBC Salute to Press

NBC on June 29 will join with Mergenthaler Linotype Co. in a *Salute to the Modern Newspaper* over its Blue network, broadcasting the winning script of Charles A. Wright, instructor in journalism at Temple University, in the $500 prize contest conducted by the Merganthaler Co. The judges who picked the winner were Jack T. Nelson, Kenyon & Eckhardt Inc.; William S. Rainey, NBC production manager, and Marlen E. Pew, former editor of *Editor & Publisher*.

Mail School Tests

A TEST campaign of two quarter-hours weekly by International Correspondence Schools, Scranton, Pa., large user of publication space, is being broadcast on WGBI, Scranton, with response to offers of ICS bulletin already indicating possibilities of a national campaign. N. W. Ayer & Son Inc., Philadelphia, has the account.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JUNE 1 TO JUNE 12, INCLUSIVE

Applications . . .

JUNE 1

WNBC, New Britain, Conn.—CP change equip., increase 250 w to 1 kw, amended to directional 250 w N 1 kw D unltd.

NEW, Continental Radio Co., Washington—CP 1230 kc 1 kw unltd.

NEW, Same—CP 1310 kc 100 w 250 w D unltd., contingent WOL shift to 1230 kc.

WJAR, Providence, R. I.—License for CP increase power, move trans., directional.

WRAK, Williamsport, Pa.—CP change antenna, move trans. locally, amended to new trans., change site.

WCMI, Ashland, Ky.—CP increase 100 w to 100 w 250 w D.

KRLD, Dallas — Extension exp. auth. simul.-WTIC.

WREC, Memphis—Modif. license 1 kw 2½ kw D to 1 kw 5 kw D.

WDAE, Tampa, Fla.—Modif. license 1220 to 550 kc.

KFXR, Oklahoma City—CP new equip.

KWBG, Hutchinson, Kan. — CP change equip., increase 100 to 250 w, change 1420 to 550 kc, move trans. locally, directional N.

KOB, Albuquerque, N. M.—Vol. assign. license to Albuquerque Brdcstg. Co.

APPLICATIONS RETURNED—WDAS, Philadelphia; WJBW, New Orleans; WJDX, Jackson, Miss.; NEW, Isadore Goldwasser, Anniston, Ala.; NEW, Howard A. Miller, Galesburg, Ill.; NEW, Charles Porter, Edw. T. Eversole, Festus, Miss.; KGGM, Albuquerque.

JUNE 4

WEBR, Buffalo—Vol. assign. license to WEBR Inc.

WBNX, New York — Modif. CP new equip., increase power, move trans., asking approval directional antenna D & N, and 1 kw at present site.

JUNE 5

WGNY, Chester twp., New York—CP new equip., move trans. near Newburg.

W2XIS, Bronx, New York—CP gen. exp. 200 w.

NEW, Eugene Meyer & Co., d/b Washington Post, Washington, D. C.—CP gen exp. 100 w.

NEW, Smerda's Music House Inc., Cleveland—CP gen exp. 35 watts.

WDBJ, Roanoke, Va. — Auth. transfer control from J. B. Fishburn to members of family.

WCHV, Charlottesville, Va. — Auth. transfer control from W. B. Brown to other parties amended to relinquishment of control by W. B. Brown.

NEW, Bayou Brdcstg. Co., Houston — CP 1210 kc 100 w unltd., amended to D.

WGRC, New Albany, Ind.—Modif. CP re studio, trans. sites.

WMIN, St. Paul—Modif. CP re equip., antenna.

WFBM, Indianapolis—CP change equip.

NEW, Robert Raymond McCulla, Oak Park, Ill. — CP 1500 kc 100 w unltd., amended to D.

NEW, R. E. Moore & Mrs. K. E. Moore, Los Angeles—CP visual 240 w.

APPLICATIONS RETURNED—WAAB, Boston; WBBM, Chicago; KGBZ, York, Neb.

JUNE 6

WHIS, Bluefield, W. Va.—Modif. license 250 w 500 w D to 500 w 1 kw D.

KGFF, Shawnee, Okla.—Modif. CP new equip., increase power, move trans., for approval antenna and trans. site, extend completion.

KGNO, Dodge City, Kan.—CP new equip.

NEW, Bottled Gas Corp. of Cal., San Diego—CP 1420 kc 100 w unltd.

NEW, Jesse G. Bourus, Everett, Wash. —CP 1500 kc 100 w 250 w D unltd.

JUNE 8

WOCL, Jamestown, N. Y.—CP change equip., increase 50 to 100 w.

WSPR, Springfield, Mass.—License for CP new station.

KTHS, Hot Springs, Ark.—Vol. assign. license to Radio Enterprises Inc.

WFLA-WSUN, Clearwater, Fla.—Modif. license change N field intensity from 10 to 50 millivolts per meter.

WGBF, Evansville, Ind.—CP change hours from Sh.-WOS, KFRU N, simul. D to unltd. directional.

KCRJ, Jerome, Ariz.—CP new trans., antenna, change hour spec. to D.

KEHE, Los Angeles—Modif. CP change equip., move trans. studio locally.

KGIR, Butte, Mont. — CP new equip., vertical antenna, move trans., studio locally.

JUNE 10

KINY, Juneau, Alaska—CP new equip., antenna, change 1310 to 1430 kc, 100 to 250 w.

WDAS, Philadelphia — Applic. CP amended to directional antenna D & N.

WRDW, Augusta, Ga.—Auth. transfer control to Arthur Lucas, William K. Jenkins and Frank J. Miller.

KCMO, Kansas City — Modif. license from spec. to unltd., move studios locally.

NEW, Falls City Brdcstg. Corp., Falls City, Neb.—CP 1310 kc 100 w unltd.

KGBX, Springfield, Mo.—License 1230 kc 500 w unltd., directional N.

NEW, Chauncey W. Hammond, Oakland, Cal. — CP 1280 kc 500 w 1 kw D unltd.

APPLICATIONS RETURNED—KIDO, Boise, Id.; NEW, Amarillo Brdcstg. Co., Amarillo, Tex.; NEW, National Battery Brdcstg. Co., St. Paul.

Examiners' Reports . . .

WIRE, Indianapolis — Examine Hyde recommended (I-226) that applic. CP change from 500 w 1 kw LS unltd. to 1 kw 5 kw LS be granted if antenna prevents increase in night field intensity in directions of Brooklyn and Tulsa.

KGDM, Stockton, Cal. — Examiner Walker recommended (I-227) that applic. modif. license from D to ltd. be denied.

NEW, Farmers & Bankers Life Ins. Co., Wichita — Examiner Hyde recommended (I-228) that applic. 1210 kc 100 w unltd. be denied.

WHB, Kansas City—Examiner Dalberg recommended (I-229) that applic. CP change from 850 kc 1 kw D to 1120 kc 500 w 1 kw LS unltd. be granted.

WISN, Milwaukee — Examiner Dalberg recommended (I-230) that applic. increase 250 w 1 kw LS to 1 kw be granted.

NEW, Petersburg Brdcstg. Co.; WPHR, Petersburg—Report of Examiner Bramhall (I-225) amended so Conclusion 2 reads as follows: "2. It has not been established that there is need for additional service in the area proposed to be served. It appears that the city of Richmond is now receiving primary service from Station WRVA on 1110 kc, with power of 5 kw, hours of operation unlimited; and WMBG on 1210 kc 100 w 250 w LS hours of operation unlimited except specified hours occupied by WBBL on Sundays."

NEW, Union-Tribune Pub. Co., San Diego, Cal. — Examiner Walker recommended (I-231) that applic. CP 1420 kc 100 w 250 w LS unltd. be denied.

WGBF, Evansville, Ind. — Examiner Hyde recommended (I-232) that applic. 1 kw LS be granted.

KFOX, Long Beach, Cal. — Examiner Walker recommended (I-233) that applic. increase from 1 kw to 1 kw 5 kw LS be denied.

NEW, B. A. Thompson, Santa Cruz, Cal.; NEW, William B. Smullin, Sacramento; NEW, Howard N. Mitchell, Sacramento; NEW, Press Democrat Pub. Co., Santa Rosa—Examiner Dalberg recommended (I-234) that applic. W. B. Smullin CP 1310 kc 100 w 250 w LW unltd. be denied; that applic. Press Democrat Pub. Co. for CP 1310 kc 250 w D be denied; that applic. B. A. Thompson for CP 1310 kc 100 w 250 w LS unltd be granted; that applic. Howard N. Mitchell CP 1310 kc 100 w unltd. be granted.

NEW, Carl S. Taylor, Dubois, Pa.—Examiner Hyde recommended (I-235) that applic. CP 780 kc 250 w D be denied.

WQDM, St. Albans, Vt.—Examiner Dalberg recommended (I-236) that applic. change from 1370 to 1390 kc, 100 w to 1 kw spec. be granted.

NEW, Miles J. Hansen, Fresno, Cal.; NEW, Julius Brunton & Sons Co., Fresno —Chief Examiner Arnold recommended (I-237) applic. Miles J. Hansen CP 1420 kc 100 w unltd. be denied and dismissed with prejudice; that applic. Julius Brunton & Sons Co. CP 980 kc 250 w D be granted.

NEW, Harold H. Hanseth, Fresno, Cal.; Fresno Brdcstg. Co., Fresno — Examiner Seward recommended (I-238) that applic. Harold H. Hanseth for CP 1410 kc 1 kw unltd. be denied; that applic. Fresno Brdcstg. Co. for CP 1410 kc 500 w 1 kw LS unltd. be denied.

Decisions . . .

JUNE 12

APPLICATIONS GRANTED:

KGKB, Tyler, Tex. — CP change equip., move trans. locally.

KRSC, Seattle—CP change equip.

WMMN, Fairmont, W. Va.—Modif. CP new equip.

WMC, Memphis—Modif. CP extend completion, new trans. site, directional antenna.

KHQ, Spokane—Modif. CP change trans., vertical antenna, increase 2 to 5 kw D.

WRR, Dallas — Modif. CP new equip., license new equip., vert. radiator, move trans. locally.

WLAK, Lakeland, Fla.—License CP new station 1310 kc 100 w unltd.

WHBU, Anderson, Ind.—License CP new equip., increase to 250 w D.

WGBI, Scranton, Pa. — License for CP new equip., increase to 500 w.

KGFW, Kearney, Neb.—Consent transfer control to Clark Standiford, Kate S. Fisher.

WHBB, Selma, Ala. — Consent vol. assign. license to W. J. Reynolds, J. C. Hughes, J. S. Allen, d/b Selma Brdcstg.

KELD, El Dorado, Ark. — Consent vol. assign. license to Radio Enterprises Inc.

WNBC, New Britain, Conn. — Consent vol. assign. license to State Brdcstg. Corp.

KGGM, Albuquerque, N. M. — Consent transfer control to Mrs. A. R. and A. R. Bebenstrait.

KJR, Seattle — CP new equip., move trans. to KOMO site.

WCOL, Columbus—CP change equip.

WSYR, Syracuse—License aux. trans.

KFJI, Klamath Falls, Ore.—License for CP new equip.

WNYC, New York—License aux. trans.

WFBM, Indianapolis—CP change equip.

WFIL, Philadelphia — CP 1 kw move trans. locally, new vert. rad.

KGNO, Dodge City—CP new equip.

Standard Radio Inc., Hollywood—Auth. send transcriptions to Canada.

WELI, New Haven—Vol. Assign. license to City Brdcstg. Corp.

KFJZ, Fort Worth — License CP new equip., increase 100 to 250 w D.

WIBM, Jackson, Mich.—License for CP new equip.

KFKA, Greeley, Col. — License for CP change equip.

WREC, Memphis—Modif. license 2½ to 5 kw directional.

KUOA, Fayetteville, Ark. — CP move trans. to John Brown Univ., increase 1 to 2½ kw D.

KERN, Bakersfield, Cal.—CP new equip.

KHBC, Hilo, T. H.—License for CP new station 1400 kc 250 w unltd.

WJBC, Bloomington, Ill. — Vol. assign. CP to Arthur Malcolm McGregor and Dorothy Charlotte McGregor.

KFVD, Los Angeles — Vol. assign. license to Standard Brdcstg. Co.

WRAK, Williamsport, Pa. — CP move trans. locally, new equip.

WBNX, New York — Modif. CP trans. site.

KDON, Del Monte, Cal.—Vol. assign. license to Monterery Peninsula Brdcstg. Co.

KFXR, Oklahoma City—CP change equip.

KWYO, Sheridan, Wyo. — CP change equip., new radiator, move trans. locally.

NEW, Edwin H. Armstrong, New York —CP gen. exp. 86,500 and 111,000 kc 40 kw.

W8XAR, Saxonburg, Pa.—Renewal spec. exp. license.

SET FOR HEARING — WGCM, Mississippi City; WMAZ, Macon, Ga.; KOMO, Seattle; KGW, Portland, Ore.; KHSL, Chico, Cal.; NEW, Constitution Pub. Co., Atlanta; NEW, Harriet N. Alleman & Helen W. MacLellan, d/b Cape Cod Brdcstg. Co., Barnstable Twp., Mass.; NEW, L. Marton Courtney, Toledo; NEW, Harry G. & Clara A. Lowe, DuBoise, Pa.; NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.; NEW, Escanaba Daily Press Co., Escanaba, Mich.; NEW, Ventura Brdcstg. Co., Ventura, Cal.; NEW, High Fidelity Brdcstg. Service, Milton, Mass.; NEW, Washington Post, Washington, D. C.; WMBQ, Brooklyn; WWVA, Wheeling; WHAS, Courier-Journal & Louisville Times Co., Louisville; WKBB, E. Dubuque, Ill.; NEW, Santa Barbara, Cal.; WMFF, Plattsburg, N. Y.

MISCELLANEOUS — WLLH, Lowell, Mass., reconsidered action granting auth. booster station at Lawrence, Mass., and set for hearing; NEW, C. G. Hil, Geo. D. and Susan H. Walker, Winston-Salem, N. C., denied advanced date for argument applic. CP; NEW, Mile High Radio Corp., Denver, denied reconsideration action setting applic. CP for hearing; WOWO, Ft. Wayne, Ind., granted request postpone hearing applic. increase 10 to 25 kw; WCRW, Chicago, reconsidered renewal hearing action and granted regular renewal license; KRE, Berkeley, Cal., overruled petition reconsider and grant applic. without hearing; NEW, Jefferson Brdcstg. Co., Birmingham, granted auth. take depositions; NEW, Donald A. Wike & H. E. Studebaker, Baker, Ore., same.

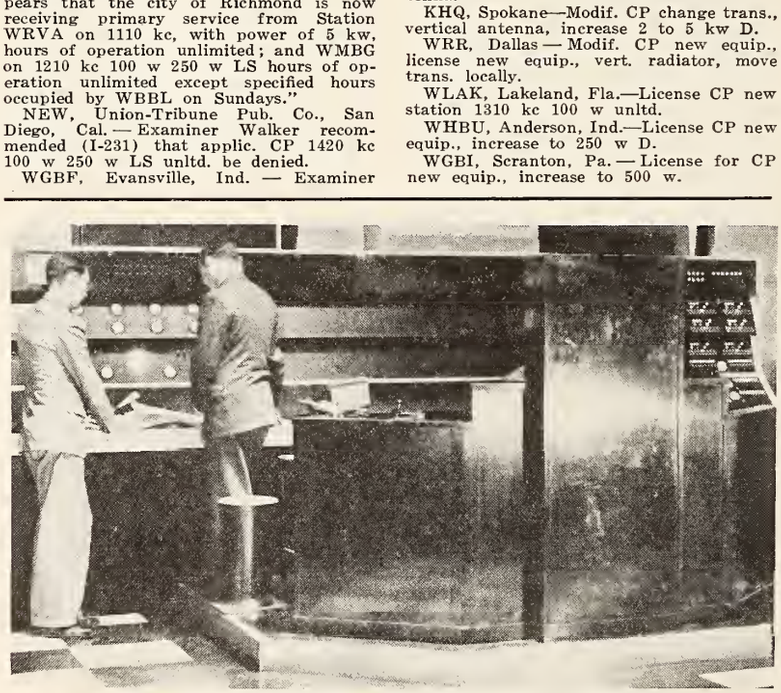
APPLICATIONS DENIED — KPRC, Houston, temp. auth. 5 kw N; KCMO, Kansas City, temp. auth. unltd. 30 days.

APPLICATIONS DISMISSED WITH PREJUDICE—NEW, Jesse H. Jay, Miami Beach, Fla.; WKBZ, Marl L. Ashbacker, Muskegon, Mich.; NEW Wolverine Brdcstg. Co., Ann Arbor, Mich.; NEW, Steffen Ice & Ice Cream Co., Wichita.

RATIFICATIONS:

WCAX, Burlington, Vt.—Granted extension temp. auth. daylight time.

NEW, W. P. Stuart, Prescott, Ariz.—Set for hearing applic. CP 1500 kc 100 w unltd.



Giant New Control Desk in NBC Chicago Studios.

A NEW GIANT master control desk and new studio control panels have been installed and placed in operation in the NBC Chicago studios, without program interruption. The new desk, a counterpart of the one in the NBC Radio City studios, is more than 15 feet in length and six feet high, contains 575 lights and more than 500 keys and is connected by more than 250,000 feet of wire with 650 relays in a nearby room, and enables circuits to be set up by an engineer while the preceding broadcast is on the air.

This is believed to be the first time such a comprehensive substitution of new equipment has been carried on at a vital point in the networks without interruption to normal operations.

KGBX, Springfield, Mo.—Extension spec. auth. 1230 kc 500 w unltd. directional N.

WQDM, St. Albans, Vt.—Granted extension temp. auth. daylight time.

WHBI, Newark — Granted extension temp. auth. use aux. as main.

KCMO, Kansas City—Granted extension temp. auth. use 100 w trans. formerly of KGBX.

WAAF, Chicago — Granted temp. auth. temp. antenna.

NAB Delegates Invited To Barn Dance by WLS

AN INVITATION to all NAB conventioneers who happen to be in Chicago on Saturday night, June 4, on the eve of the convention opening in the Stevens Hotel, to attend the *WLS National Barn Dance* in the Eighth Street Theater, has been extended by Glenn Snyder, manager of WLS and chairman of the convention entertainment committee.

In view of the fact that the show, which lasts from 10 to midnight and part of which goes over a network under Alka-Seltzer sponsorship, is invariably a sell-out, Mr. Snyder suggests advance requests for tickets. The theatre is just around the corner from the Stevens Hotel.

Power Increases Granted

FIVE stations on June 12 were granted FCC authority to increase power. They were: WFIL, Philadelphia, use 1 kw. unlimited on condition that transmitter is moved and vertical radiator erected; WREC, Memphis, to 5 kw. daytime, 1 kw. night, directional antenna; KUOA, Fayetteville, Ark., construction permit to move transmitter and studio to John Brown Univ., Siloam Springs, Ark., increase 1 to 2½ kw. daytime; WGBI, Scranton, license covering CP increase from 250 to 500 watts (Share WQAN); WHBU, Anderson, Ind., increase to 250 w. daytime.

DAVID ROSS, ace CBS announcer, was a visitor at WDNC and the Chesterfield factory in Durham, N. C., recently to get a first-hand glimpse of the activities of his sponsor.

BOR BURNS, dialect comedian, is to act as master of ceremonies on the *Kraft Music Hall* while Bing Crosby takes a vacation after the June 25 broadcast.

Bull for Prize

A PEDIGREED bull from the prize Wisconsin State Reformatory herd is the prize in the limerick contest sponsored on WTAQ, Green Bay, Wis., by T. S. Tonic. Farmers are entering the contest in large numbers, knowing the ranking of the reformatory's famous Holstein herd.

Gillette Renews Yankee

GILLETTE SAFETY RAZOR Co., Boston, has renewed for an extensive series of participation on *Yankee Network News Service* over the entire Yankee Network. The contract calls for 219 participations, 10 announcements weekly, twice daily on Mondays, Wednesdays and Fridays in the morning and once daily on Tuesdays, Thursdays, Saturdays and Sundays in the evening. The announcements are heard over the entire Yankee Network including WNAC and WAAB in Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WICC, Bridgeport, and New Haven; WATR, Waterbury; WLBZ, Bangor; WFEA, Manchester; WLLH, Lowell, and WNBH, New Bedford, starting June 1 and ending Oct. 31. The account is handled through Ruthrauff & Ryan Inc., New York.

Big Samson-United Series

SAMSON-UNITED Corp., Rochester (rubber blade electric fans) is planning a WBS transcription announcement campaign on 100 stations, using 2 daily announcements 5 days a week. Hutchins Adv. Co. Inc., Rochester, has the account.

BRITISH Broadcasting Corp., which unlike the U. S. networks places no restrictions on the broadcasting of transcriptions and recordings, has a gramophone library of about 25,000 titles in duplicate, reports *Radio Times*.

KELLOGG Co., Battle Creek, Mich. (cereals) on June 29 shifts *The Singing Lady* with Irene Wicker on an NBC-Blue network from Chicago studios to Radio City.

Maj. Armstrong Granted CP for 40 kw. Apex Test

MAJ. EDWIN H. ARMSTRONG, New York inventor of the superheterodyne circuit and other important contributions to radio, on June 12 was granted a construction permit by the FCC to build a 40 kw. station, peak power, using the 86,500 and 111,000 kc. bands for experimental work.

Major Armstrong has developed a new ultra-shortwave system of frequency modulation which he has been demonstrating to engineers and will explain at the FCC June 15 hearing on apex allocations. The Armstrong system is said to permit operation of a large number of apex broadcast stations up and down the nation and eliminate interference to a hitherto impossible degree.

Agency Men Resign

TWO important agency resignations were announced during the last fortnight—Bennett Larson resigning as radio director of J. Sterling Getchell Inc., New York, and W. L. Chesman resigning as vice president in charge of radio for Donahue & Coe Inc., New York. Successors were not announced.

Lava Soap Testing

PROCTER & GAMBLE Co., Cincinnati (Lava soap) is staging a test campaign on WEAN and WJAR, Providence, R. I., using WBS transcription announcements. Blackman Adv. Inc., New York, is the agency.



ACTUAL FACTS

Prove That CREI Training Helps Broadcast Men

In a recent survey made of CREI graduates now in the broadcast field . . . 72% have shown a decided increase in salary. This certainly proves that CREI training pays dividends, and it will pay you to find out what we can do for you. Our one-year Residence Course begins Sept. 14th.

"Pedigree Employment Service"

Mr. Employer, we have just the men you are looking for. Ambitious men who have completed or will complete our Practical Radio Engineering course. We charge nothing for getting you together. Write your requirements and we will be pleased to answer in detail.

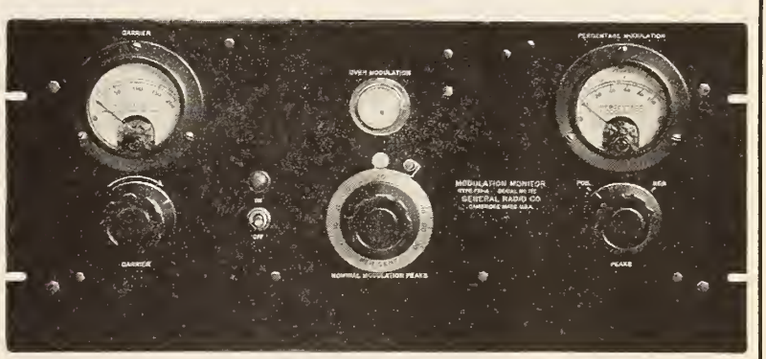
CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-6

Washington, D. C. 14th & Park Rd.

New York City 29 Broadway

CREI



GENERAL RADIO TYPE 731-A MODULATION MONITOR APPROVED BY THE FCC

After official tests at the National Bureau of Standards, the Federal Communications Commission has certified the General Radio Type 731-A Modulation Monitor as meeting all of the requirements of the Commission for this type of instrument. It bears the FCC approval number 1551.

Price: $195.00 Complete with Tubes.

The Type 731-A Modulation Monitor is one of several units of the Type 730-A Transmission Monitoring Assembly. The assembly permits the station personnel to make a complete run on the station for noise, hum and distortion from the microphone to the antenna in ten minutes time.

Write for Bulletin 18-B for detailed description

GENERAL RADIO COMPANY
Cambridge, Massachusetts



EXACT FREQUENCIES

. . . are easier to get

. . . are easier to hold with

Scientific Crystals

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency. The BEST costs No More — So Insist Upon SCIENTIFIC RADIO SERVICE CRYSTALS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90

Approved by F.C.C.

Write to Dept. B-662 for price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

Extra-Broadcast Rules Approved

(*Continued from page 22*)

respect he reflected the arguments advanced by Prof. George.

After Mr. Baldwin's original opposition to promulgation of the regulations on "so short notice", Comdr. Craven said he thought the best procedure was to place them in effect tentatively, and that if they proved too harsh there would be plenty of opportunity to modify them. He explained that the June 15 hearings might produce evidence which would make it advisable to revise the rules, but that it was deemed most desirable to have the new allocations and the tentative rules on the books at this time.

The apex rules precipitated the main discussion. Mr. Ring brought out that there are already 28 stations licensed while 60 new applications are pending. Mr. Baldwin contended that extreme caution should be exercised and he questioned the writing of very temporary or indefinite rules. He said he felt there would be definite regulations preceding entrenchment of stations in apex broadcasting. Heavy competition among stations immediately would result from the promulgation of the rules, he added.

The requirement for dual announcement of call letters over all experimental stations operated in conjunction with regular stations was a subject of discussion. It was contended that in many cases this would mean the hiring of additional men at stations simply to make station identification announcements over the experimental outlets. The rules as written specify that separate announcements shall be made over each facility, Mr. Ring declaring this is necessary to enable monitoring stations to identify the experimental outlets. The objections were taken under advisement.

There was much discussion over phraseology of regulations. P. J. Hennessy Jr., NBC Washington counsel, contended that certain of the rules specifying that licensees shall receive no compensations either directly or indirectly for experimental operations, might, because of phraseology, become serious since indirectly all regular stations profit from use of experimental stations.

There was discussion of the possibility of limiting the number of apex licenses to be allocated to particular cities in order to bring about an "equitable distribution". This developed after Mr. Baldwin had observed that there probably would not be enough apex assignments to go around. Mr. Ring declared that a proposal on limitation of allocations would be made to the Broadcast Division.

Respecting television, Mr. Ring announced that one change already had been decided upon as a deviation from the rules as written. He said the FCC would not specify the aural and visual channels which would be assigned licensees under the single license until after the June 15 hearings.

It was then that Dr. George protested the scrapping of television station assignments on the lower band. He argued that while the picture is not so good, rural coverage is afforded. The day might come, he said, when two or three superpower television stations on these low bands might cover the country. When this claim was challenged by others he said that possibly one way of procuring the service would be that of establishing government owned television stations on these waves.

A. F. Murray, television chief of Philco, brought out that television should be on one standard rather than two. Manufacturers, he said, probably would not want to develop a separate receiver capable of picking up the medium frequency 60-line broadcasts, along with the projected 440 or 460 line systems in the ultra-high field. While at present it appears that the ultra-high service will be purely urban, he declared developments may come which will make possible rural service also.

Economic Angles

THE QUESTION of economics in television also was raised. The low-definition service designed for rural coverage, it was brought out, probably would not attract advertising sponsors. Dr. George, however, argued that either government service, or possibly the sponsorship of national advertisers interested in the rural field, might be the answer.

When Mr. Baldwin asked whether there would be enough television channels "to go around", Chairman Ring asserted there could be no estimate of that until it was determined through experimentation how wide a band television would need to accommodate it. He expressed disapproval of time-sharing for television stations, pointing out that when it arrived commercially all of the part-timers would seek full time, much as has developed in conventional broadcasting.

Respecting the requirement for frequency monitors for experimental stations, Mr. Ring said that perhaps a two-month extension from the original effective date of July 1 would be granted to allow for manufacturers to develop the meters. If additional time is needed, he said, it would be allowed since the FCC is not disposed to cause any hardship or become arbitrary on any of the regulations.

After a round of discussion on Dr. Jolliffe's formal motion to postpone the effective date for 90 days, on the ground that "no harm" could come from the postponement, Chairman Ring announced the matter would be submitted to the FCC Broadcast Division. Simultaneously, he said, the other suggested changes would be taken up with the Division. He explained that all licensees who oppose the rules have the recourse of protesting and thereby bringing about formal hearings before the Division.

The text of the new rules was published in the June 1 issue of BROADCASTING. At present 277 stations licensed in the various services are affected, but Mr. Ring estimated that eventually some 600 to 700 stations will be assigned in these bands.

Attending the June 8 hearing were the following:

Comdr. T. A. M. Craven, Andrew D. Ring, J. P. Buchanan Jr., G. C. Davis, G. E. Sterling, Ralph L. Clark, FCC Engineering Department.
Dr. C. B. Jolliffe, RCA.
I. R. Baker and T. A. Smith, RCA Victor Co.
E. K. Cohan, CBS.
Charles W. Horn, NBC.
W. J. Purcell, General Electric Co.
C. E. Gregory and W. Ward Darrell, Westinghouse E. & M. Co.
James W. Baldwin, NAB.
L. G. Pattee, Harold G. Peery and Harry R. Lubcke, Don Lee Broadcasting System.
John V. L. Hogan, W2XR, Long Island City, N. Y.
Philo T. Farnsworth and Frank J. Somers, Farnsworth Television Inc.
A. F. Murray and John R. Holland, Philco Radio & Television Corp.
Oswald F. Schuette, Short Wave Institute of America.
William D. Kelly and A. Q. Ranft, WFBR, Baltimore.
Frank V. Becker, WFIL, Philadelphia.
W. T. Wood, WMBG, Richmond.
S. E. Warner, W1XBS, Waterbury, Conn.
M. C. Scott Jr., W4XB.
Maynard Marquardt, WCFL, Chicago.
John Fetzer, WKZO, Kalamazoo, Mich.
Sidney W. Bassford and Martin L. Jones, WCAO, Baltimore.
U. L. Lynch, WSVA, Harrisonburg, Va.
Paul A. DeMars, Yankee Network.
D. W. Gellerup, WTMJ, Milwaukee.
R. J. Rockwell, WLW-WSAI, Cincinnati.
W. J. Scripps and C. H. Wesser, WWJ, Detroit.
Prof. R. H. George, W9XG, Purdue University.
Harry Harvey, KFAB.
G. K. Jacobsen, W9XAT, Minneapolis.
Ray V. Hamilton, St. Louis Star-Times.
E. H. Twambley and R. J. Kingsley, WBEN, Buffalo.
Prof. Edwin H. Armstrong, Columbia University.
Consulting Engineers—C. M. Jansky Jr., Stuart L. Bailey, Fred O. Grimwood, Paul Godley, Joseph Chambers, Edward A. Loftin, Harold B. Rothrock.
Washington Attorneys—Frank D. Scott, Philip G. Loucks, John M. Littlepage, William A. Porter, P. J. Hennessy, S. A. Milne (NBC, New York), George S. Smith, Ben S. Fisher, John W. Guider, Karl A. Smith, Reed T. Rollo, Horace L. Lohnes.

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents



Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

SUPREME DISC NEEDLES

100% Shadowgraphed Inspected

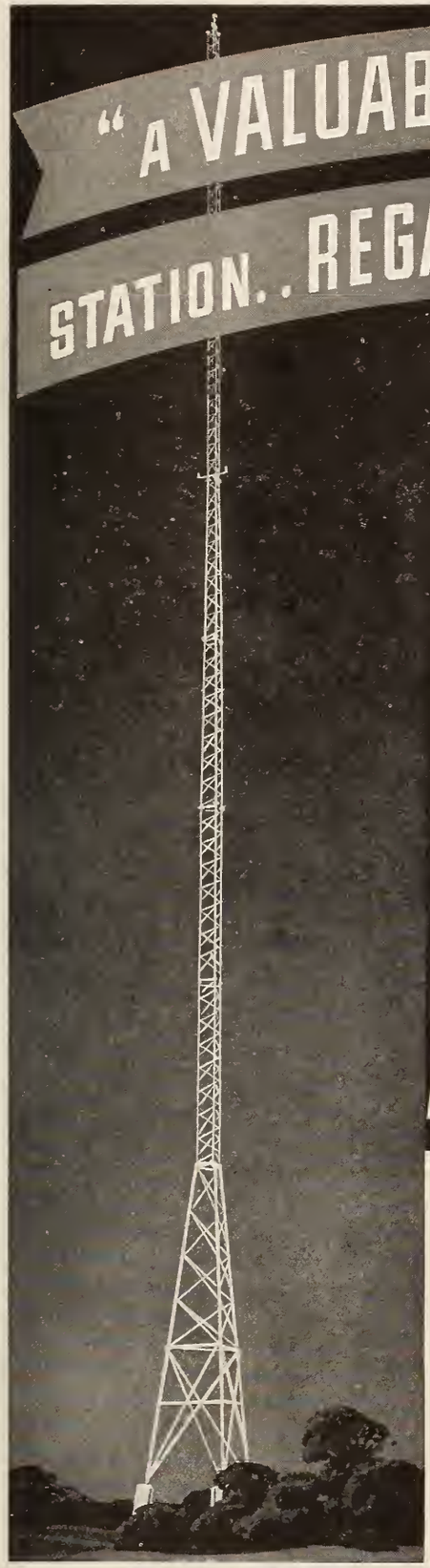
Canadian Distributor
GENERAL RECORDING EQUIPMENT CO.
48 Chatsworth Drive, Toronto, Ont.

At least one of our TEN different specifications will give *you* top performance and the minimum of surface noise at a very moderate cost.

Samples, discounts, and prices at your request.

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

"A VALUABLE INVESTMENT FOR ANY STATION.. REGARDLESS OF ITS POWER"



From an unsolicited letter by Jay P. Beard of Radio Station KBTM, Jonesboro, Arkansas

"We are thoroughly pleased with the operation of our new Truscon Vertical Radiator. We conducted a test program on our regular broadcast schedule and switched from our old aerial system to our new tower...at the same time making an announcement of the switch-over and asking our listeners to let us know of any difference in reception they noticed on their receivers.

"Listeners reported they noticed interference from other stations *before* the new tower was put into operation but that our station is now perfectly clear and *our signal drowns out the other stations completely.*

"Naturally, we are very much gratified with these results. We feel that a Truscon Vertical Radiator is *a valuable investment for any station regardless of its power.*"

Truscon Self-Supporting Vertical Radiators utilize assigned power with maximum efficiency. Night fading is eliminated. Truscon offers expert co-operation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design of a Truscon Vertical Radiator to meet YOUR station's requirements.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

If you are unfamiliar with the location of the Truscon sales offices in your locality, write to Truscon Steel Company, Youngstown, Ohio.

TRUSCON VERTICAL RADIATORS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Records, Operation Cost Studies, Broadcast Plant Appraisals, Interlocking Studio Control Systems, Design and Construction of Special Equipment.
HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

Junior G-Men Series

A NEW series titled *Junior G-Men of America* and written by Bradford G. Hathaway, an executive of the Prudential Insurance Co., early in June made its debut on WOR, Newark, sponsored by the Fischer Baking Co., Newark, and placed by Neff-Rogow Inc., New York radio agency. The script program is carried Mondays, Wednesdays and Fridays, 6:30-6:45 p. m., EDST, and its appeal is largely to boys.

KTSA, San Antonio, Pays Tribute to Advertising

AS ONE of its first gestures in coming under Hearst ownership, KTSA, San Antonio, paid a tribute to agencies and to advertisers in a special program. L. L. Jaquier, commercial manager of KTSA, gave credit to advertisers and agencies for progress made by the American system of broadcasting.

Mr. Jaquier said that agencies deserve the lion's share of the credit for fostering and stimulating commercial radio. He pointed out that it was the local advertiser and his agency who discovered and first took advantage of commercial radio. Associated Music Publishers transcriptions provided musical portions of the program.

Anniversary Programs, Contests Arranged for NBC Tenth Anniversary

SPECIAL programs, contests and prize awards, with all of its affiliated stations participating, are being planned for the six months leading up to Nov. 15 when NBC will celebrate the tenth anniversary of its founding. Each of the 97 NBC stations will be asked to display the NBC tenth anniversary plaque, with most of the celebrating being done by broadcasts.

More than 200 special programs, including salutes from all countries of the world and addresses by noted educators, are being planned. Prizes will be awarded for the best children's program scripts submitted either by amateurs or professional writers, with six cash awards aggregating $2,500 to be given. The programs will become regular NBC features and additional royalties will be paid per performance.

This contest, first of a planned series of various contests, closes Sept. 1. The winners will be announced Oct. 19.

It was on the night of Nov. 15, 1926, that NBC first got under way with a hookup of 23 stations from Boston to Kansas City. The network was formed, according to the statements of Chairman Owen D. Young at the time, primarily to stimulate the sale of radio receiving sets, and with hardly a thought that program sponsorship would develop it to the point of being a lucrative enterprise on its own. Yet from the date of opening through the year 1927 it grossed $3,760,010—a figure which grew to $31,148,931 for the year 1936.

YOU and I

. . . . . both know there are always openings for good radio men who know what "it is all about".

I have a very successful record both as sales manager and general manager. Have excellent reasons for wanting to make change. Will be glad to discuss it with you at the Chicago Convention in July. Let's get together.

Box 496
BROADCASTING

Here Next Month:
Tru-Fidelity
by
THORDARSON
Most Sensational Audio Development in Radio History

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Experienced radio announcers, artists, continuity writers, engineers, salesmen, program and production men and women are invited to register at once with National Radio Department, Vocational Bureau, Cleveland, Ohio. This is a nationwide service, many opportunities opening throughout the country. Moderate fees when placed. Write for application form.

Situations Wanted

Ambitious young engineer with college education and seven years radio experience. Now employed assistant engineer, small local station. Desires connection offering advancement opportunities. Announcing experience; single, excellent references. Box 498, BROADCASTING.

Capable manager local station. Good producer. Five years experience station manager. Also carry first class operators license. Desire position with station having a hard time making ends meet or a newly licensed station. Box 504, BROADCASTING.

Young man wants position as announcer. Go anywhere. Box 501, BROADCASTING.

Wireless Operator copying Transradio 2 years, desires connection. Box 502, BROADCASTING.

Engineer, operator, desires permanent position with progressive station. Eleven years experience. Associate member IRE seven years. Member USNR seven years. Available go anywhere in U. S. Two weeks notice. Box 503, BROADCASTING.

Announcer-Producer-Writer desires immediate affiliation with Eastern station. Box 505, BROADCASTING.

For Sale—Station

100 Watt station located in richest trade area on Pacific Coast. Great opportunity for right party. Sickness necessitates selling. Box 500, BROADCASTING.

Wanted to Buy

SCRIPTS: Series of 5 or 15 minute continuities of Dramatic, Historical, Scientific, Educational and other interesting subjects for Export. Box 497, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

100 watt composite transmitter in good operating condition. For sale CHEAP! Box 499, BROADCASTING.

★ ★ ★ **A FULL 25%** of the broadcasting time of **THE NATION'S STATION** is devoted to non-commercial features of an educational, religious, or service nature.

The preparation and selection of these **WLW** service programs receive the careful attention commensurate with their wide importance.

WLW has every evidence that these service features are of tremendous value in building and retaining the vast audience tuned to **THE NATION'S STATION.**

WFBM

Modern Indianapolis Station

Increases Wattage

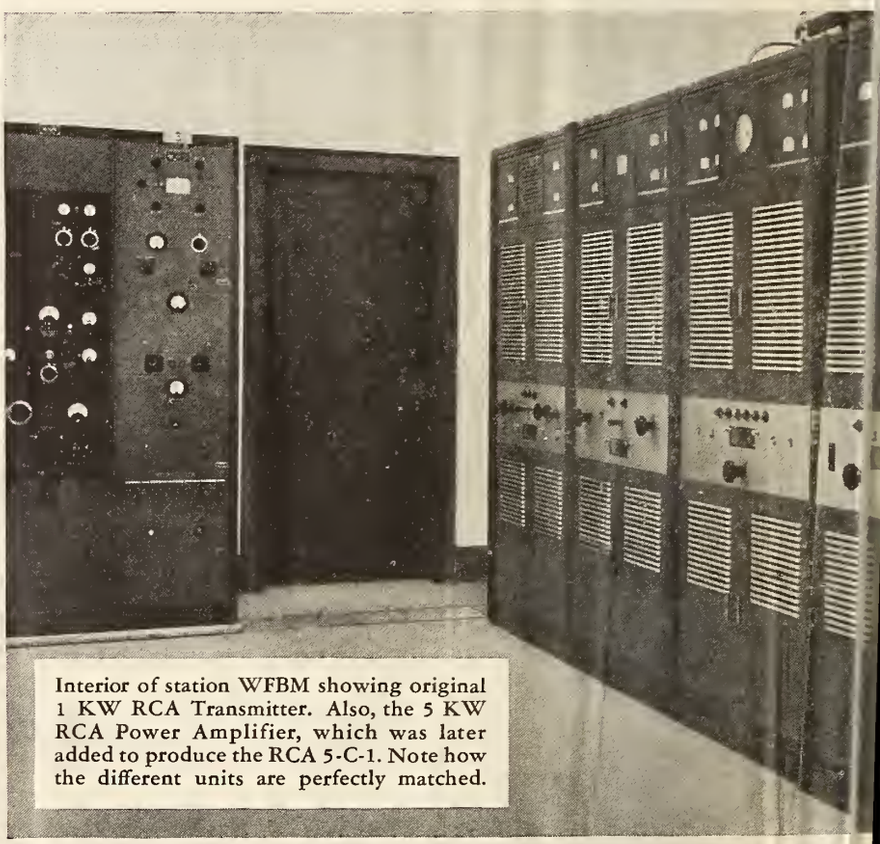
with

RCA COORDINATED TRANSMITTER EQUIPM

LIKE many other modern stations, WFBM has increased its power, and now offers a high fidelity signal to a greater number of listeners than ever before.

WFBM originally used a 1 KW RCA Transmitter. Later, finding that increased power would be a distinct asset, WFBM took advantage of RCA's basic plan of coordinated transmitter design, and added a 5 KW RCA Power Amplifier without scrapping its original equipment.

This typifies the great flexibility and maximum economy offered by the RCA plan of coordinated design. Whenever you desire to expand, RCA Transmitters can be added to like a sectional bookcase. Thus, RCA protects your station against obsolescence and costly replacement. Furthermore, these units are matched to produce a signal of the highest fidelity at all times. Each is backed by unlimited research, unsurpassed engineering skill . . . and—by the greatest organization in the entire field of radio—RCA.



Interior of station WFBM showing original 1 KW RCA Transmitter. Also, the 5 KW RCA Power Amplifier, which was later added to produce the RCA 5-C-1. Note how the different units are perfectly matched.

RCA MANUFACTURIN
CAMDEN, NEW JI
A service of the Radio Corpor
NEW YORK
1270 Sixth Avenue
DALLAS
2211 Commerce Street
ATLANTA, 492 Peachtre

RCA Transmitters

BOUND BY
GEORGE A. SIMONDS & CO.
310-14 ST. N.W.
WASHINGTON, D.C.

LIBRARY OF CONGRESS
00023492167